

Digital Marketing

Pillars of effective digital marketing



Saturday, 25 June 2016 | 11 am to 1 pm
Training room, Venture Center, 100 NCL Innovation Park

Highlights of the talk

This talk will give you a perfect recipe for making your digital marketing efforts effective. In this session, you will come to know about the five pillars of effective digital marketing strategy. With these pillars, you can prepare your own marketing strategy. Each pillar consists of four building blocks. With these building blocks you can drill down into developing details of your digital marketing strategy.

Who should attend

Chief Marketing Officers, Marketing Managers, Marketing Executives, Entrepreneurs, Scientists, Engineers, Students, and anybody who wants to do effective marketing

Speaker



Sachin Mohan
Bhide, PhD

Sachin is a Marketing Strategy Consultant & founder of Eha Management Consultancy. He is into marketing since year 2000. He has authored the books 'Effective marketing for entrepreneurs' and 'Effective digital marketing strategy'. He teaches at leading educational institutions. He has award winning work experience in industries like Technical Communication, Information Technology, Banking, as well as Education. He is an award-winning speaker and has received Best Speaker & Best Table Topic Master award at Toastmaster club in California, USA. He has earned his PhD in Marketing & he has researched nature of IT exports of selective Indian companies. He has done Masters in Business Administration and Commerce.

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