

Event Report

Name of the Event	Digital Marketing Strategies
Date(s)	08February 2019 – 09 February 2019
Time	15:00 – 18:00 hours
Venue	iStart Nest Incubation Centre, Udaipur
Agenda	<ul style="list-style-type: none"> ▪ What is Digital Marketing? ▪ Type of Digital Marketing. ▪ Digital Marketing objectives. ▪ Search Engine Optimization (SEO) ▪ Social Media Optimization (SMO) ▪ Google Ads: Pay per click (PPC) ▪ Social Media Marketing (SMM)

Brief Description of the Event

iStart Rajasthan, in collaboration with Musk Owl LLP., organized a mentor session on 08February 2019 at iStart Nest Incubation Centre, Udaipur by Ms. Arushi Goyal, to offer startups range of perspectives pertaining to various digital marketing strategies, tools and techniques. Ms. Goyal is the Founder and CEO of Musk Owl LLP. In the session, Ms. Goyal discussed what is digital marketing, how it is different from traditional marketing, how it is relevant in current business marketing scenario, the various types of digital marketing, strategies, objectives and how to maximize the return on investment for any form of digital marketing campaigns.

Picture from the Event


List of Startups Participated

S. No.	Startup Name	Representative Name	Contact Number	Email Address
1	BookMyVenue	Deependra	9004631759	deependrakumawat9@gmail.com
2	munshiG	Shubham	9782216504	shubham@munshig.in
3	munshiG	Sanjay	8447909387	sanjay@munshig.in
4	Vadeel Technology	Praveen Kalal	9879515760	praveen@vadeel.com
5	Vadeel Technology	Jayesh	8003451198	contact@vadeel.com
6	Geekstairs (Helpika)	Varun Nagda	8902066434	vnagda22@gmail.com
7	Look Udaipur	Geetansh	9782597758	geetansh@lookudaipur.com
8	Look Udaipur	Piyush	8559872296	piyush@lookudaipur.com
9	Etacuder (ApniClass)	Shubhda	8290488471	m.shubhda27@gmail.com
10	munshiG	Nishant	9680752449	contact@munshig.in

11	munshiG	Harjeet Kaur	9650202352	harjeet@munshig.in
12	SARGA	Parth Agrawal	9634502399	parth@sarga.com
13	ApniClass	Aniruddh	7011629685	india.aniruddh@gmail.in
14	HomeExperts	Jayant	7665548888	jayantkar@live.com
15	BookMyVenue	Haider	9660987007	haider@gmail.in
16	OyeExams	Manisha Solanky	8890961073	solankymanisha21@gmail.com
17	Vadeel Technology	Tulika Choubisa	7737714388	tulikachoubisa@yahoo.com
18	munshiG	Pankaj Chouhan	7742275626	pankajchouhan@hotmail.com
19	munshiG	Alankrita Shah	9777688639	alankrita@munshig.in
20	Madhyantar	Deepak Purswani	9785895737	deepurswani@gmail.com
21	Udaipur Vibes	Ayush	7737934937	udrvibes@gmail.com
22	Vadeel Technology	Priyadarshi	9772361976	priyadarshi@vadeel.com
23	TaazaChai	Kanhaiya	8107191563	kanhaiya@taazachai.in
24	Udaipur Vibes	Mustafa	8385975307	udrvibes@gmail.com