

# SYMBIOSIS INSTITUTE OF HEALTH SCIENCES

Constituent of SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY) - Re-Accredited by NAAC with 'A' Grade Established under section 3 of the UGC Act, 1956 vide notification No. F 9-12/2001-U 3 of Government of India

# REPORT

# WORKSHOP ON SKILL DEVELOPMENT: DIGITAL MARKETING

## INTRODUCTION

The 1<sup>st</sup> year MBA-HHM (2020-2022) students of Symbiosis Institute of Health Sciences had a one day workshop on Digital Marketing conducted on 31<sup>st</sup> of October 2020 in online mode because of the unprecedented times.

The speakers were-

Mr. Swapnil Narake - Senior Manager – Digital Marketing at Sahyadri Hospitals Ltd. – Corporate Office, Pune

Mr. Akash Niranjane - PPC Analyst at AffinityX







#### **SESSION - 1**

The first session of workshop started at 10:00am. A total of 220 students participated in the workshop. Our speaker Mr. Swapnil Narake was introduced by Dr. Suyasha Pote. Sir briefed us about Digital Marketing.

# **TOPICS**

The topics that were covered for the first session were:

- 1. About Digital Marketing
- 2. Digital Marketing v/s Traditional Marketing
- 3. Digital Landscape
- 4. Digital ways of Marketing
- 5. Keyword magic tool

# ABOUT DIGITAL MARKETING

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. In simple terms, any form of marketing that exists online is called as Digital Marketing.

# DIGITAL MARKETING VS TRADITIONAL MARKETING

Traditional marketing on the other hand involves traditional channels, like billboards and printed media. Up until the development of the internet in the 1990's, traditional marketing was pretty much the only type of marketing.

- 1. Digital Marketing is less costly as everything is online and reduce the cost of printing, radio/TV advertisements.
- 2. Digital Marketing helps to reach out to consumers globally within a fraction of minute which is not possible with the traditional marketing as it takes much more time.
- 3. Digital Marketing offers number of platforms for collecting the feedback from consumers and keeping it a two way communication which is not possible with the traditional marketing.

4. The Digital Marketing gives quick results where as in traditional marketing we need to wait for weeks to do the market analysis.

# **DIGITAL LANDSCAPE**

It is all about knowing about the customer and acquire them to build your brand. Customer engagement has been thrust to the forefront of digital transformation initiatives out of necessity. But customers have come to expect a high level of personalization and consistency across all touch points. Technological advancement has conduct an enormous change in the knowledge profitable sector-the mode people Communicate, and in the practice of information collection, organization and dissemination considered are to be fundamental for providing the right information to the right users at the right time in a customizable, personalized, and collaborative way to the users which is crucial for the information professional.

## DIGITAL WAYS OF MARKETING

Various Google tools are available for marketing digitally. By the use of Google trends we could search what people are searching and ace to plan the advertisements. Affiliated marketing can be used to earn commission by promoting other people's products and earn a piece of profit for each sale. Email marketing where we can do our marketing in bulk via mail. SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. SEM stands for Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages

# **KEYWORD MAGIC TOOL**

The Keyword magic tool is the most powerful keyword research tool on SEMrush. It offers you access to an extended database with over 17 Billion keywords and a streamlined interface for organizing research on the go. Enter a single word or phrase into the search bar and you will receive a responsive table with related search terms broken down into topic-specific subgroups.

# **CONCLUSION**

The first session of the workshop ended at 11:30 am. The student were able to understand the benefits and importance of digital marketing. All doubts were cleared.

### SESSION - 2

After a 10 min of break, again the session started at 11:40am. Our second speaker of the day Mr. Akash Niranjane was welcomed and introduced by Dr. Suyasha Pote to all the participants.

# **TOPICS COVERED**

The topics that were covered for this session were:

- 1. Fundamentals and types of Google ads
- 2. Campaign types
- 3. Google ad structure

# FUNDAMENTALS AND TYPES OF GOOGL ADS

Everyday about 3.5 billion searches are made using Google search. People are searching for information, shopping online, getting directions etc. Google's mission is to organize all the available information and make it accessible and useful.

Text Ads- ads made up of text. Helps people find the products or services easily. It should be informative, relevant and engaging.

# **CAMPAIGN TYPES**

Advertising with Google Ads starts with creating a campaign. The type of campaign you choose to create should be based on your advertising goals. The campaign type determines where customers will be able to see your ads, but you make this more specific by targeting your ads. Campaign types include:

- Search campaign
- Display campaign
- Shopping campaign
- Video campaign
- App campaign

## GOOGLE AD STRUCTURE

#### Headline

People are most likely to notice your headline text, so consider including words that people may have entered in their Google search. Your text ad consists of three headlines where you can enter up to 30 characters each to promote your product or service.

## **Description**

Use the description fields to highlight details about your product or service. It's a good idea to include a "call to action"—the action you want your customer to take. If you're an online shoe store, your description might include "Shop now" or "Buy shoes now."

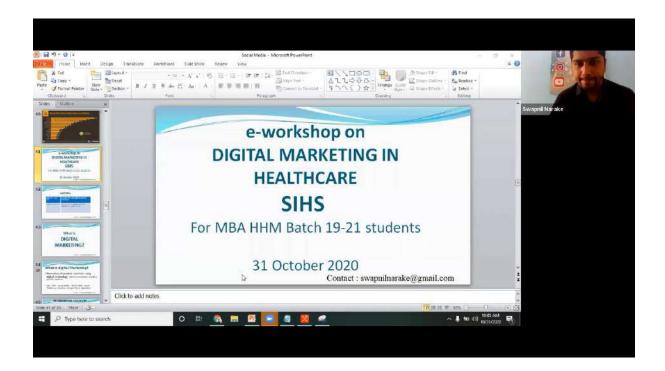
## **Display URL**

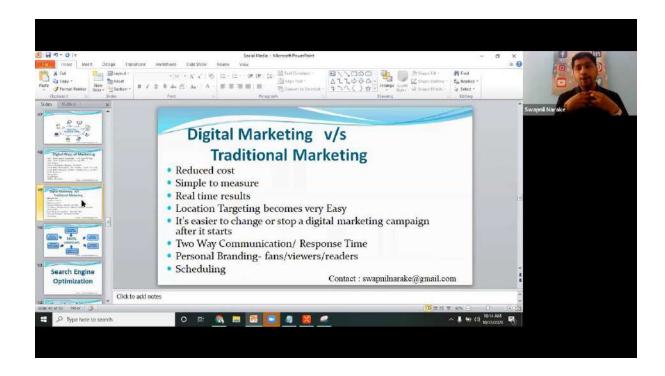
The display URL, usually in green, shows your website address. This display URL is made up of the domain from your find URL and the text in the optional path fields. These fields are designed to help people who see your ad get a better sense of where they'll be taken when they click it.

# **CONCLUSION**

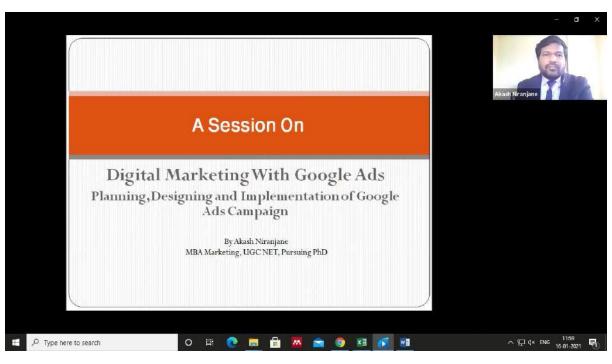
The session ended at 1:00 pm with the Q&A session. All the workshop photographs were taken by the Media Committee. Then the vote of thanks was given by Swati M. Many new things were learned during this workshop.

# Screen Shots of Digital Marketing Workshop









# Symbiosis Institute of Health Sciences (SIHS)

Expenditure sheet of "Workshop on Digital Marketing in Healthcare" for MBA-HHM Batch 2019-2021

Date: 17th October 2020

Time: 10:00 am to 01:00 pm

Number of Students: 136

Plateform: Zoom/Meet Link

Sr. No.	Description	Particulars	Amount in Rs.(Approx)
	Expenditure:		
1	Honorarium to Speakers	Rs. 1500/- per session X 2 Speaker (Mr. Swapnil Narake & Mr. Akash Niranjane)	3,000.00
2	Miscellaneous	5% of Expenses approximate	150.00
		Total Expenditure :-	3,150.00

Proposed by

Proposed by

Forwarded by

Ms. Neha Ahire

Asst. Professor, SIHS

Dr. Shrikrishna Dhale Asst. Professor, SIHS

Dr. Pramodkumar Mishra

Associate Professor, SIHS

Budget Under Head:	Workshop for Student tevelopment	MBA-HH
Budgeted Amount for F.Y. 2020-21 in Rs. :	5,22,000/-	/ (1/
Utilized in Rs. :	107841-	
Now in Rs.:	3,150.00	
Balance budget in Rs. :	5.08,066/-	

Checked by

Accounted by

Recommended By

Ms. Shraddha Karhadkar

Asst. Admin Officer, SIHS

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Mr. Vishal Kirve

Supervisor A/C, SIHS.

Dr. Sammita Jadhav Dy. Director, SIHS

Recommended By

Approved By

Dr. Parag Rishipathak

Director, SCHS

Dr. Rajiv Yeravdekar

Director, SIHS.



#### Rahul Waghmare <rahulw@sihspune.org>

# **Expenditure Sheet for Approval-Digital Marketing in Healthcare workshop**

accounts SIHS <vishal.kirve@sihspune.org> To: Rahul Waghmare - SIHS <rahulw@sihspune.org>

Wed, Oct 14, 2020 at 11:23 AM

Vishal Kirve **Supervisor Accounts** SIHS New Location at, 5th Floor, SUHRC building, Lavale Hill-Base Institute L.L No. 020 - 66975039 ext. 5039

"Every 3000 sheets of paper cost us a tree. Let's save our environment. Please don't print this email unless you really need to".

From: Mr. Jitendra Bhide <dychieffinance@symbiosis.ac.in>

Date: Mon, Oct 12, 2020 at 6:56 PM

Subject: Re: Expenditure Sheet for Approval- Digital Marketing in Healthcare workshop

To: Rakhi Thakurdas <rakhi.thakurdas@symbiosis.ac.in> Cc: SIHS Nikhil Mokal <vishal.kirve@sihspune.org>

Approved for Rs.3,000/-

Regards,

On Mon, Oct 12, 2020 at 10:55 AM Rakhi Thakurdas <rakhi.thakurdas@symbiosis.ac.in> wrote:

Dear Sir,

Please approve.

------ Forwarded message ------

From: accounts SIHS <vishal.kirve@sihspune.org>

Date: Tue, 29 Sep 2020 at 13:06

Subject: Fwd: Expenditure Sheet for Approval- Digital Marketing in Healthcare workshop

To: Rakhi Thakurdas <rakhi.thakurdas@symbiosis.ac.in>

Dear Madam,

Please find attached the Financial Sheet of Expenditure sheet of workshop on Digital Marketing in Healthcare, on 17th October 2020.

Remarks of the Director-SCHS is in trail email.

For approval and resend after approval.

Thanks & Regards

Vishal Kirve

**Supervisor Accounts** 

Symbiosis Institute of Health Sciences (SIHS)

Institute L.L No. 25658015 ext. 518

#### Society L.L. No. 25925162 ext. 162

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----- Forwarded message ------

From: Dr.Parag Rishipathak <director schs@siu.edu.in>

Date: Tue, Sep 29, 2020 at 12:54 PM

Subject: RE: Expenditure Sheet for Approval- Digital Marketing in Healthcare workshop

To: accounts SIHS <vishal.kirve@sihspune.org>

**Process further** 

From: accounts SIHS < vishal.kirve@sihspune.org>

Sent: Tuesday, September 29, 2020 12:53 PM

To: Dr.Parag Rishipathak < director schs@siu.edu.in>

Subject: Fwd: Expenditure Sheet for Approval- Digital Marketing in Healthcare workshop

Sir,

Reference to trailing mail, please approve the attached Financial Sheet of Expenditure sheet of workshop on Digital Marketing in Healthcare, on 17th October 202.

Thanks & Regards

#### Vishal Kirve

**Supervisor Accounts** 

Symbiosis Institute of Health Sciences (SIHS)

Institute L.L No. 25658015 ext. 518

Society L.L. No. 25925162 ext. 162

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**Jitendra Bhide Deputy Chief - Finance** Symbiosis, PUNE Contact - 020 25925279 Mobile - 9822108233





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#### Shrikrishna Dhale <drdhale@sihspune.org>

# **Invitation as speaker for Digital Marketing Workshop**

Shrikrishna Dhale <drdhale@sihspune.org> To: akashniranjane@gmail.com

Fri, Oct 30, 2020 at 2:32 PM

Dear Mr. Aakash Niranjane,

Greetings from SIHS !!!

It gives me immense pleasure to invite you as a speaker for the workshop on Digital Marketing in Healthcare scheduled on 31st October 2020, Saturday for MBA (HHM) students, 4th-semester students.

Attached is the concept note and details of the workshop.

Kindly acknowledge the acceptance and receipt of the same.

Dr. Shrikrishna Dhale PhD, MBA, B.Pharma, UGC-NET Symbiosis Institute of Health Sciences,

ORCID ID: https://orcid.org/0000-0003-1093-9831

Scopus ID: https://www.scopus.com/authid/detail.uri?authorld=57216865210

Web of Science Researcher ID: AAW-6194-2020

Research gate ID: https://www.researchgate.net/profile/Shrikrishna\_Dhale2 Google Scholar: https://scholar.google.com/citations?user=vamEsv0AAAAJ Mendeley ID: https://www.mendeley.com/profiles/shrikrishna-dhale2/

#### 2 attachments

Pune - 411004, INDIA



Digital marketing in healthcare (2).docx



**Digital Marketing Workshop Final.pdf** 



#### Shrikrishna Dhale <drdhale@sihspune.org>

# **Invitation as speaker for Digital Marketing Workshop**

Akash Niranjane <a kashniranjane@gmail.com> To: Shrikrishna Dhale <drdhale@sihspune.org>

Fri, Oct 30, 2020 at 3:16 PM

Hi Shrikrishna,

Thanks for reaching out. I acknowledge and accept the invitation.

Regards, Akash

[Quoted text hidden]



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Name (Original Name)		Total Duration (Minutes)	
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SAYALI RANE	sayali.ranemba2022@		42
SARONA BHUIYA	sarona.bhuiyamba20		44
Parnika Shetye	parnika.shetyemba20		37
Sakshi Ingle	sakshi.inglebscmt192		7
Ankit Singh	ankit@sihspune.org		18
Ajay Ghare	ajay.gharebscmt1821		22
Pratik Rokade	pratik.rokadebscmt19		9
SIHS IT (Vaibhav Yewale)	vaibhav.yewale@sym		61
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Krina Patel	krina.patelmba2022@		17
Shriya Vaidya	shriya.vaidyamba202		10
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Sangeeth Suresh SIHS# PUNE	sangeeth.sureshmba2		6
Santwana Singh	santwana.singhmba2		12
Shreenidhi Pardeshi	shreenidhi.pardeshib		1
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Archita Rathod	archita.rathodmba20		13
Sanket Muthal	sanket.muthalmba20		9
Karishma Majumder	karishma.majumdern		14
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Shantanu Kulkarni	shantanukulkarni219		23 17
Palak batra	palak.batramba2022(		10
YASH CHAVAN	yash.chavanmba2022		11
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Bharti Ahluwalia	bharti.ahluwaliamba2	29
Surbhi Rane	surbhi.ranemba2022	18
Aniket Sajan	aniket.sajanbscmt182	18
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Nikita Sharma	nikita.sharmamba202	6
Nova Fatterpekar	nova.fatterpekarmba	12
Ananya Mohanty	ananya.mohantymba	12
Anshul Tiwari	anshul.tiwarimba202	1
Rashi Kaul	rashi.kaulmba2022@	27
Pragya Sharma Sharma	pragya.sharmamba2(	8
SAMREEN SHAIKH	samreen.shaikhmba2	24
Priyanka Fulzele	priyanka.fulzelemba2	11
govind solanki	govind.solankimba20	15
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Vijay Ghare	vijay.gharebscmt182:	23
Pranav Kshtriya	pranav.kshtriyamph2	5
Honey Rohida	honey.rohidamba202	15
Kirti Bichu	, kirti.bichumba2022@	15
Namrata Bhatta	namrata.bhattamba2	8
Shaurya Shakya	shaurya.shakyamba2	5
Hera Khan	hera.khanmba2022@	18
Reena Barle	reena.barlemba2022	28
Pooja Lamkhade	pooja.lamkhadebscm	25
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•	,	