



**Public Relations
Society Of India
Kolkata Chapter**

eng@ge | 2019

Eastern India's Largest Digital Media Conference

6th August 2019 | ITC Sonar, Kolkata



SEVEN BOATS®

Sail on it. Grow with it.

**As part of PRSI Engage 2019 Digital Innovation Summit
We are doing One Day Digital Marketing Workshop.**

Date of workshop : 6th August, 2019

Venue : ITC Sonar

Address : 1, JBS Haldane Ave, Tangra,
Kolkata, 700046, West Bengal.

Direction : <https://bit.ly/2MKBCUF>

Event link : <https://www.facebook.com/events/851923015163261/>

Registration

(Registration fees includes lunch from ITC Sonar)

Registration fees (till 31st July 2019) : Rs 2000

Ticket: <https://www.payumoney.com/paybypayumoney/#/D4253B366215A384482E1E8FF51DA876>

Late Registration fees (from 1st Aug 2019) - Rs 2500

Ticket: <https://www.payumoney.com/paybypayumoney/#/9E1F621B2341357D942D45D90C55C7A3>

For Query Contact _____

Public Relation Society of India, Kolkata Chapter

☎ 7595994600, 9674449439

Seven Boats Info-System Pvt Ltd

☎ 033 4064 7085, +91 9674937499, +91 8017049042

Event Details:

**** “AACRO” Model - The ROI Driven Digital Marketing Chemistry Any Business can Adopt for Lead & Branding ****

This workshop will be helpful for experienced sales and marketing professionals working in Real Estate, Education sector, Mid-sized Startup, HR & Finance companies, Hotel/Travel, Retail, FMCG industries and also for entrepreneurs, students and freelancers.

Workshop Modules



Activation : Grabbing the attention - Tactics for reaching the maximum people

Acquisition : Getting the traffic - Techniques for engaging your target audience.

Conversion: Making the transaction - Tricks to turn your potential leads into paying customers.

Retention : Keeping the business - Methods to engage your customers and keep them coming back.

Optimization : Improving the experience - Tools to measure the results and improve the performance.



Learning Outcomes:

- 📢 How does digital marketing work – strategies, ROI & more.
- 📢 How to develop Lead magnet, lead funnel & optimize conversion?
- 📢 Marketing KPIs – What's important and what's not?
- 📢 Process streamlining through digital, automation & tools.
- 📢 How to balance your personal & business branding?
- 📢 How to create online trust & prevent cyber threat?
- 📢 Driving ROI via influencer marketing, Paid Ads & SMM.



Key Takeaways:

- 📢 Actionable insights to use it from very next day.
- 📢 Structural approach to implement.
- 📢 Your Own Digital Team Building Knowledge.
- 📢 Get the basics right.
- 📢 Know the latest & upcoming trends.
- 📢 Track, monitor & improve your metrics.



Training Deliverables:

- 📢 One post training followup session.
- 📢 Participation certificate from PRSI-Engage 2019-Seven Boats Academy after training.
- 📢 SEO course access / Udemy for free.

Trainers:

Lead Trainer : Debajyoti Banerjee

Co-Trainers : Biplab Das & Vijay Mishra

Trainer Summary:



Debajyoti Banerjee:

<https://www.linkedin.com/in/debajyotibanerjee/>

Founder & CEO at Seven Boats. 15+ years of domain expertise. Felicitated & invited by 12+ top B Schools & Management Institutes of India including IIM. Associated as digital marketing visiting faculty in 3+ premier B schools in Kolkata. 15+ awards & featured in premier magazines. Instructor at Udemy.



Biplab Das:

<https://www.linkedin.com/in/biplab2410/>

14+ years of domain expertise in digital marketing, education sector & project management. Ranked among top 25 digital marketing experts in India by Rank Watch. Conducted workshops in premier B Schools & Corporate houses. Trained professionals abroad.



Vijay Mishra:

<https://www.linkedin.com/in/vijaymishra9/>

12+ years of domain expertise in digital marketing, sales & key account management. Conducted workshops in premier B Schools & Corporate houses. Trained professionals abroad.

**HOPE TO
SEE YOU
THERE!**

