

## **WTC Navi Mumbai Repeats Digital Marketing Training Workshop**

WTC Navi Mumbai successfully organised a Digital Marketing Training Workshop on "Succeed Online in 2020" on 6th-7th February 2020 at the WTC Navi Mumbai Office. A similar Workshop was conducted during August 2019 and the response was quite positive. The Workshop was organised in association with the Indo-Global Chamber of Commerce & Industry (IGCCI) and HillsnDales Digital Solutions.

On behalf of WTC Navi Mumbai, Mr. Jayant Ghate, Advisor extended a warm welcome to all the participants. He briefed them about the role of WTC Navi Mumbai as well as the role of WTCA New York. In the context of the workshop theme, he mentioned that the global digital economy is around \$28 trillion compared to the International Trade size of \$24 trillion. Digital Marketing, he added, was important not only for global trade but also for India's foreign trade.

Mr. Akshay Chaskar, Founder of HillsnDales Digital Solutions was the Chief Faculty and Resource Person for the Workshop. He discussed about the importance of Digital Marketing, its various components as well as how to utilise various Digital Platforms for Business Growth. Few of the topics he touched upon included how to design a professional Business Website, how to utilise Social Media platforms such as Facebook, LinkedIn, Twitter, Instagram, YouTube, WhatsApp etc effectively. He also mentioned about E-mail Marketing, Search Engine Marketing & Search Engine Optimisation and explained use of Google Ad words and similar methods. He also presented success stories as well as practical applications of the above.

Mr Jayesh Khade, Director, IGCCI and Mr. Bhaskar Dastidar, CEO, Global Expo India shared their experiences and brought value additions to the Workshop. The participants were very happy and expressed satisfaction about the output of the workshop.