



REPORT

WEBINAR ON SOCIAL MEDIA MARKETING -30th May, 2020

Social Media's usage is getting higher day by day. This is not only confined to connecting with our closed ones now, which was actually its basic motive, but looking at the response of people esp. from India, it has become a biggest mode of marketing and promotion for brands. From the survey it was found, almost 97% of huge giants use this social media platform for making people aware about their products, advertisements of promotional offers, tapping the potential customers, satisfying the existing customers by letting them know, how well they are doing in their business.

The webinar was organized by **Anand Institute of Management**, in order to give a sound message to the participants, about the social media marketing and its importance in today's scenario. After the session, participants were confident enough to get the answers about below things:

- ✓ How effective social media platform can be for generating earnings,?
- ✓ How brands are running their campaigns?
- ✓ What benefits one gets from these social media platforms?
- ✓ How they can support their concerned companies / brands to reach the wider audience via ratings & feedbacks?

Participants were guided practically about the platforms like Facebook, Instagram, LinkedIn, Youtube and Twitter. Discussion on technicalities of the different platforms about their optimum usage took place.

There were total 75 participants and their feedback was taken, which described an overwhelming response and were of the opinion that, they will wait for such interesting sessions in future. Google Meet App was used by Institute to engage this worthy session.