

ONE DAY MANAGEMENT DEVELOPMENT PROGRAMME (MDP) ON

# Methods Of Digital Advertising

18th December 2020, Friday | Peter Drucker Hall



# DIGITAL ADVERTISING



*Sri* **SAI RAM INSTITUTE OF MANAGEMENT STUDIES**  
*Sri* **SAI RAM ENGINEERING COLLEGE**

*An Autonomous Institution* | Affiliated to Anna University & Approved by AICTE, New Delhi  
Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

&  
Department of Management Studies

*Sri* **SAI RAM INSTITUTE OF TECHNOLOGY**

*An Autonomous Institution* | Affiliated to Anna University & Approved by AICTE, New Delhi  
Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

Sai Leo Nagar, West Tambaram, Chennai - 600 044

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**ABOUT US**

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, and Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

**ABOUT MDP**

Digital advertising is the dynamic engine powering modern marketing strategies, leveraging online platforms to reach vast audiences with precision. Through targeted campaigns, businesses can tailor messages to specific demographics, maximizing engagement and conversion rates. From social media ads to search engine optimization, the digital landscape offers a diverse array of avenues to amplify brand visibility and drive growth. With analytics tools providing real-time insights, companies can refine their approach, ensuring every click counts towards achieving strategic objectives.

**OBJECTIVES**

1. It stimulates engagement and interaction through compelling content and interactive formats.
2. The goal is to generate leads and drive conversions by guiding users through the sales funnel.
3. Measurable results are key, with constant optimization to maximize return on investment.

**PROGRAMME SCHEDULE**

–Session –

- FN –Role of Influencer Marketing in Digital Advertising
- AN – Cross-Channel Advertising Strategies for Seamless Brand Experiences

**RESOURCE PERSONS****Dr. N. PANCHANATHAM**

Former Vice- Chancellor,  
Tamil Nadu Teachers Education University  
Former Registrar, Annamalai University  
Former Head, Business School,  
Annamalai University.

**Mr. N. LAKSHMINARASIMHAN**

General Manager – P & HR  
Brakes India Private Limited

**WHO WHOM ?**

Corporates, Management Faculties and Management Students

**REGISTRATION FEE:** Rs.4,600/- per participant.

**Convenor**

**Dr. K. MARAN, Professor & Director,**  
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**Co-ordinators**

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