

Webinar on “Advantage of Social Media for Success in Business” on 17th Dec 20

Webinar on “Advantage of Social Media for Success in Business” in association with Derbi Foundation and Entrepreneurship cell was conducted on 17th Dec 2020 by Mr. DIPIN SUKUMARAN, Founder And Digital Marketing Consultant at Phoenix Digital Media. Speaker discussed about the role of Social media in the success of a business. Also he discussed: what is Business?, Marketing Advertising and Distribution, Why is Digital Marketing More Important for Business than ever before, the graph of number of internet users in selected countries in 2020(in millions).



The brochure features a black background with yellow and white text. At the top left is the Dayananda Sagar College logo. The text includes the college name, address, and accreditation details. The main title of the webinar is in large yellow font. Below it is a portrait of Dipin Sukumaran, identified as the resource person. His title and affiliation are listed. The date and time of the webinar are prominently displayed. The venue is Zoom, with the Zoom logo and a specific meeting link provided. The faculty coordinators are also mentioned at the bottom.

Dayananda Sagar College of Arts, Science and Commerce
Shavige Malleshwara Hills, Kumaraswamy Layout,
Bangalore - 560078

Internal Quality Assurance Cell (IQAC)
Entrepreneurship cell
present webinar on
**“ Advantage of Social media for success
in business ”**


Resource Person
Dipin Sukumaran
**Founder and Digital Marketing consultant at
Pheonix digital media.**
on 17 December 2020 @ 11AM
Venue:

<https://zoom.us/j/99633484714?pwd=NUFmdXJnSFRXY3lFbDQyWHZqU2N2UT09>
Faculty Coordinators
Prof. Meenakshi N.P.
CO-Ordinator Entrepreneurship

Pic-1: Brochure



Pic-2. Session on “Advantage of Social Media for success In Business” by DERBI Foundation



Pic-3. Marketing Advertising and Distribution

You are viewing Dipin's screen View Options

What is Business?

Simple exchange of goods and services in terms of money

Manufacturer → Supply chain/Distribution channel (Wholesaler, Retailer, Distributer, End Shopkeeper, E-Commerce) → Customer

MAD Cost (60% to 70%)

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Srivatsala V

Dipin

Niharika Sinha 1...

Unmute Start Video Participants 88 Chat Share Screen Record Reactions Leave

Pic-4.What is Business

You are viewing Dipin's screen View Options

WHY IS DIGITAL MARKETING MORE IMPORTANT FOR BUSINESSES THAN EVER BEFORE?

DIGITAL MARKETING

Digital marketing encompasses all marketing efforts that use an electronic device or the Internet. Businesses leverage digital channels such as search engines, social media, email, and websites to connect with current and prospective customers.

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Srivatsala V

Dipin

Niharika Sinha 1...

Unmute Start Video Participants 92 Chat Share Screen Record Reactions Leave

Pic-5. Importance of Digital Marketing

Zoom Meeting | You are viewing Dipin's screen | View Options

Participants: Srivatsala V., Dipin, Meenakshi. NP., Ashwini AM 19C...

Most popular social networks worldwide as of October 2020, ranked by number of active users (in millions)

Social Network	Number of Active Users (in millions)
Facebook	2,500
WhatsApp	2,000
Messenger	1,500
Instagram	1,000
Twitter	500
LinkedIn	400
YouTube	300
Pinterest	200
Google+	150
Nextdoor	100
Facebook Messenger Kids	50
Facebook Gaming	50
Facebook Live	50
Facebook Watch	50
Facebook Marketplace	50
Facebook News Feed	50
Facebook Stories	50
Facebook Reels	50
Facebook Live Video	50
Facebook Live Photo	50
Facebook Live Video	50
Facebook Live Photo	50
Facebook Live Video	50
Facebook Live Photo	50

7 Social Media Marketing Trends to Watch in 2020

Participants (92)

Find a participant

- shwetha b k(030)
- Shwetha(19CQSAC029)
- Soujanya(19CQSLC021)
- Sriranga H.A 19CQSAC031
- STALIN 18CQSLC019
- Subhiksha K (19CQSLC036)
- SUNEEL RAO V 19Cqsac032
- Sunitha Kalyan
- Sushma KS 19CQSLC037
- Sushma S 18CQSAC021
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- uzma 19CQSAC036

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Pic-6. Popularity of social media networks