



Online/Web Marketing and Social Media Marketing Strategies for Start-ups

Saturday, 2 April 2016 | Time: 4pm – 5pm | Training room, 100 NCL Innovation Park

The talk will cover : Basics of Branding and Marketing - especially digital branding for start ups, Digital marketing or Social Media marketing, Tips for scaling up start up business using digital media

Speaker



Ms. Madhuri Bogawat is an MBA in Marketing from Symbiosis University

She has many years of experience in Marketing, having worked with brands such as the Zee Network, Inox Leisure, Loop Mobile etc. She has expertise in:

1. Develop digital marketing strategies for market entry & penetration for the existing and new markets
2. Managing mobile marketing inventory and platforms
3. Leveraging data and analytics to deliver strong marketing efficiency and create an advanced digital marketing effort
4. Understanding the communication needs of the client – planning and conceptualizing marketing plan
5. Manage Key accounts handling in terms of revenue and servicing of projects

Ms. Madhuri Bogawat
(Head - Marketing and Strategy at Crimson Cobalt Group)

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