



PRESIDENCY UNIVERSITY

SCHOOL OF MANAGEMENT

REPORT ON

DIGITAL MARKETING CONCLAVE - 2021

23rd October, 2021 (Saturday)

PRESIDENCY UNIVERSITY
 Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
 Approved by AICTE, New Delhi
 Bengaluru

SCHOOL OF MANAGEMENT PRESENTS

**Know how Digital Marketing is Leveraged in Industry 4.0:
 An Interaction with Industry Veterans!**

DIGITAL MARKETING CONCLAVE - 2021
23rd OCTOBER, 2021

JOINED BY OUR PRACTICING ALUMNI

Forenoon – 10:00 AM – 12:30 PM

Afternoon 1:30 PM – 4:00 PM

M S Kumar
 Digital Marketing Evangelist,
 Visiting Faculty IIM – K, IIM – I,
 founder – National Institute of
 Digital Marketing (NIDM)

**The Future of
 Digital Marketing**

Vaijayanth M K
 Sr. Director,
 Product Management,
 Salesforce

**The New Normal in
 Post Pandemic Era -
 The Changing role
 of Digital Marketing
 in B2B Space**

Mohan Mullagiri
 Sr. Manager,
 Integrated Analytics & Insights,
 Howitt Poddar Enterprise

**Digital Marketing
 Mantra – Data
 Driven by Design
 (D3)**

Amaladhas Arul
 Digital Ad Sales Manager,
 Zee Media Corporation Ltd.

**Latest Trends in
 Digital Marketing**

Hana Khan
 Social Media Specialist,
 Vaa's Digital
 Marketing Agency,
 Dubai, UAE

Bharat D
 Client Service Analyst,
 Theorem India, Mysore

Panel Discussion 1 - Decoding the Digital Consumer

Panel Discussion 2 - Digital Marketing Tools & Strategies

ADVISORS

Dr. Gunjeet Kaur
 Dean – SOM

Dr. Krishna Kumar
 Associate Dean - SOM

CONVENERS

Dr. Chithambar Gupta V
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 +91 97406 41820

Dr. Akhila Udupa
akhila.udupa@presidencyuniversity.in
 +91 98809 38521

Dr. Nisha Saha
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 +91 94332 18129

The School of Management, Presidency University, provided a platform for interaction and knowledge sharing by seasoned industry veterans, for our MBA students, in the form of 'Digital Marketing Conclave – 2021', on 23rd October, 2021. The aim of the conclave was to brainstorm the latest happenings in the ever changing dynamic world of Digital Marketing and to leverage the power of digital marketing channels for the Industry 4.0. The conclave aimed to provide a platform for the student and teaching communities to have a peek view into the industry perspective and hear to the stories of successful digital marketing campaigns in Indian context.

FEATURES OF THE CONCLAVE

- Plenary Sessions by Industry Experts
- Experience sharing by our practicing alumni
- Panel Discussions
- Q & A

THEMES

- ❖ Latest Trends in Digital Marketing

- ❖ Decoding the Digital Customer
- ❖ Digital Marketing Tools & Strategies
- ❖ Digital Marketing in B2B Space
- ❖ Scope of Analytics in Digital Marketing

PANEL OF EXPERTS – Plenary Sessions & Panel Discussion

- ❖ **M S Kumar**, Digital Marketing Trainer & Consultant, Visiting Faculty IIM – Kozhikode, IIM – Indore, Founder – National Institute of Digital Marketing (NIDM)
- ❖ **Vaijayanth M K**, B.Tech (NIT-A), MBA (IIM-A), Senior Director, Product Management, Salesforce
- ❖ **Mohan Mullagiri**, Senior Manager, Integrated Analytics & Insights, Hewlett Packard Enterprise
- ❖ **Amaladhas Arul**, Digital Ad Sales Manager, Zee media Corporation Ltd.

Joined by Presidency SOM Alumni

- ❖ **Hana Khan**, Social Media Specialist, Vous Digital Marketing Agency, Dubai, UAE
- ❖ **Bharat**, Client Service Analyst, Theorem India, Mysore.

PARTICIPANTS

The participants for the conclave included students (MBA Dual Program, MBA – Digital Marketing Program), PhD Scholars & Faculty members across all domains.

SCHEDULE

S. No	Time	Activity	Resource Person
1	9:30 – 10:00 AM	Inaugural	Dean – SOM, Associate Dean – SOM, Conveners
2	10:00 – 10:45 AM	Key Note Address – <i>The Future of Digital Marketing</i>	M S Kumar – Digital Marketing Evangelist, Visiting Faculty IIM-K, IIM-I, Founder – National Institute of Digital Marketing (NIDM)
3	10:45 – 11:00 AM	Tea Break	
4	11:00 – 11:45 AM	Plenary Session 1 - <i>The New Normal in Post Pandemic Era - The Changing role of Digital Marketing in B2B Space</i>	Vaijayanth M K – Sr. Director, Product Management, Salesforce
5	11:45 – 12:30 PM	Panel Discussion 1 – <i>Decoding the Digital Customer</i>	Speakers and joined by our alumnus Ms. Hana Khan, Social Media Specialist, Vous Digital Marketing Agency, Dubai, UAE
6	12:30 – 1:30 PM	Lunch Break	
7	1:30 – 2:15 PM	Plenary Session 2 – <i>Digital Marketing Mantra – Data Driven by Design (D3)</i>	Mohan Mullagiri, Sr. Manager, Integrated Analytics & Insights, Hewlett Packard Enterprise

8	2:15 – 3:00 PM	Plenary Session 3 – <i>Latest trend in Digital Marketing</i>	Amaladhas Arul, Digital Ad Sales Manager, Zee media Corporation Ltd.
9	3:00 – 3:45 PM	Panel Discussion 2 - <i>Digital Marketing Tools & Strategies</i>	Speakers and joined by our alumnus Mr. Bharath, Client Service Analyst, Theorem India, Mysore
10	3:45 – 4:00 PM	Valedictory	Conveners

CONVENERS

Dr. Chithambar Gupta V, Associate Professor
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Dr. Akhila Udupa, Associate Professor
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Dr. Nisha Saha, Associate Professor
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Snapshots from the Event:

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DIGITAL MARKETING CONCLAVE 23rd OCTOBER

Forenoon – 10:00 AM – 12:30 PM

- M S Kumar**
Digital Marketing Evangelist, Visiting Faculty IIM K, IIM L, Founder - National Institute of Digital Marketing (NIDM)
- Vajjayanth M K**
Sr. Director, Product Management, Salesforce

Afternoon 1:30 PM – 4:00 PM

- Mohan Mullagiri**
Sr. Manager, Integrated Analytics & Insights, Hewlett Packard Enterprise
- Amaladhas Arul**
Digital Ad Sales Manager, Zee Media Corporation Ltd.

Panel Discussion 2 - Digital Marketing Tools & Strategies

ADVISORS
Dr. Gunjeet Kaur, Dean – SOM
Dr. Krishna Kumar, Associate Dean - SOM

CONVENERS
Dr. Chithambar Gupta V, chithambargupta@presidencyuniversity.in
Dr. Akhila Udupa, akhila.udupa@presidencyuniversity.in
Dr. Nisha Saha, nishasaha@presidencyuniversity.in

Zoom Meeting

Recording... [Pause] [Stop]

View

Participants (99)

Find a participant

- Dr. Chithambar G... (Host, me)
- Dr Gunjeet Kaur
- Dr. Nisha Saha Associate Profess...
- Dr.Akhila R Udupa Associate Pro...
- M.S Kumar
- 18e41f14
- abhishek rajesh
- Aditya Anand
- Ajay
- Ajay Hiremath

Mute All

9:38 AM
23-Oct-21

Windows taskbar: Type here to search, 28°C, 9:38 AM, 23-Oct-21

Zoom Meeting

Recording... [Pause] [Stop]

View

Participants (100)

Find a participant

- Dr. Chithambar Gupta ... (Me)
- M.S Kumar (Host)
- 18e41f14
- abhishek rajesh
- Aditya Anand
- Ajay
- Ajay Hiremath
- Akash Dey
- AKHIL ARAVIND
- Akhil R

Mute Me

9:42 AM
23-Oct-21

Windows taskbar: Type here to search, 28°C, 9:42 AM, 23-Oct-21

Zoom Meeting

View

Dr. Chithambar Gupta Ass... Dr.Akhila R Udupa Associ... M.S Kumar

Remove Pin Recording...

Vaijayanth

Mute Stop Video Participants 78 Share Screen Apps More Leave

Participants (78)

Find a participant

- Dr. Chithambar Gupta ... (Me)
- Vaijayanth (Host)
- Dr.Akhila R Udupa Associate Pro...
- Hana Khan
- M.S Kumar
- 18e41f14
- abhishek rajesh
- Ajay
- Ajay Hiremath
- Akash Dey

Windows

Go to Settings to activate Windows. Invite Mute Me Reclaim Host

Type here to search 28°C 11:20 AM 23-Oct-21

Zoom Meeting

View

Dr. Chithambar Gupta ... Vaijayanth Dr.Akhila R Udupa Associ...

Recording...

Hana Khan

Unmute Start Video Participants 74 Share Screen Apps More 1 Leave

Participants (74)

Find a participant

- Dr. Chithambar Gupta ... (Me)
- Vaijayanth (Host)
- Dr.Akhila R Udupa Associate Pro...
- Hana Khan
- abhishek rajesh
- Ajay
- Ajay Hiremath
- Akash Dey
- Aleena George
- Alina george

Windows

Go to Settings to activate Windows. Invite Unmute Me Reclaim Host

Type here to search 28°C 11:23 AM 23-Oct-21

You are viewing Mohan Mullagiri's screen View Options

2 Data & Digital Marketing

Digital Hacks to Growth Marketing

What came first Data or Digital Marketing?

'Growth' Marketing

'Digital' Tactic

- Intelligent ABM
- Digital Channels
- Digital Activation
- Digital Nurturing
- Digital Commerce
- Digital Forums

Managing 'Data'

Unmute Start Video Participants 66 Chat Share Screen Record Reactions Apps Leave

You are viewing Mohan Mullagiri's screen View Options

1 Context Setting

Age of Insights

Hyper Speed Hyper Scale Hyper Connected

Data without Insights is Like Fuel without Fire !!

Antonio Neri
CEO, HPE

We are now in the Age of Insight, and data is your most precious asset. Your ability to innovate faster requires you to be in total control of all your data.

Data Explosion Reality

"The amount of digital data created over the next five years (2021-25) will be **greater than twice** the amount of data created since the advent of digital storage" (IDC)

Global data creation and replication will experience CAGR of 23% during 2021-25, leaping to **181 zettabytes in 2025** from 6.5 zettabytes in 2012

"The amount of data analyzed is growing steadily each year, yet there is **opportunity to leverage and extract even more insights and value** by expanded use of data analytics than what organizations are doing today."

Volume of data created and replicated worldwide (zettabytes)

Year	Volume (zettabytes)
2012	6.5
2013	10
2014	15
2015	20
2016	25
2017	30
2018	35
2019	40
2020	45
2021	50
2022	55
2023	60
2024	65
2025	181

Endpoints: IoT, Mobiles, Laptops, Vehicles, etc.
Edge: Branch offices, Call centers, Gateways, etc.

Being 'Digital First' is Being 'Data First' !!

Unmute Start Video Participants 51 Chat Share Screen Record Reactions Apps Leave