

**Seminar on "Business Growth through Digital Media"
on Wednesday, 11 July 2018 at 4:00 PM at MCCI Conference Hall**

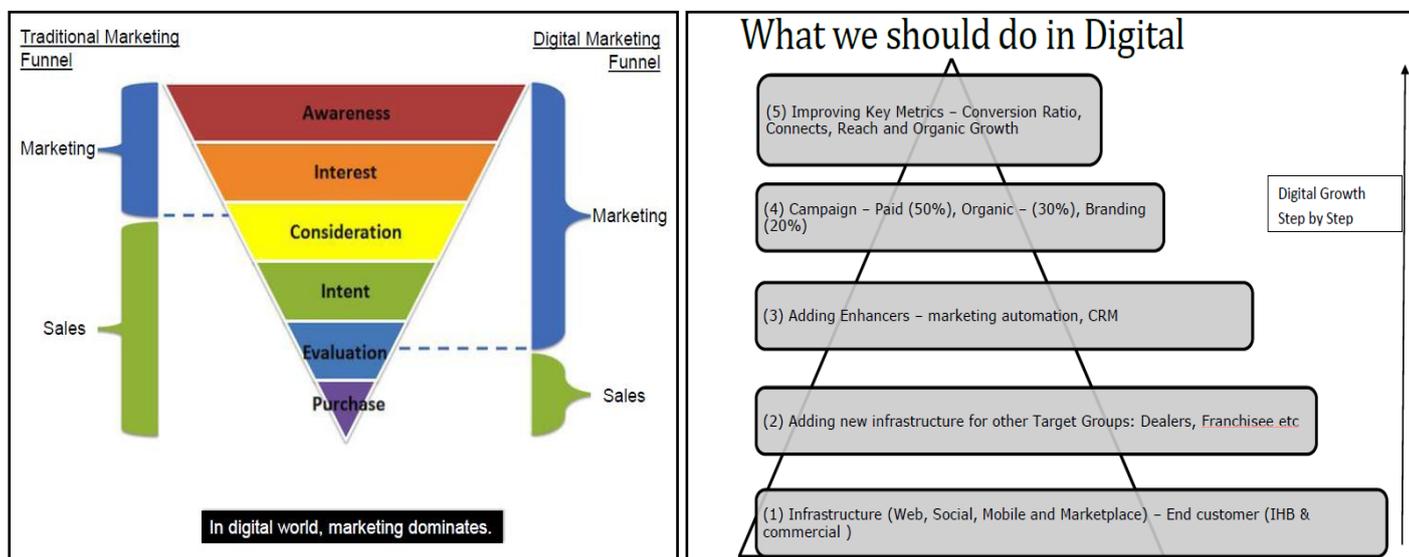
PRESS RELEASE

Merchants' Chamber of Commerce & Industry organized a **Seminar on "Business Growth through Digital Media"** today at its premises. The Seminar was addressed by :

- **Shri Arun Agrawal**, Director, Ebizindia Consulting Pvt. Ltd. on "Internet Marketing"
- **Shri Abhishek Rungta**, Founder & CEO, Indus Net Technologies on "Marketing through Social Media"

Addressing the members, **Shri Arun Agrawal** said that 3 things are important for Internet Marketing, viz. Product Profile, Lead Generation & Getting Traffic. He pointed out that while Lead generation is a game involving psychology and technology, knowing the prospect, age, gender & financial status, would be important. While designing, the matter should look impressive and professional and should speak to the ideal prospect in his/ her own language and align the offer to his/her needs. People usually follow the path of least resistance, full of information, research oriented ideas as also help text. The most desired action would be Lead, Sale, Subscribe to List & Social Engagement

Shri Abhishek Rungta said that Social Media Marketing is Facebook, Twitter, Instagram, LinkedIn and WhatsApp for Demand Creation, Profile Based Marketing, Deeper Reach, Personal Connect and Indirect Marketing. It has to be Remarkable, Consistent, Engaging and Useful with Info, Insights & Fun.



Earlier, in his Welcome Address, **Shri Sanjib Sanghi**, Co Chairman, Standing Committee on IT & Communication, MCCI said that it is important to work out digital strategies & choose channels wisely, integrate social media into PR, Marketing Programs and brand development over digital media. On Multi device challenge, with consumers utilizing a combination of devices, tracking a user leading up to sale is important. Alongside tremendous opportunities provided by Digital Media are legitimate concerns regarding consumer privacy, he added.
