



Krantiveer Vasant Rao Narayan Rao Naik Shikshan Prasarak Sanstha's

**LOKNETE GOPINATHJI MUNDE
INSTITUTE OF ENGINEERING EDUCATION & RESEARCH**

Canada Corner, Sharanpur Road, Nashik-422002.

Approved by AICTE, Accredited 'B' Grade by NAAC

(Degree Engg., Diploma Engg. & MBA)



**DEPARTMENT OF COMPUTER, AIML & IT
ENGINEERING**

Activity Report- 29 April 2026

“Workshop on Digital Marketing and Social Media”

❖ **Objectives:**

- To introduce students to the fundamentals of digital marketing.
- To understand the importance of social media in modern business.
- To learn different digital marketing channels like SEO, SEM, email marketing, and content marketing.
- To provide hands-on experience with social media platforms such as Facebook, Instagram, and LinkedIn.
- To develop skills in creating and managing digital marketing campaigns.
- To understand audience targeting and analytics tools.
- To enhance creativity in content creation and online branding.

❖ **Day & Date:** Wednesday, 29th April 2026.

❖ **Resource Person:** Mrs. Mrunal Dahale, Director, NetLeap Solutions, Nashik

❖ **Number of Attendees:** 100

❖ **Description of Activity:**

The workshop on Digital Marketing and Social Media was organized to provide participants with practical knowledge and skills related to online marketing techniques. The session covered important topics such as Search Engine Optimization (SEO), social media marketing, content creation, email marketing, and online advertising. During the workshop, participants were introduced to various social media platforms like Facebook, Instagram, and LinkedIn, and learned how these platforms can be effectively used for

branding and promotion. Hands-on activities were conducted where students created sample posts, designed basic campaigns, and understood how to analyze audience engagement using simple tools.

The resource person explained current trends in digital marketing and shared real-life examples to make the session more interactive and easy to understand. Participants actively engaged in discussions, asked questions, and gained insights into career opportunities in the digital marketing field. Overall, the workshop was informative, interactive, and helped participants develop practical skills required for digital marketing and social media management.

❖ **Outcomes:**

- Participants gained basic knowledge of digital marketing concepts and tools.
- Improved understanding of social media platforms for marketing and branding.
- Developed skills in creating digital content and simple marketing campaigns.
- Learned how to analyze audience engagement using basic analytics tools.
- Enhanced creativity and communication skills through hands-on activities.
- Increased awareness about current trends in digital marketing.
- Gained confidence to use social media for professional and business purposes.

❖ Geotag Photographs:



Head of Department