

A.V.C. College of Engineering
Department of Management Studies & Marketing Club of DOMS
Report on the Guest Lecture Program

Topic: Digital Marketing Strategies to Enhance Sales Promotion

Date: November 6, 2024

Time: 10:30 AM

Venue: MBA Seminar Hall

Introduction

The Department of Management Studies, in collaboration with the Marketing Club of DOMS, organized a guest lecture program on “Digital Marketing Strategies to Enhance Sales Promotion”. The objective of this event was to enlighten students about effective digital marketing strategies and their impact on sales promotion. With the rapid growth of digital platforms, understanding how to leverage these tools is essential for modern marketing success.

Purpose of the Event

The guest lecture aimed to:

1. Provide insights into current digital marketing trends.
2. Highlight techniques for enhancing sales promotion through digital channels.
3. Share real-world examples and experiences to bridge theoretical knowledge with practical application.



Attendance

The program was attended by:

Chief Guest: Mr. Kamalanathan Sivaraman, Proprietor of K.S. Pattu Centre, Mayiladuthurai.

Principal: Dr. P. Balasubramanian.

Director: Dr. M. Senthilmurugan.

HOD of MBA Department: Dr. G. Sridevi.

Coordinator: Mr. S. Rubendoss.

Faculty members and students from the MBA department.

Agenda of the Program

1. Prayer Song: The program began with a soulful prayer song by the students, creating a serene and positive atmosphere.
2. Welcome Address: Ms. K. Aarthika delivered the welcome address, extending greetings to the Chief Guest, faculty members, and attendees.
3. Introduction of Chief Guest: Ms. H. A. Halimuthu Sadia introduced the Chief Guest, Mr. Kamalanathan Sivaraman, sharing his accomplishments and expertise in the field of business and digital marketing.
4. Honoring the Chief Guest: As a gesture of respect and gratitude, the Chief Guest was honored by Dr. P. Balasubramanian, Principal of A.V.C. College of Engineering.
5. Chief Guest Address: Mr. Kamalanathan Sivaraman delivered his address, sharing insights into digital marketing strategies and effective sales promotion techniques. His speech emphasized the role of digital tools, such as social media, email marketing, SEO, and content marketing, in enhancing customer engagement and driving sales. He shared practical examples from his experience in the industry, which provided valuable learning for the students.
6. Vote of Thanks: Ms. M. Sandhiya expressed heartfelt gratitude to the Chief Guest, dignitaries, faculty members, and students for their participation and support.
7. National Anthem: The event concluded with the National Anthem.



Key Takeaways from the Lecture

1. Digital Transformation in Marketing: Mr. Kamalanathan highlighted how digital marketing has transformed traditional sales promotion methods, making them more cost-effective and targeted.
2. Customer Engagement Strategies: He discussed the importance of customer engagement and retention through social media and personalized email campaigns.
3. Effective Use of SEO and Content Marketing: The Chief Guest emphasized the need for SEO-friendly content and regular updates to improve visibility and reach a broader audience.
4. Analytics and Measurement: He also talked about the significance of tracking digital marketing performance through analytics tools, enabling businesses to make data-driven decisions.
5. Adaptability and Innovation: Mr. Kamalanathan encouraged students to stay updated with the latest trends and tools in digital marketing to remain competitive.

Feedback from Participants

The participants found the lecture extremely informative and relevant. Students appreciated the practical insights shared by Mr. Kamalanathan, which helped them understand the real-world application of digital marketing theories taught in their coursework. The interactive Q&A session allowed students to clarify their doubts and gain further knowledge.

Conclusion

The guest lecture on *‘‘Digital Marketing Strategies to Enhance Sales Promotion’’* was a successful and enlightening event. It provided a platform for students to learn from an experienced industry professional, helping bridge the gap between academic knowledge and practical application. The Department of Management Studies and the Marketing Club of DOMS express their heartfelt gratitude to Mr. Kamalanathan Sivaraman and all attendees for making this event a memorable and educational experience.



Acknowledgments

The Department of Management Studies would like to extend special thanks to:

Dr. G. Sridevi for her guidance in organizing the event.

Mr. S. Rubendoss for coordinating the event smoothly.

Dr. P. Balasubramanian and Dr. M. Senthilmurugan for their support and encouragement.

Student Coordinator

Faculty Coordinator

HOD