



**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

**INVITATION**



**DEPARTMENT OF COMMERCE**  
**(SHIFT - II)**  
**ORGANIZES**

**GUEST LECTURE ON**  
**RECENT TRENDS IN**  
**DIGITAL MARKETING**

**FOR 3<sup>rd</sup> B.COM STUDENTS**



**Mr. Annamalaiyaar. V. G.**  
**Digital Strategist**  
**The Ivar Business**  
**Development Pvt. Ltd.,**

**Oct 8, 2022    1:30 P.M.    CES 11**

*Organized by Dr S. Prasanna Kumar*



**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

**PHOTOS TAKEN DURING GUEST LECTURE**





**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

---



Lat 13.061899°  
Long 80.23306°  
08/10/22 01:56 PM GMT +05:30



Lat 13.061899°  
Long 80.23306°  
08/10/22 01:54 PM GMT +05:30





**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

---





**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

---





**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

---

**ABOUT THE GUEST LECTURE**

**Venue: CES 11**

**Time: 1:30 p.m.**

An initiative to deliberate upon the **RECENT TRENDS IN DIGITAL MARKETING** was planned as a Guest Lecture for the 3<sup>rd</sup> Year B. Com Students of E Section. The objective of the guest lecture is to bring awareness on the following:

- Search Engine Optimisation;
- Influencer Marketing;
- Innovative Marketing;
- Feed Marketing, and
- Recent Trends in Digital Marketing.

Mr V. G. Annamalaiyaar, Digital Strategist & Corporate Communication Executive At ACSEN, The Ivar Business Development Pvt. Lt., Coimbatore was invited for the session. Mr Annamalaiyaar having experience in Graphic Design, Digital Marketing, Ui\Ux and Data Analysis is also an alumnus of the 2017 Batch of the Department.

Mr Annamalaiyaar shared that any marketing that uses electronic devices and marketing specialists to convey promotional messaging and measure its impact through customers' journey. In practice, digital marketing typically refers to marketing campaigns on a computer, phone, tablet, or any other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. It also includes email, social media, web-based advertising, text and multimedia messages as a marketing channel.

He outlined the importance of digital marketing by highlighting that it can help businesses thrive. He made a fact that, there were 5 billion internet users globally in April





**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

---

2022 alone. From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses. It forecasts the brand Ideology and the main theme of a product which will connect the needed people and tempt them to buy. Digital marketing works on segregating people according to their Age, Occupation, Profession, Area of Interests, Recent searches and so on, with the help of this Information the ads, Posters, Templates are made and displayed on their social media platforms. The whole digital platform is based on the public needs and collects Information from wherever it is registered, making use of that information to display suitable advertisements to them.

Furthermore, Mr Annamalaiyaar pointed that Google ads are one of the biggest platforms in digital marketing which is used for promoting advertisements. Google Ads are worth it because they provide a cost-effective way for businesses of all sizes to reach a virtually unlimited, targeted audience. Many companies use google ads for promotion through the websites and even through the YouTube ads, A small 10sec video is played before the starting of the videos. All these ads are made by the advertisement companies that work on behalf of the companies and get paid for that. There are two types of promotion Organic promotion and Paid advertising, Organic marketing is a strategy that generates traffic to your business over time rather than using paid methods. This includes blog posts, case studies, guest posts, unpaid tweets, and Facebook updates. Paid advertising reaches the target audience in a short period of time. Nowadays paid advertisements are more preferred for promotion than organic promotion.

Advertisements are made in many designs and formats like Banner design, Magazine content, Website design, Web development and water marks are used. The design of the advertisement should touch the customer and connect the customer. Digital marketing builds a bridge between Brand ideology with the customer. It helps to communicate what the company believes, their goal and vision which people need to



**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

---

know. Through advertising people can get the idea behind the product or service offered by the company as well as the intention of the people may change to use the product. Google data analysis is used by the company to by paying some amount of money to track any customer's IP address. Even if the person blocks the app to not to track their device Google data analysis will provide the information to the advertisement company. The new form of Advertisements that are being used today are HTML mails this were the Many companies send this kind of mail which contains the pictures, GIF, Videos and a link which directs the consumers to the Main website or app on the device.

**Key Takeaways from the Guest Lecture:**

Students shared that the guest lecture provided them with the following key takeaways:

- Promotion of products and services through digital marketing;
- Identifying target audience and their needs;
- Reduction in cost of advertising and time;
- Helps in sharpening the creativity of the person;
- Adaptability to any kind of market and business.

**Dr S. Prasanna Kumar**  
**Organiser & Coordinator.**





**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI - 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

**ATTENDANCE**

*GUEST LECTURE ON DIGITAL MARKETING*

Attendance Entered By: Prasanna Kumar. S      Department: COMMERCE

Student Name	Register No	Absent	Present	OD with Present	OD with Not Present	Medical Leave X
SIDDHARTH D	20-UCO-601		✓			
SAM VINNY FRED J	20-UCO-602		✓			
JEO F	20-UCO-604		✓			
JOHN BRITTO JANISH J	20-UCO-605	✓				
CASTRO DAVID D S	20-UCO-606		✓			
VIMALADITYAN J	20-UCO-607	✓				
JEROME RETHICK ROY M	20-UCO-608	✓				
VIVIAN J JOHN	20-UCO-609	✓				
PUGHALYENDI R	20-UCO-610	✓				
JONES V	20-UCO-613		✓			
HEMACHANDAR S	20-UCO-615		✓			
NITHISH KUMAR N	20-UCO-616	✓				
RISHI PRASHATH A	20-UCO-617	✓				
CHAYAN	20-UCO-618		✓			
SHUBHAN KRISHNAN SRIDHAR	20-UCO-619		✓			
JENISTON ANTONY VINDON V	20-UCO-620		✓			
HARI HARAN J	20-UCO-621		✓			
MOHAMED WASEEM	20-UCO-622	✓				
VISHAL S	20-UCO-623		✓			
AKSHAI C G	20-UCO-624		✓			
PRAVEEN GLADVIN M J	20-UCO-625	✓				
RIYAZ M	20-UCO-626		✓			
BALAJI J	20-UCO-627	✓				
VENKATACHALAM C	20-UCO-628		✓			
KISHORE R	20-UCO-629		✓			

08/10/2022  
1:30 p.m

*Sgt 8110*

Dr. S. PRASANNA KUMAR, B.Com., M.Phil., Ph.D., BBA  
 COORDINATOR  
 DEPARTMENT OF COMMERCE (SHIFT-II)  
 LOYOLA COLLEGE, CHENNAI - 600 034



**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI - 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

NAVEEN G	20-UCO-630		✓			
STEVE AKASH J	20-UCO-631	✓				
AKSHAT S LUNIYA	20-UCO-632		✓			
SURYA B	20-UCO-633		✓			
MICHAEL AARON THEODORE	20-UCO-634		✓			
YOKESHWARAN G	20-UCO-635		✓			
SUHAIL AHAMAD A	20-UCO-636		✓			
JOSEPH A VAZHAPPILLY	20-UCO-637		✓			
KISHORE KUMAR A	20-UCO-638	✓				
JOSHUA WESLY JEYAKUMAR	20-UCO-639	✓				
NAVEEN S	20-UCO-640		✓			
KIRAN KUMAR S	20-UCO-641		✓			
MANOJ KUMAR R	20-UCO-642		✓			
ANGELO VICTOR S	20-UCO-643	✓				
AJAY M S	20-UCO-644	✓				
HARI KRISHNA K R	20-UCO-646		✓			
KAUSHIK SHANKAR AJ	20-UCO-647		✓			
HARIKRISHNAN G	20-UCO-648		✓			
MOHAMMED FAHAD M	20-UCO-649		✓			
HARI PRAKASH A	20-UCO-650		✓			
SANKARA NARAYANAN R	20-UCO-651	✓				
DHARSHAN D	20-UCO-652	✓				
JERALD J	20-UCO-653	✓				
MOOHIELUN R S	20-UCO-654	✓				
PRAVEEN KUMAR S	20-UCO-655		✓			
MOHAN RAJ V	20-UCO-656	✓				
DINESH N	20-UCO-657	✓				
MOIZ SHABBIR MANDALEWALA	20-UCO-658		✓			

Dr. S. PRASANNA KUMAR, M.Com., M.Phil., M.A., M.B.A.  
COORDINATOR  
DEPARTMENT OF COMMERCE (SHIFT-II)  
LOYOLA COLLEGE, CHENNAI - 600 034





**DEPARTMENT OF COMMERCE (SHIFT-II)**  
**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI - 600034.**

**GUEST LECTURE ON RECENT TRENDS IN DIGITAL MARKETING**  
**8<sup>TH</sup> OCTOBER, 2022**

HAREESH S	20-UCO-659		✓			
TONY VIMAL KUMAR R P	20-UCO-660	✓				
DANIEL JOE A	20-UCO-661		✓			
YUVARAJAN NALLAMANI N M	20-UCO-662		✓			
RAJEEV I	20-UCO-663		✓			
MOHAMED SALMAN FARCE N	20-UCO-664	✓				
JEBASTINJOSEPH B	20-UCO-665	✓				
BRISON S	20-UCO-666		✓			
THARUN M	20-UCO-667	✓				
GAURAV MUNOTH A	20-UCO-668	✓				
NAVEEN KUMAR L	20-UCO-669	✓				
DON STEVI E	20-UCO-670	✓				
SRI HARI V	20-UCO-671	✓				
SAI KISHORE H K	20-UCO-672		✓			
MUKESH KUMAR V	20-UCO-673		✓			
RAKESH T	20-UCO-674	✓				
KEVIN RATCHAGAR A	20-UCO-675	✓				
SANTHOSH S V	20-UCO-676		✓			
CHARAN A	20-UCO-677		✓			
MUKESH KUMAR J	20-UCO-678	✓				
SAHIL NARESH	20-UCO-679		✓			
SUBASH K	20-UCO-680		✓			
HARIHARAN M	20-UCO-681		✓			

S. PRASANNA KUMAR, M.Com., M.Phil., Ph.D., M.A.  
COORDINATOR  
DEPARTMENT OF COMMERCE (SHIFT-II)  
LOYOLA COLLEGE, CHENNAI - 600 034