

Webinar on Role of Digital Marketing for Aspiring Start-ups.

Event Description:

This webinar on the topic "**Role of Digital Marketing for Aspiring Start-ups**" was organized by the Centre for Innovation and Entrepreneurship, CUTM on 3rd March 2022 at 3:30 P.M.



Anita Patra

Dr. Anita Patra, Registrar, CUTM

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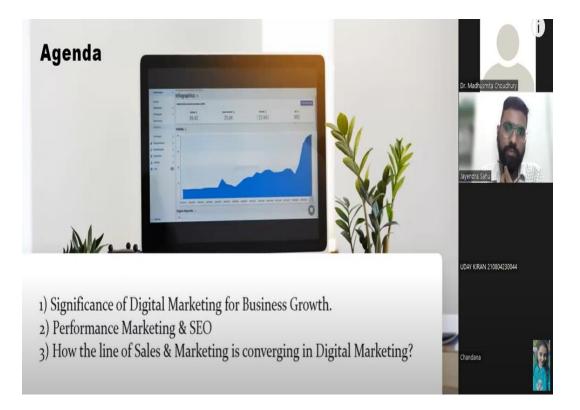
Dr. Madhusmita Choudhury, Assistant Professor, SOM **Convener**



A Report on

Webinar on Role of Digital Marketing for Aspiring Start-ups Date:- 3rd March 2022

Digital Marketing skillset is one such important area of Marketing which every entrepreneur should learn and practice to create brand awareness of their product and advertising with limited amount. In today's webinar session of "**Role of Digital Marketing for aspiring start- up**" our speaker **Mr Jayendera Kumar Sahu, Performance Marketing Manager at M2P Fintech** explained the terms Digital Marketing and he helped the participant to understand to become a Digital Marketer by applying the concepts of it to earn profits with limited amount. This Session was coordinated By **Dr Madhusmita Choudhury,** Assistant Professor, School of Management, Vizianagaram, A.P from Centre of Innovation & Entrepreneurship.



Inaugural Session showing the agenda of Webinar

Overview 🛕	Campaigns Outtom 6 Dec 2021 - 3 Jan 2022 <									Dr. Madhi		
Campaigns	+ ADD FI	ILTER					Q =	COLUMNS A		[] 940 1		
Ad groups	Campaig	n	Status	Campaign type	↑ Impr.	Views	Viewrate	Cost	Conversion	Cost / conv.	Conv. rate	Jayendra
Ads & extensions	0 • 🛛 vi.	Metro_Conversion	Elgble	Video	63,403	5,127	8.09%	₹9,158.37	47.00	₹194,85	0.38%	
Videos	0 • 🖬 vi.	Non_Metro_Website_Visit	Elgible	Video	82,918	5,609	6.76%	₹9,571.26	40.00	₹239.28	0.31%	
Landing pages	Total: All	but removed campaigns			146,321	10,736	7.34%	₹18,729.63	87.00	₹215.28	0.35%	Chandana
Audiences	Total: All	campaigns			146,321	10,736	7.34%	₹18,729.63	87.00	₹215.28	0.35%	
Content	L					-						
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Different types of required calculations

The session can be viewed at: <u>https://youtu.be/fol9nqCT_TQ</u>

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Madhermite cheudhury CUTM

Assistant Professor, SOM

Convener

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SL.No	Names	REGD.NO	Absent/Present
	SAMBIT SUBHANKAR		
1	SAHU	160101170002	Р
2	JAGRATI NAIK	160101170003	Р
3	SUBHASHANTI DASH	160101170004	Р
4	PARAMANANDA BISOI	160101170005	р
5	RISHIKESH SAHOO	160101170006	р
6	SAMBHURAJ BHOI	160101170008	р
7	ABHIJIT BEHERA	160101170009	р
8	SUDIPTA MOHANTY	160101170010	Р
9	PRAJNA MANJARI BARIK	160101170011	Р
10	DIBYAJYOTI CHOUDHURY	160101170012	Р
11	NAINA RANI BENU	160101170013	Р
12	ASMITA CHOUDHURY	160101170014	Р
13	NIRUPAMA JENA	160101170015	Р
14	AMRAHAM KAURI	160101170016	Р
15	AMIT KUMAR ODDU	160101170017	Р
16	BARSHA BEHERA	160101170018	Р
17	AMARESH PANIGRAHI	160101170019	Р
18	MOHAMMED SARFARAZ	160101170020	Р
19	SOUMYA RANJAN MOHANTY	160101170021	р
20	HARI SANKAR SAHU	160101170022	р
21	SWAGATIKA MALLIK	160101170023	р
22	NIKHIL MUND	160101170024	р
23	TAPAS RANJAN MAJHI	160101170025	Р
24	MAHANANDA DORA	160101170026	Р
25	KANHU CHARAN SAHU	160101170027	Р
26	SOURAV KUMAR PANDA	160101170028	Р
27	SAMIKSHYA DASH	160101170029	Р
28	ROUNAK TRIVEDI	160101170030	Р
29	D N.S.S RAMANA	160101170031	Р
30	SIBO PRASAD PADHI	160101170032	Р

31	CHANDAN BISOYI	160101170033	Р
	GYANARANJAN		Р
32	TRIPATHY	160101170034	٢
33	MOHIT KUMAR SAHU	160101170035	Р
34	RAKESH NAYAK	160101170036	р
35	BARSA MOHANTY	160101170037	р
	SOUBHAGYA LAXMI		2
36	RAY	160101170038	р
37	SNEHASISH JANA	160101170039	р
38	KAIBALYA KUMAR JENA	160101170040	Р
39	ABHISHEK MAHATO	160101170041	Р
40	PRATYUSH KUMAR PANI	160101170042	Ρ

Anita Patra

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Convener