

## Webinar on Role of Digital Marketing for Aspiring Start-ups.

### Event Description:

This webinar on the topic “**Role of Digital Marketing for Aspiring Start-ups**” was organized by the Centre for Innovation and Entrepreneurship, CUTM on 3<sup>rd</sup> March 2022 at 3:30 P.M.



**ROLE OF DIGITAL MARKETING FOR ASPIRING START-UP**

Centurion University of Technology & Management  
Centre of Innovation & Entrepreneurship

03rd March 2022, 3.30pm  
Zoom Platform




Speaker: Mr. Jayendra Kumar Sahu  
Performance Marketing Manager at M2P Fintech

Coordinated By  
Dr. Madhusmita Choudhury

Logos: Centurion University, Institution's Innovation Council, Ministry of Education, India

Anita Patra 

Dr. Anita Patra, Registrar, CUTM

Madhusmita Choudhury 

Dr. Madhusmita Choudhury,

Assistant Professor, SOM

**Convener**

## A Report on

### Webinar on Role of Digital Marketing for Aspiring Start-ups

Date:- 3rd March 2022

Digital Marketing skillset is one such important area of Marketing which every entrepreneur should learn and practice to create brand awareness of their product and advertising with limited amount. In today's webinar session of "**Role of Digital Marketing for aspiring start-up**" our speaker **Mr Jayendera Kumar Sahu, Performance Marketing Manager at M2P Fintech** explained the terms Digital Marketing and he helped the participant to understand to become a Digital Marketer by applying the concepts of it to earn profits with limited amount. This Session was coordinated By **Dr Madhusmita Choudhury**, Assistant Professor, School of Management, Vizianagaram, A.P from Centre of Innovation & Entrepreneurship.



The image shows a webinar agenda slide on the left and a video call interface on the right. The agenda slide is titled "Agenda" and lists three points: 1) Significance of Digital Marketing for Business Growth, 2) Performance Marketing & SEO, and 3) How the line of Sales & Marketing is converging in Digital Marketing? The video call interface shows three participants: Dr. Madhusmita Choudhury, Jayendra Sahu, and Chandana. A laptop screen in the background displays a line graph titled "Infographics" with a blue line showing an upward trend over time.

### Agenda

- 1) Significance of Digital Marketing for Business Growth.
- 2) Performance Marketing & SEO
- 3) How the line of Sales & Marketing is converging in Digital Marketing?

Dr. Madhusmita Choudhury

Jayendra Sahu

UDAY KIRAN 210804230044

Chandana

**Inaugural Session showing the agenda of Webinar**



Ad groups	Campaign	Status	Campaign type	Imps.	Views	View rate	Cost	Conversion	Cost / conv.	Conv. rate
Ads & extensions	YT_Metro_Conversion	Eligible	Video	63,403	5,127	8.09%	₹1,158.37	47.00	₹194.86	0.38%
Videos	YT_Non_Metro_Website_Visit	Eligible	Video	82,918	5,609	6.76%	₹9,571.26	40.00	₹239.28	0.31%
Landing pages	Total: All but removed campaigns			146,321	10,736	7.34%	₹18,729.63	87.00	₹215.28	0.35%
Audiences	Total: All campaigns			146,321	10,736	7.34%	₹18,729.63	87.00	₹215.28	0.35%

Total Spends – 1 Lakh  
Total Leads – 1000 → Cost per Lead - Rs 100  
Total Conversion – 125 - > Cost per Conversion - >

### Different types of required calculations

The session can be viewed at: [https://youtu.be/foI9nqCT\\_TQ](https://youtu.be/foI9nqCT_TQ)

*Anita Patra*  
Dr Anita Patra, Regional, CUTM

*Madhumita Choudhury*  
Assistant Professor, SOM  
Convener

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SL.No	Names	REGD.NO	Absent/Present
1	SAMBIT SUBHANKAR SAHU	160101170002	P
2	JAGRATI NAIK	160101170003	P
3	SUBHASHANTI DASH	160101170004	P
4	PARAMANANDA BISOI	160101170005	p
5	RISHIKESH SAHOO	160101170006	p
6	SAMBHURAJ BHOI	160101170008	p
7	ABHIJIT BEHERA	160101170009	p
8	SUDIPTA MOHANTY	160101170010	P
9	PRAJNA MANJARI BARIK	160101170011	P
10	DIBYAJYOTI CHOUDHURY	160101170012	P
11	NAINA RANI BENU	160101170013	P
12	ASMITA CHOUDHURY	160101170014	P
13	NIRUPAMA JENA	160101170015	P
14	AMRAHAM KAURI	160101170016	P
15	AMIT KUMAR ODDU	160101170017	P
16	BARSHA BEHERA	160101170018	P
17	AMARESH PANIGRAHI	160101170019	P
18	MOHAMMED SARFARAZ	160101170020	P
19	SOUMYA RANJAN MOHANTY	160101170021	p
20	HARI SANKAR SAHU	160101170022	p
21	SWAGATIKA MALLIK	160101170023	p
22	NIKHIL MUND	160101170024	p
23	TAPAS RANJAN MAJHI	160101170025	P
24	MAHANANDA DORA	160101170026	P
25	KANHU CHARAN SAHU	160101170027	P
26	SOURAV KUMAR PANDA	160101170028	P
27	SAMIKSHYA DASH	160101170029	P
28	ROUNAK TRIVEDI	160101170030	P
29	D N.S.S RAMANA	160101170031	P
30	SIBO PRASAD PADHI	160101170032	P

31	CHANDAN BISOYI	160101170033	P
32	GYANARANJAN TRIPATHY	160101170034	P
33	MOHIT KUMAR SAHU	160101170035	P
34	RAKESH NAYAK	160101170036	p
35	BARSA MOHANTY	160101170037	p
36	SOUBHAGYA LAXMI RAY	160101170038	p
37	SNEHASISH JANA	160101170039	p
38	KAIBALYA KUMAR JENA	160101170040	P
39	ABHISHEK MAHATO	160101170041	P
40	PRATYUSH KUMAR PANI	160101170042	P

*Anita Patra*   
**Dr. Anita Patra, Registrar, CUTM**

*Madhusmita Choudhury*   
**Dr. Madhusmita Choudhury,**  
**Assistant Professor, SOM**  
**Convener**