

**KUMBALATHU SANKUPILLAI MEMORIAL DEVASWOM BOARD COLLEGE,  
SASTHAMCOTTA**

**DIGITAL MARKETING FOR JOB SEEKERS AND ENTREPRENEURS**

23rd September 2021 to 6th October 2021 @ 5 PM to 6PM

**INSTITUTION'S INNOVATION COUNCIL (IIC)** in association with **SKILLSPARK  
THE FINISHING SCHOOL Pvt Ltd.**

**A Report on Ten days Workshop**

Institution's Innovative Council (IIC), Kumbalath Sankupillai Memorial Devaswom Board College organised a 10 days National level STTP on Digital Marketing for Job seekers and Entrepreneurs from 23<sup>rd</sup> September 2021 in association with Skillspark The Finishing School Pvt Ltd. The programme was inaugurated by Dr. Mini Chandran C, Principal, chaired by Dr. Anish K., President IIC, and Dr. Jayasree V, Coordinator IQAC and Mr. Suhas P S CEO Skillspark The Finishing School offered the felicitations. Mr. Shinu P. Raj, Head, Digital Marketing, Skillspark The Finishing School was the resource person for this workshop. Dr. Sandeep S, Co-ordinator IIC, delivered welcome speech and Ms. Shamna P S, Member IIC, delivered vote of thanks. The Workshop mainly focused to provide an overview of digital marketing, the approach and the essential tools in marketing. It emphasised the role of digital platforms as well as digital branding through various WebPages. The programme gave the participants a comprehensive idea on doing analysis through Google analytics as well. This program was scheduled for one hour each day, with a fifty minute presentation and a ten minute Question & Answer session. Total number of participants was 150. The workshop came to an end on 6<sup>th</sup> October 2021.

**Day: 1 (23/09/2021)**

First day session was all about the introduction of Digital Marketing domain and the necessity of digital marketing in current competitive world. The session was carried out by **Mr Shinu P Raj**, Resource Person from **Skillspark The Finishing School Pvt Ltd, Kollam**, in which he spoke about the concept of Digital Marketing and Marketing of products and services using digital technologies. He also spoke about various types of Digital Marketing techniques which are currently being used by the industry to sell various types of products and services. Digital Marketing can be on-line and off-line and various methods of both the types were covered. **Mr Suhas P.S, CEO Skillspark The Finishing School Pvt Ltd, Kollam**, also speak

at the session. Dr.Sandeep S, Co-ordinator IIC, welcomed the participants and Resource Persons. Total number of participants was 150. The session was concluded with Question & Answer session.

**Day: 2 (24/09/2021)**

Second day session was all about the different types of digital marketing tools, websites. The session was carried out by **Mr Shinu P Raj**, Resource Person from **Skillspark The Finishing School Pvt Ltd, Kollam**, in which he spoke about different types of digital marketing tools MailChimp, Google Analytics, Google Ads, Canvas, Trello, Slack, Yoast SEO, Survey Anyplace, Ahrefs and SEMRUSH. He also spoke about eight common platforms for digital marketing include social media, influencer marketing, content marketing, email, search engine optimization (SEO), pay-per-click (PPC), affiliate, and mobile. Dr. Anish K, President IIC, welcomed the participants and Resource Persons. Total number of participants was 150. The session was concluded with Question & Answer session.

**Day: 3 (27/09/2021)**

Third day session was all about editing in canvas. The session was carried out by **Mr Shinu P Raj**, Resource Person from **Skillspark The Finishing School Pvt Ltd, Kollam**, in which he spoke about different editing techniques in canvas. Ms Shamna, Member IIC, welcomed the participants and Resource Persons. Total number of participants was 150. The session was concluded with Question & Answer session.

**Day: 4 (28/09/2021)**

Fourth day session was also all about editing in canvas. The session was carried out by **Mr Shinu P Raj**, Resource Person from **Skillspark The Finishing School Pvt Ltd, Kollam**, in which he explained the canvas editing techniques and its various steps with the help of visuals in a way that the participants could understand. Ms Shamna, Member IIC, welcomed the participants and Resource Persons. Total number of participants was 150. The session was concluded with Question & Answer session.

**Day: 5 (29/09/2021)**

Fifth day session was all about website making. The session was carried out by **Mr Shinu P Raj**, Resource Person from **Skillspark The Finishing School Pvt Ltd, Kollam**, in which the main talk was about how to make a website very simple and the importance of

designing a website. The session was conducted with the help of videos to make things clear to the participants. Mr Shinoj S., Member IIC, welcomed the participants and Resource Persons. Total number of participants was 150. The session was concluded with Question & Answer session.

**Day: 6 (30/09/2021)**

Sixth day session was also about website making. The session was carried out by **Mr Shinu P Raj**, Resource Person from **Skillspark The Finishing School Pvt Ltd, Kollam**, in which he discussed mainly the various steps to be taken while designing a website like make a plan for your website's structure and content, register a domain name – ideally pick a .com, Find a website builder (or CMS/hosting provider) to create your site, Optimize it for search engines and Launch your website. The session was conducted with the help of videos to make things clear to the participants. Mr Shinoj S., Member IIC, welcomed the participants and Resource Persons. Total number of participants was 150. The session was concluded with Question & Answer session.

**Day: 7 (01/10/2021)**

Seventh day session was about different types of Social Media marketing. The session was carried out by **Mr Shinu P Raj**, Resource Person from **Skillspark The Finishing School Pvt Ltd, Kollam**, in which he started by talking about how to do social media marketing, what types of social media marketing are currently in use, and what its tools and tips are. He then went on to explain the different terms used for social media marketing such as content, context, hashtags, shares, engagement etc. Mr Shinoj S., Member IIC, welcomed the participants and Resource Persons. Total number of participants was 150. The session was concluded with Question & Answer session.

**Day: 8 (04/10/2021)**

Eighth day session was about Facebook page creation. The session was carried out by **Mr Shinu P Raj**, Resource Person from **Skillspark The Finishing School Pvt Ltd, Kollam**, in which he discussed the importance of Facebook in digital marketing. He also explained how to create a Facebook page with the help of videos and its various steps. Dr. Anish K, President IIC, welcomed the participants and Resource Persons. Total number of participants was 150. The session was concluded with Question & Answer session.

**Day: 9 (05/10/2021)**

Ninth day session was about usage of hashtags in digital marketing. The session was carried out by **Mr Shinu P Raj**, Resource Person from **Skillspark The Finishing School Pvt**

**Ltd, Kollam**, in which he first discussed how to properly use hashtags for well-targeted marketing campaigns. He also said that hashtags can provide benefits when used strategically. He described the benefits of using hashtags. That is, they can be used to bring the content to more audiences, raise awareness about the brand, target a specific group of people, boost the SEO, and, among other things, use hot trends and topics for the benefit of each individual. Mr Shinoj S., Member IIC, welcomed the participants and Resource Persons. Total number of participants was 150. The session was concluded with Question & Answer session.

**Day: 10 (06/10/2021)**

Tenth day session was about the opportunities of digital marketing and income generation. The session was carried out by **Mr Shinu P Raj**, Resource Person from **SkillsSpark The Finishing School Pvt Ltd, Kollam**, in which he talked about how digital marketing can be used as an income generation opportunity. Digital marketing uses online marketing tools to sell products and services. He also discussed the various ways of income generation in digital marketing, such as content writing, website design, search engine optimization, Facebook advertising, mobile marketing, YouTube marketing, blogging and network marketing. He covered all the fundamentals of analytics which is very necessary to enter into the Digital Marketing world. Mr Sanu S J., Member IIC, welcomed the participants and Resource Persons, and Mr Robin Lawrance, Student Member IIC, delivered the vote of thanks to the programme. The session was concluded with Question & Answer session. In the valedictory session the Resource Persons were felicitated and two students gave their feedback about the workshop.