

WTC Navi Mumbai Certificate Program “Digital Marketing”

WTC Navi Mumbai successfully organised a two days Certificate Program on “Digital Marketing and Trends “during August 22-23, 2019 at Navi Mumbai. It was organised in cooperation with the Maharashtra Chamber of Commerce, Industry and Agriculture (MACCIA) and Indo Global Chamber of Commerce (IGCC).

Such type of Program on the topic was organised for the first time in Navi Mumbai region. As many as over 15 participants from industry, start-ups took advantage of the Program.

Dr. R Gopal, Director, D Y Patil deemed to be University School of Management was the Chief Guest and inaugurated the program. In his inaugural address, he made an excellent presentation of the theme. He said that the digital marketing is the key towards achieving success in business in the modern times. He gave several examples of how businesses are adopting to these marketing techniques successfully.

In his welcome address, Mr. Jayant Ghate, Advisor, WTC Navi Mumbai highlighted importance of digital marketing for global E-commerce and International Trade. He also explained the role of WTCA New York and WTC Navi Mumbai in this respect. Ms. Shubhangi Tirodkar, Vice President of MACCIA made opening remarks and explained role of MACCIA in promotion of trade and industry. She also expressed happiness over the presence of Women Entrepreneurs and students in the program.

Mr. Akshay Chaskar, Founder of HillsnDales Digital Solutions was the main Faculty for the program. He outlined the key concepts of digital marketing and also social media marketing platforms. He also touched upon topics like web analytics and gave insights into social media as well as e-marketing analytics during the workshop. He also taught the participants how to use Search Engine Optimisation (SEO) and mobile marketing to grow their businesses. He gave several examples of how to make use of digital marketing from the participant’s point of view. Mr. Jayesh Khade, Director of IGCC shared his knowledge and experiences about social media marketing in practical ways.

The participant's feedback indicated that the program was extremely beneficial for them and they will be able to put the insights from the program in practice very soon. WTC Navi Mumbai has also received expression of interest to organise such programs at other places near Navi Mumbai region based on the success of this program.