Academic Year-2024-25
Department of Social Sciences and Humanities

Event Report

1. Academic Year : 2024-2025

2. Name of the Event : Work Shop on Digital Marketing 1o1

3. Date of the Event : 30th October, 2024

4. Organized by (Event Incharge) : Shivakumar Reddy

5. Objectives of the Program : The primary objective of the Digital Marketing workshop was to empower participants with the knowledge, skills, and strategies necessary to effectively leverage digital marketing channels to achieve significant brand growth and sales.

Specific Objectives:

To provide a comprehensive understanding of the key principles and practices of digital marketing.

To equip participants with practical tools and techniques to create and implement effective digital marketing campaigns.

To explore innovative strategies for leveraging social media, content marketing, and other digital channels to engage target audiences.

6. Event report : Suraj Rayaprolu, CEO of MNV Digital Marketing Company, recently conducted a transformative workshop that delved into the multifaceted world of digital marketing. The event offered invaluable insights and powerful motivation to significantly boost brand reach and sales.

The workshop dissected critical pillars of digital marketing, including content creation and performance marketing. Suraj Rayaprolu, a renowned expert in the field, shared his company's innovative approach to leveraging memes, trending audios, and user-generated content to maximize reach. He shed light on how MNV Digital Marketing Company successfully achieved crores in revenue by harnessing the power of digital media.

The Power of Memes and User-Generated Content

A key highlight of the workshop was Rayaprolu's discussion on the strategic use of memes and user-generated content. He emphasized how well-crafted memes, aligned with current trends and cultural nuances, can rapidly gain traction and generate significant brand visibility. By understanding the psychology behind viral content, MNV Digital Marketing Company has mastered the art of creating memes that resonate with the target audience.

User-generated content, another powerful tool in the digital marketer's arsenal, was also explored in depth. Rayaprolu explained how encouraging user-generated content can foster a sense of community and authenticity around a brand. By providing a platform for creative expression, brands can tap into the collective energy of their audience and generate buzz.

7. Outcomes : The Digital Marketing workshop, led by Suraj Rayaprolu, CEO of MNV Digital Marketing Company, yielded the following significant outcomes:

Knowledge and Skill Enhancement:

Deep Dive into Digital Marketing: Participants gained a comprehensive understanding of the core pillars of digital marketing, including content creation and performance marketing.

Mastering Content Creation: The workshop provided insights into crafting high-quality content that resonates with the target audience, including the strategic use of memes, trending audios, and user-generated content.

Leveraging Digital Trends: Participants learned how to identify and capitalize on emerging digital trends to stay ahead of the curve.

Data-Driven Decision Making: The workshop emphasized the importance of data analytics in measuring and optimizing digital marketing campaigns

8. No of Participants : 50

9. Winners List (If Competition) :

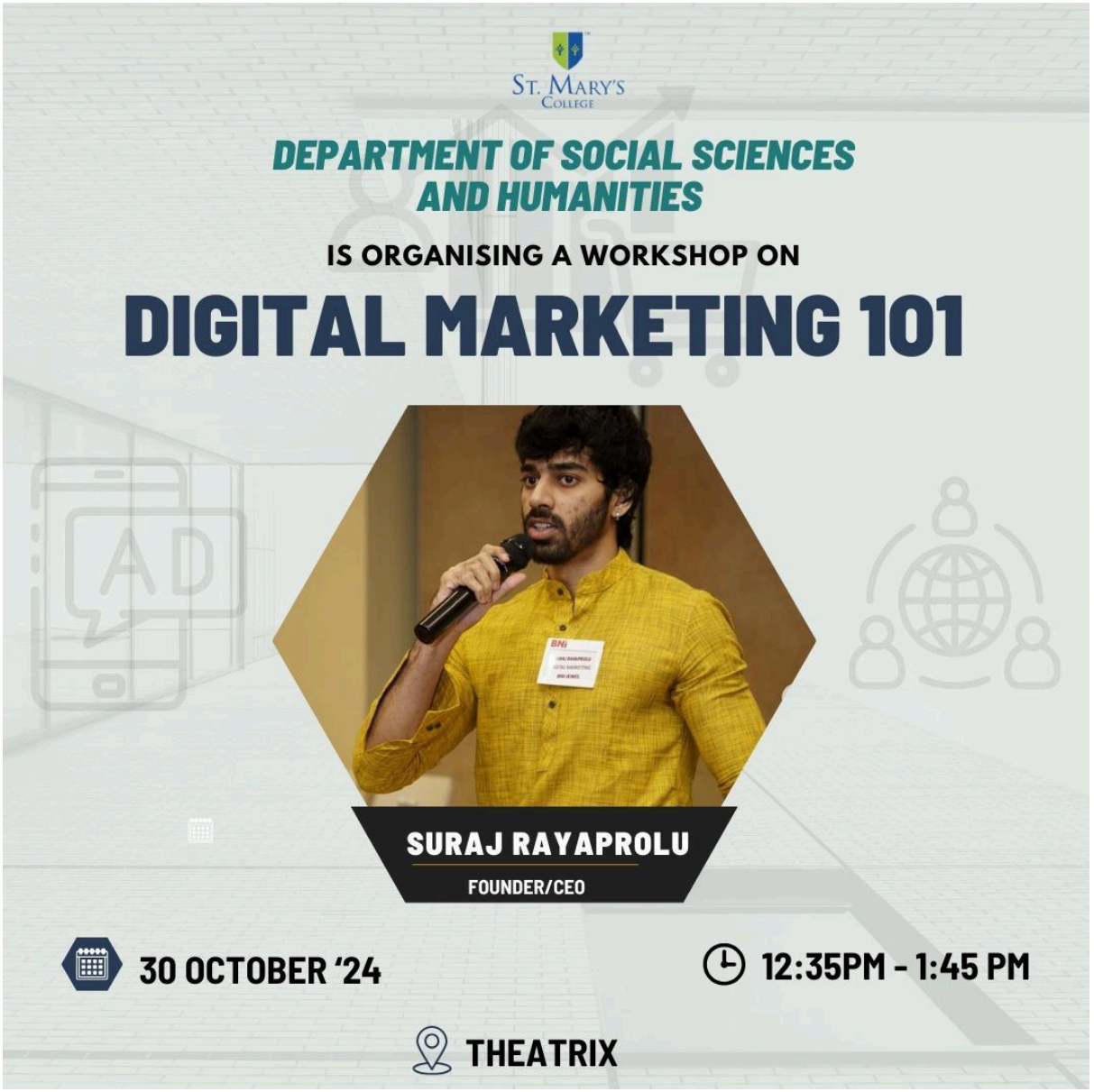
10. Supporting Documents to be attached(hard Copy)

a) Brochure/Circular (with Title and Date of Event)
b) Photos (Geo tagged and Normal, captioned with Title and Date))
c) List of Participants with signatures (with title and date)
d) Xerox of Winners certificates issued (with title and date)

Event Incharge **HoD/Coordinator**

a) Brochure/Circular (with Title and Date of Event)

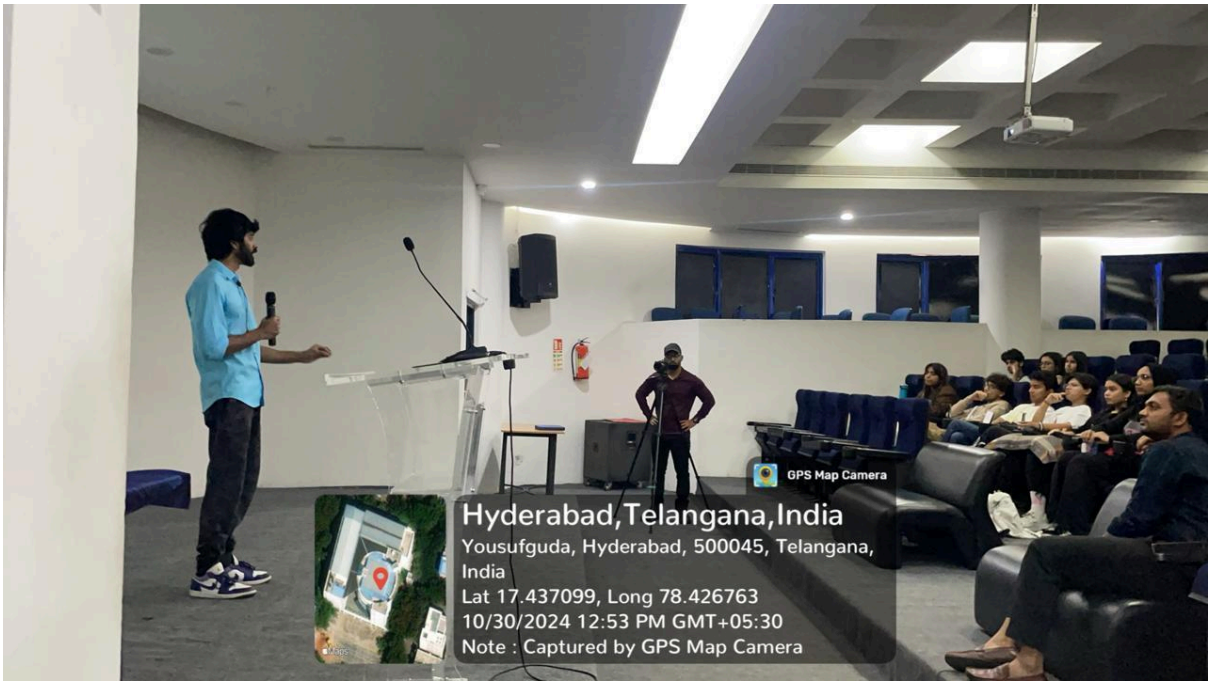
Workshop on Digital Marketing



a) Photos (Geo tagged and Normal, captioned with Title and Date))

Workshop on Digital Marketing (30th October, 2024)






GPS Map Camera
Hyderabad,Telangana,India
Yousufguda, Hyderabad, 500045, Telangana, India
Lat 17.437164, Long 78.426766
10/30/2024 01:40 PM GMT+05:30
Note : Captured by GPS Map Camera


GPS Map Camera
Hyderabad,Telangana,India
Yousufguda, Hyderabad, 500045, Telangana, India
Lat 17.437119, Long 78.426738
10/30/2024 12:53 PM GMT+05:30
Note : Captured by GPS Map Camera

c) List of Participants with signatures

ST. MARY'S College

Academic Year-2024-25
Semester- Odd
Department of Social Sciences and Humanities
BA 1

Name of the Event: WORKSHOP ON DIGITAL MARKETING
Date: 30th October, 2024

Name	Roll No	Signature
GONDI SAI BABA VAISHNAVI		
EDIGA MEHA LAXMI		
AAKRITI AYYAGARI		
PAREENA SAMAR		
SYED MD ASRARUDDIN	05	
UMMADIREDDY VENKATA BALIREDDY	06	
CHANDUPATLA SNIYA REDDY	07	
ROHAN BAHADUR	08	
DENDULURI SAISHA TANMAYEE	09	
NGAMVANGLEN LHOUVUM	10	
H NARESH KUMAR	11	
ABHISHEK SINGH	12	
PIRIYAR SURESH	13	Suresh
MOHD RAZIUDDIN		
P DEEKSHITH	15	
MOHD ZAFAR		
AVINASH		
MEKALA VASANTH KUMAR REDDY	018	
MAHARAJ KOUSHIK	19	
VETCHA RATNA SHRITAN	20	
SYED ABDUL MURTUZA	21	
PRAKHYATH	22	
RADHIKA LAHARI		
AMATHYA		
RITHVIK	25	
SAMUEL RAO	26	
SHERYAN	27	
USHA SHREE	28	
KARTHIK	29	
SAKINA KAPI		
Koushika		

ST. MARY'S COLLEGE

Academic Year-2024-25
Semester- Odd
Department of Social Sciences and Humanities
BA 2

Name of the Event: WORKSHOP ON DIGITAL MARKETING **Date:** 30th October 202

Name 30TH OCTOBER, 2024 Roll No Signature

Kashyapi Mukherjee	01	
Mohammed Ruzbihan	02	
Yusra Fatima	03	
Annie Varshitha		
Nikhil Raj	05	
Sunkolla Phanindra		
Tammabattula Dhritigna	07	
M. Vahhoikim Haokip	08	Vahhoikim .
M Seikhogin Haokip		
Muskaan Begum		
K. Akhil	12	
Henkhochon Khongsai	13	
Sanskriti Jaiswal		
Caroline Gangte		
Thangminzom		

Soiginlen Singson	17	Singson
Kapchinamuan	18	
Joylalmang Gangte	19	
Pausianmuan Bawmkhai	20	
Ayush Kumal Kshetri		
Katabatula Benny Hik		
Aahana Sharma		
Mirza Mohammed Baig	24	
Alberd Brahma		
Sashank Nemani	26	
Hatneichong Baite	27	
Yosyula Yasaswini	28	
Nakka Susheel	29	
Palleti Abhilash	30	
Maloth Srikanth		
Veduruparthy Dharani		
Sherley Chrysolite Kolluri		
Mehanur Mondal	34	
V A Fananza		
Himabindu Madala		
Krithika Burugula	38	
Bonam Nikitha Rani	39	

ST. MARY'S COLLEGE

Academic Year-2024-25
Semester- Odd BA 3

Department of Social Sciences and Humanities

Name of the Event: WORKSHOP ON DIGITAL MARKETING **Date:**

Name	Roll No	Signature
DEVI HYNDEVI THAKUR	01	
SHWETA TIWARY		
TOOMU PRANAV ROOP CHOWDARY		
RISHIKA SHAW		
EMMADI MADHAV	05	
POTTABATHINI SAI ANUBHAV		
ABHINRUTHYAA KOPPOJU		
MAHERA KHAN		
T SHIVANI		
SUSHANT SHARMA		
BANGALI SAI CHARANI	12	
MATHI PARASWATHA VIBHUSHAN		
R KEERTHI	14	
SYEDA NAYYAR BANO FIRDOUS		
KAVALA ABHISHAKTH		
ESHAAN BANERJEE	17	
KONDUPARTY KASHMIRA MALYADA	19	
MEHAR QURESHI	20	
SHAIK AMEENA HUSSAIN		
RAJAH MANURI VENKATA DATTA MAITHREYA		
Sampath Penumaka		
GOVINDABAKSHI NITHIN		
GOLLENA DAKSHAYENI	25	
JASWANTH ADDANKI	26	
BUDDARAJU NEELIMA		
V P MANAS RAJ		
SAPPA DHANA SRI		