

Digital Marketing Workshop 2026

Want to decode the algorithms driving today's economy? Learn the strategies behind billion-dollar digital campaigns.

 6-HOUR WORKSHOP

 INTERACTIVE LEARNING

BY SHRADDHA AGRAWAL



Meet Your Trainer



Shraddha Agrawal

Founder, DigiDNA | Fractional CMO | Marketing Consultant

- 15+ years in digital marketing and growth strategy
- Ex-VP Marketing at Signzy (AI RegTech SaaS)
- IIM Indore alumna
- Bestselling author "50 Wins, 50 Lessons: Real Digital Marketing Case Studies That Actually Worked!"
- Featured on KaroStartup and Women's Web India
- Sharing practical digital marketing strategies and learnings on YouTube: Shraddha's DigiVerse

"Ready to master what matters most in digital marketing today?"

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What is Digital Marketing?

📄 Digital Marketing = Connecting with people WHERE they spend time online

1

Right Message

Content that resonates with your audience's needs and interests

2

Right Person

Targeting the exact audience who needs your product or service

3

Right Platform

Meeting your audience where they already spend their time

4

Right Time

Delivering your message when they're most receptive

Real Example: You see a Myntra ad on Instagram → Click → Buy = Digital Marketing in Action!

"Has an ad ever felt like it was reading your mind? How?"

Traditional vs Digital: What Changed?

Traditional Marketing

- One-way communication (brand talks, you listen)
- Expensive (TV ads cost ₹10L+)
- Hard to measure results
- Limited targeting options
- Slow to adjust campaigns

Digital Marketing

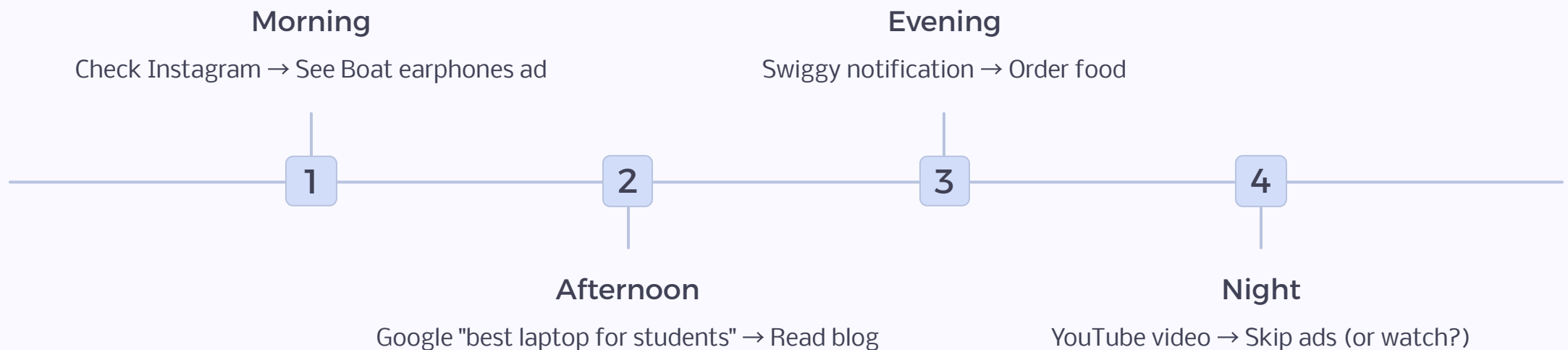
- Two-way conversations (brands engage with you)
- Affordable (Instagram reel - Almost ₹0 to start)
- Every click tracked and measured
- Precise audience targeting
- Real-time optimization possible

Where would you invest ₹10,000 for your startup?



You're Already Doing It!

How YOU Use Digital Marketing Daily

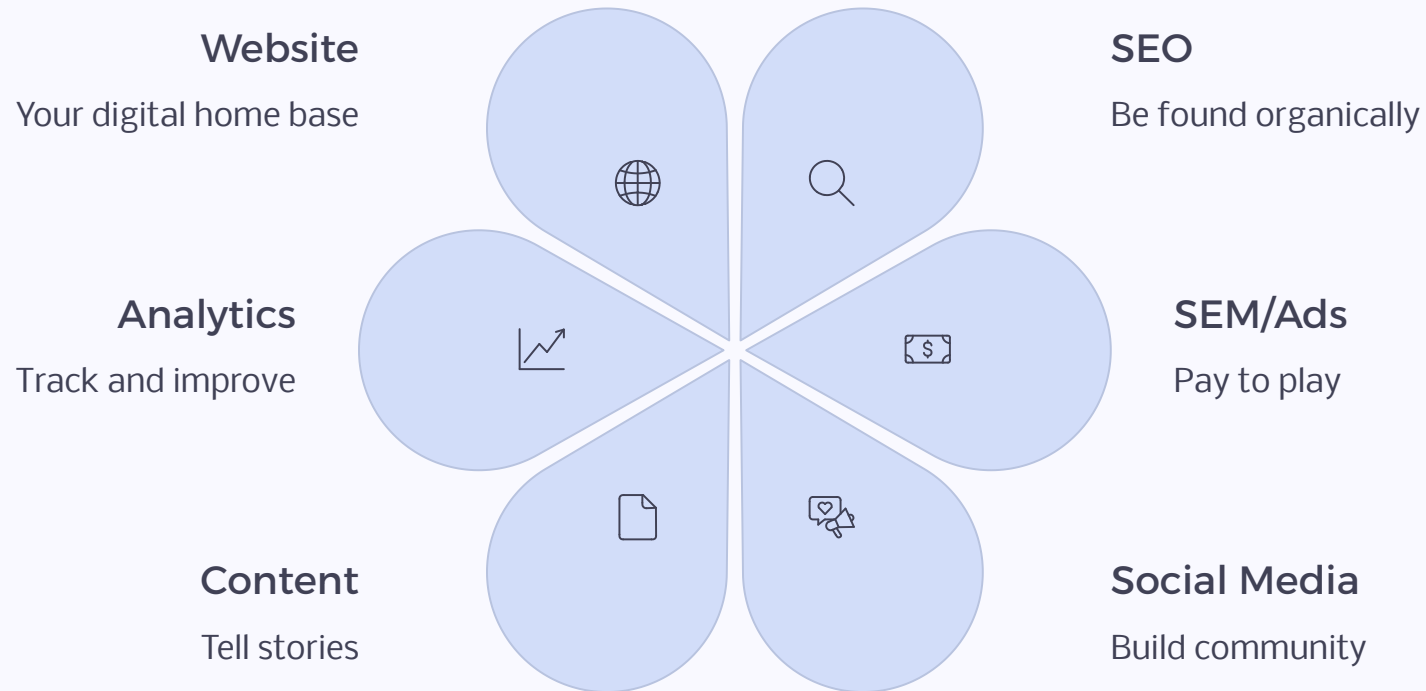


The Truth: You're both a consumer AND a future marketer! ✨

Activity: Turn and talk with your neighbor for 2 minutes. Share the last product you bought because of an Instagram or YouTube ad. What made you trust it enough to buy?

The Digital Marketing Ecosystem

Everything is Connected



Ever searched Google, saw an ad, then checked their Instagram? You've experienced this ecosystem.

How Everything Connects

Real Brand Example: Nykaa's Ecosystem

01

SEO Blog

"Best lipstick shades for Indian skin" ranks on Google

03

Website

Product page loads, user adds to cart

05

Retargeting Ad

Facebook ad brings user back

02

Instagram Post

User sees product and clicks link

04

Email

"You left items!" reminder sent

06

Purchase

Analytics tracks everything

📌 **Result:** One customer, 5 touchpoints! This is **omnichannel marketing**. The customer doesn't see channels, only your brand.

How Marketers Really Think

Marketing is Problem-Solving, Not Just Posting

WHO is my customer?

Age, interests, pain points, behavior. NOT "everyone" - be specific!

WHAT problem do they have?

What keeps them awake? What frustrates them daily?

WHERE do they hang out?

Instagram? LinkedIn? YouTube? Meet them where they are

What will make them **STOP** scrolling?

Pattern interrupt. Curiosity, emotion, value

What ACTION do I want?

Click, comment, buy, share, subscribe? One clear next step

✗ Wrong Thinking: "I need to post a reel"

✓ Right Thinking: "My audience needs quick study hacks. I'll create a 30-sec tips reel they can save and share."

AI Powers Everything Now

AI + Human creativity = Unstoppable marketing in 2026



SEO

ChatGPT writes optimized blog content



Content

AI generates images and videos instantly



Analytics

AI predicts customer behavior patterns



Chatbots

AI handles 24/7 customer service



Ads

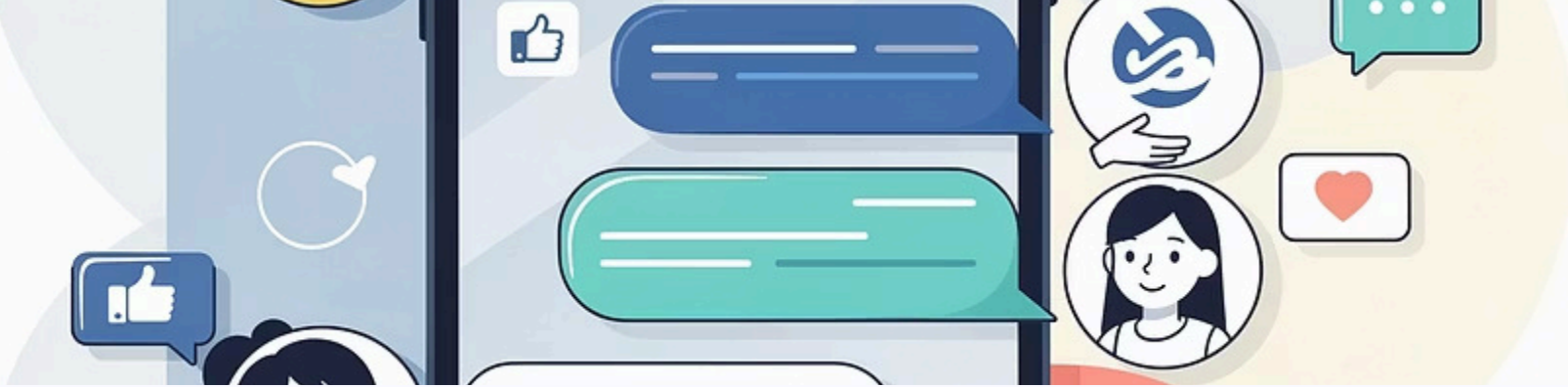
AI optimizes budgets automatically



Email

AI personalizes subject lines for each recipient

Show of hands: Has AI saved you time on any task? Quick example?



The Shift: Ads → Conversations

Marketing Then vs Now

THEN (2010s)

Brands **SHOUTED** at you

- One-way messages
- "Buy our product!"
- Interrupted marketing
- Mass broadcasting

Example: Coca-Cola TV ad

NOW (2026)

Brands **TALK** with you

- Two-way conversations
- "What do YOU need?"
- Community marketing
- Personalized engagement

Example: Swiggy replies to your tweet with memes

Brands → Creators

The Creator Economy Has Arrived



The Old Way

Big Brand → Big Budget → Big Ad → TV/Print



The New Way

Small Creator → Authentic Content → Niche Audience → Huge Impact

~65%

Trust Creators

People trust recommendations from creators over brands

~\$290B+

Global Creator Economy

Total creator economy value in 2026

80M+

Indian Creators

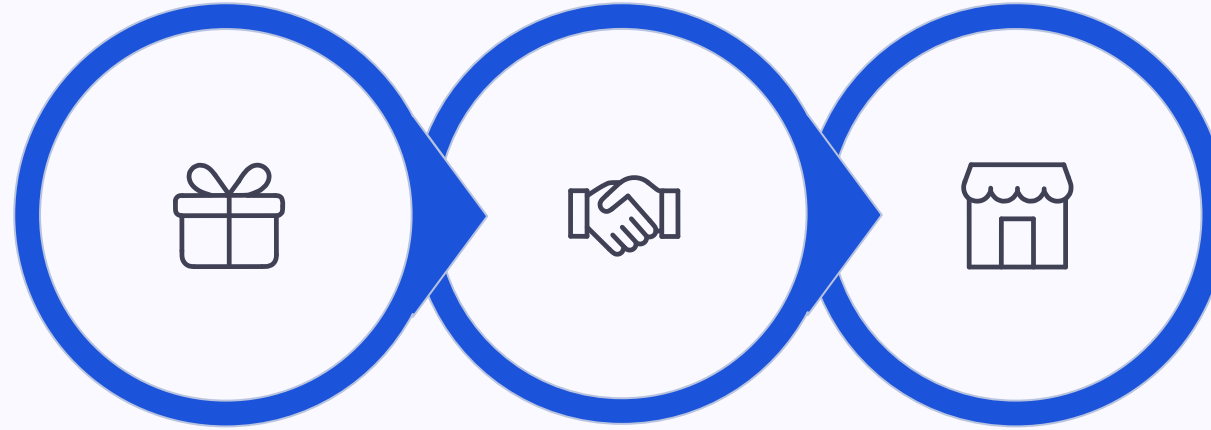
Content creators in India alone

Discussion: Why does a 10K follower creator sometimes beat a celebrity? Think about Tech Burner (Shlok Srivastava) vs Samsung official. Who do you trust more?

What is Content Marketing?

Content Marketing = Giving Before Selling

Instead of "Buy my product," say "Let me help you" → Build trust → Then sell



Give Value

Build Trust

Make Sale

The formula is simple: Valuable Content + Consistency + Distribution = Customers

Real Examples of Content Marketing in Action



Zerodha (India – FinTech)

Core Idea: Teach before you sell

Zerodha educates users about investing through **free Varsity courses, blogs, and Twitter threads** before asking them to trade.

Result: India's largest stock broker

Education → Confidence → Conversion



HubSpot (Global – B2B SaaS)

Core Idea: Own the education space

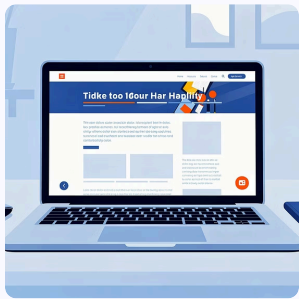
HubSpot teaches marketing before selling software, offering **blogs, templates, free tools, and certifications.**

Result: Millions of users before they ever talk to sales

Teach the market → become the market leader

Types of Content

Content Comes in Many Forms



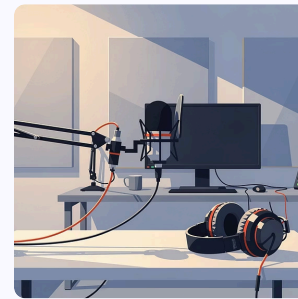
Text

Blogs, tweets, captions, LinkedIn posts



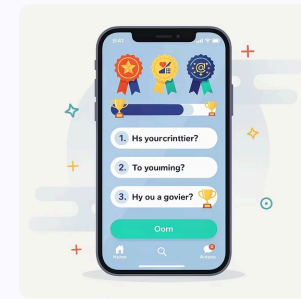
Video

YouTube, reels, TikTok, ads



Audio

Podcasts, Clubhouse, voice notes



Interactive

Quizzes, polls, AR filters

Different formats serve the same goal: engage your audience where they are and how they prefer to consume content.

Short-Form Content Wins

2026 Trend: Snackable > Long-Form



8 Seconds

Average attention span (less than a goldfish!)



80% Mobile

Content consumed on mobile devices



Completion Rate

Algorithms love when people watch till the end



Easy to Create

Quick to produce, share, and consume

What's Working:

- Instagram Reels (15-60 seconds)
- YouTube Shorts
- LinkedIn carousels
- Twitter threads
- Meme marketing

Discussion: “Is short-form replacing long-form or supporting it?”

The India Factor

What Makes Indian Content Special?

Language

Hinglish > Pure English

Regional languages = 8x engagement

Local Culture

Festivals, cricket, Bollywood

Family-centric messaging

Likeability

Humor, relatable struggles

Emotion over perfection



Case Study: Paper Boat Drinks

Started in 2013 with traditional Indian flavors like Aam Panna and Jaljeera.

Strategy: Pure *nostalgia marketing* - "Drinks and Memories." Every bottle told a story in simple, relatable Hindi/English. No celebrity ads, no big budgets.

Result: ₹100+ crores revenue by tapping into childhood memories of naani's home and summer vacations.

Key Lesson: When you tap into real emotions and cultural memory, content becomes personal - and personal content gets shared.

Quiz Time: Name any brand that told a story and you still remember it.

Where Should You Create Content?



Attention & personal brand



Authority & long-term growth



Career & professional opportunities

Different platforms. Different outcomes.

Right Platform = Right Result

Platform Match Matrix

Goal	Platform	Content Type
Build personal brand	LinkedIn + Instagram	Professional posts + lifestyle
Teach/educate	YouTube + LinkedIn	Tutorials + insights
Sell products	Instagram + Facebook	Product photos + testimonials
B2B leads	LinkedIn	Cases + expertise
Entertainment	Instagram + YouTube	Reels + vlogs

Activity: Platform Strategy Challenge

You're launching Five different products:

1. Eco-friendly reusable water bottle for college students
2. Career coaching service for working professionals
3. Handmade jewelry by local artisan
4. Spoken English & communication training for fresh graduates
5. Online AI & Data Analytics course for MBA students

Match each product to **PRIMARY platform + content type**.

Discuss your logic. Some goals need multiple platforms.

Let's brainstorm!

Types of Influencers

Not All Influencers Are Equal



Mega (1M+)

Celebrities, massive reach, high cost, low engagement. Ex: Virat Kohli, Deepika Padukone



Macro (100K-1M)

Industry experts, good reach, balanced engagement. Ex: Tech Burner, Beer Biceps



Micro (10K-100K)

Niche communities, high trust, affordable and authentic. Ex: Local fitness coaches



Nano (<10K)

Hyper-local, authentic, HIGHEST engagement %. Ex: College micro-influencers

Smaller can be better. Nano influencers get 5-8% engagement vs 1-2% for mega influencers!

How Creators Make Money

7 Ways Creators Monetize

Brand Deals

Sponsored posts and collaborations with companies

Affiliate Marketing

Amazon, Myntra links earn commission on sales

Platform Revenue

YouTube ads, Instagram bonuses

Digital Products

Courses, ebooks, templates

Merchandise

Own brand products and apparel

Consulting

1-on-1 coaching, strategy sessions



Case Study: Lahori Zeera

Three cousins in Ludhiana started with ₹2 lakh investment selling fizzy cumin drink for ₹10.

The "No Marketing" Strategy: ZERO celebrity endorsements, ZERO Instagram/TV ads initially.

Result: By 2026, ₹800 crore valuation with 100,000+ outlets

Key Lesson: Distribution can beat advertising.

You can start with affiliate marketing and digital products TODAY. No huge following needed.



From Student to Creator

Case Study: Raj's Journey

- 1** — **Month 1-2**
Started tech tips on Instagram. Coding hacks and career advice. 0 → 500 followers
- 2** — **Month 3-6**
Consistency + value. 3 posts/week, Reels focus. 500 → 5,000 followers
- 3** — **Month 7-12**
Monetization begins. First brand deal: ₹5,000. Affiliate income: ₹3,000/month. 5,000 → 15,000 followers
- 4** — **Today**
₹30,000/month + job offers flowing from content

Key Success Factors: Niche + Consistency + Authenticity

This is possible for YOU. Start small, think big.

The journey of a thousand miles begins with a single post..

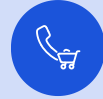
Why Personal Branding Matters

You Are a Brand (Whether You Know It or Not!)



Recruiters Google You

Before interviews, they search your name



90% Check Social

Your social media profiles are reviewed



14x More Views

LinkedIn profiles get 14x more visibility



Career Insurance

Your personal brand protects your future

Google yourself right now. What shows up? That's your brand!

LinkedIn Profile Optimization

Your LinkedIn = Your Digital Resume

01

Headline (220 Characters)

✗ NOT just "Student at XYZ College"

✓ Add: Skills + Aspirations + Value

02

Profile Photo

Professional, clear face, smiling, appropriate attire. Increases profile views by 14x!

03

About Section

Your story in 3 paragraphs: What you do + What you're learning + Where you're going

04

Featured Section

Portfolio, projects, certifications. Visual proof of your work

05

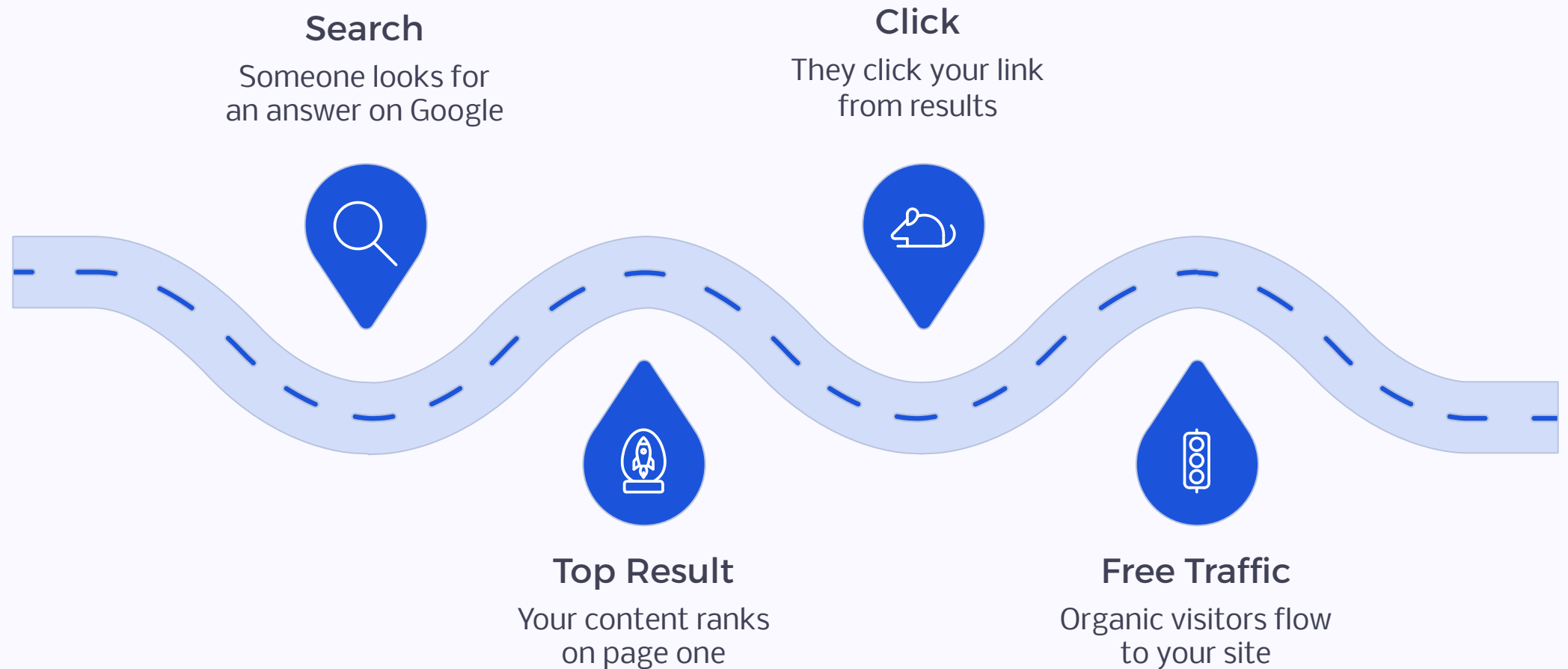
Skills & Endorsements

Top 3 skills you want to be known for

Live Walkthrough: Let's review a LinkedIn profile together. Anyone happy to volunteer?

What is SEO?

SEO = Be Found When People Search



Why It Matters:

90%

Google Dominance

Google controls 90% of search market

75%

First Page Only

Never scroll past first page

Activity: If you were Google, what elements must a page have to rank for “best laptop under 50k”?

SEO is a patience game. But once ranked, traffic comes 24/7 while you sleep.

On-Page vs Off-Page SEO

Two Sides of SEO

On-Page SEO (Your Website)

- Keywords in title, headings, content
- Meta descriptions
- Image optimization (alt text)
- Internal linking
- Mobile-friendly design
- Page speed

You control 100% of on-page elements

Off-Page SEO (Outside World)

- Backlinks (other sites linking to you)
- Social signals (shares, likes)
- Brand mentions across web
- Guest posting on other blogs
- Influencer shares

Off-page is about building reputation and authority

❏ **The Analogy:** On-Page = Making your house beautiful inside. Off-Page = Getting people to talk about your house in the neighborhood.

AEO & GEO - The Future

2026 Update: Beyond Traditional SEO



AEO (Answer Engine Optimization)

Optimize for voice search: "Ok Google, what's the best laptop for students?"

Featured snippets and position zero matter most

Use conversational, question-based keywords



GEO (Generative Engine Optimization)

Optimize for ChatGPT, Gemini, Perplexity

AI-generated summary answers with source attribution

Structured, authoritative, factual content wins

The Shift: Google shows top 10 results list » AI gives "THE answer" (AI-summarized)

Raise your hand if you've used ChatGPT, Gemini, or Claude for answers. You're already part of the GEO shift!

What is SEM?

SEM = Pay to Play (Search Engine Marketing)

📌 **The Core Difference:** SEO = Free but slow (takes 3-6 months). SEM = Paid but instant (results today)

01

Bid on Keywords

You bid on keywords like "buy running shoes online"

03

Pay Per Click

You pay only when they CLICK (PPC)

Why Use SEM:

- ⚡ Instant visibility (no waiting for SEO)
- 🎯 Highly targeted (show ads to exact audience)
- 📊 Measurable ROI (track every rupee)
- 💰 Control budget (₹100/day or ₹10,000/day)

Live Demo: Watch how Google shows paid ads (SEM) and organic results (SEO) for "buy running shoes online".

SEM is a shortcut to the top of Google. But you need strategy or money burns fast!

02

Ad Appears

When someone searches, your ad appears at TOP

04

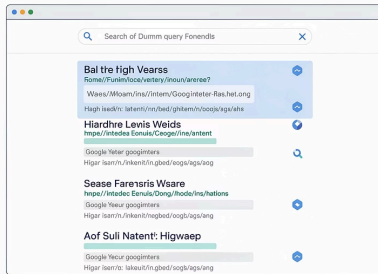
Potential Sale

They visit your site → Potential conversion



Types of Ads

Three Main Ad Types You Should Know

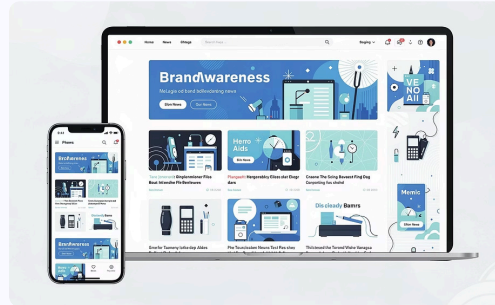


Search Ads

Appear on Google search results. Text-based ads. High intent (people actively searching).

Example: "Best pizza near me" → Domino's ad

When to use: Ready to buy NOW



Display Ads

Banner ads on websites across internet. Visual (images, animations, videos). Awareness building and retargeting.

Example: Ad on Times of India website

When to use: Building awareness, reminding



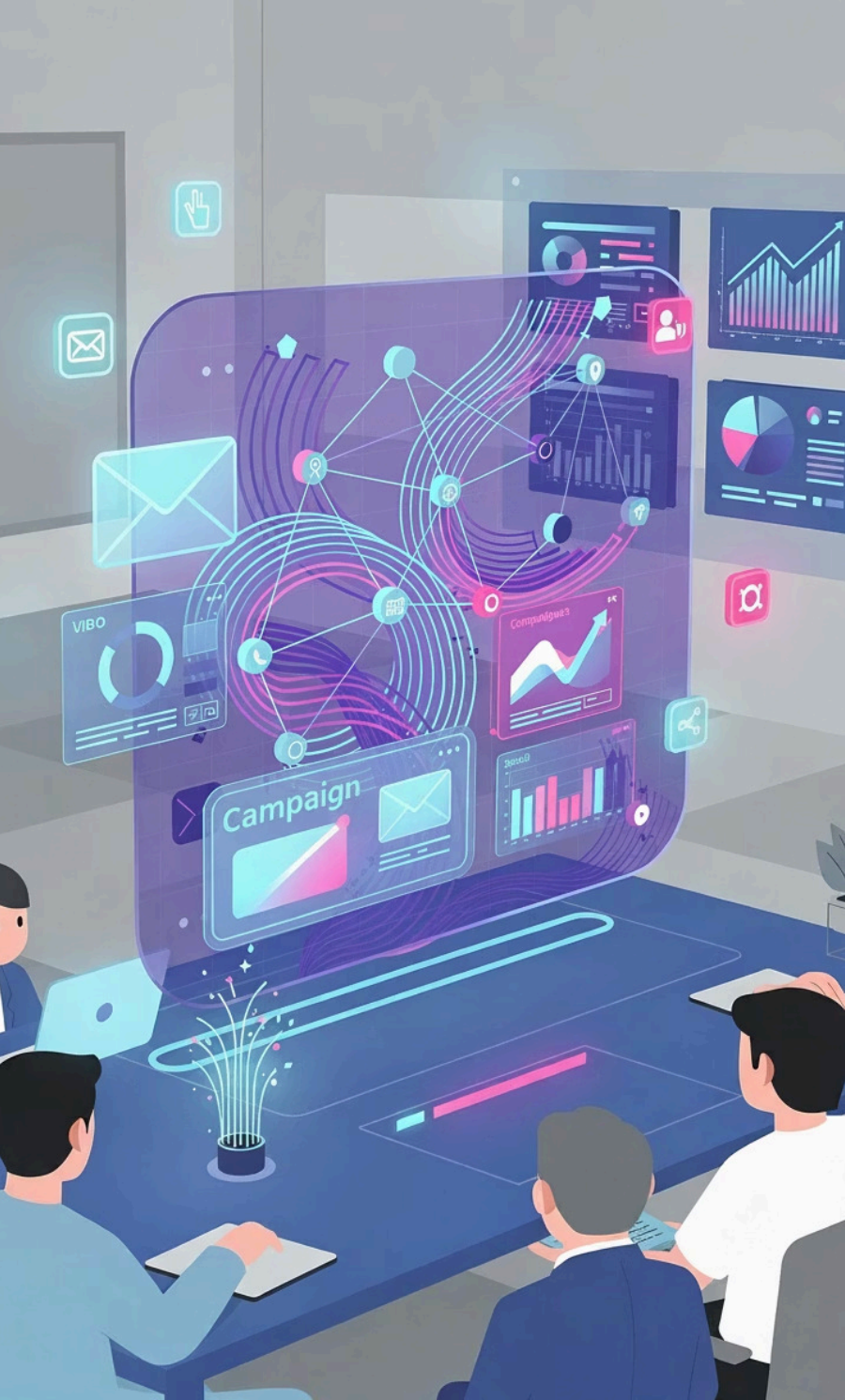
Video Ads

YouTube and social media platforms. Skippable or non-skippable. Storytelling with high engagement.

Example: YouTube pre-roll ads before videos

When to use: Engagement, storytelling, entertainment

Different customer journey stages need different ad types.



AI in Advertising

2026: Performance Max & AI Bidding

The Old Way (Manual)

Marketer manually sets:

- Keywords, bids, targeting, placements
- A/B tests creatives
- Hours of daily optimization

The New Way (AI-Powered)

Performance Max:

- Upload assets (images, headlines, videos)
- Set business goal (leads, sales, traffic)
- AI tests EVERYTHING automatically
- Optimizes bids in real-time
- Works across entire Google network

AI Bidding:

- Machine learning predicts conversion likelihood
- Adjusts bids based on 100+ signals
- Maximizes conversions within your budget
- Learns and improves daily

The Result: Better performance + Less manual work - More time for what truly matters.

What is Email Marketing?

Email marketing stands out because you **own your audience** - you're not at the mercy of algorithms. Plus, 99% of people check their email daily, making it a direct line to your audience.



Promotional Emails

Announce sales, discounts, new product launches, or special offers. Drive immediate action.



Nurture Emails

Build relationships over time with valuable content, tips, and resources. Educate your audience.



Transactional Emails

Essential for customer experience: order confirmations, shipping updates.

High open rates (~80%).

Social media rents attention. Email owns it.

What is Affiliate Marketing?

Earn Commission by Recommending Products

01

Join Program

Join affiliate program (Amazon, Flipkart, Myntra)

02

Get Link

Get unique tracking link for products

03

Share Link

Share link in blog/video/social post

04

Someone Buys

Someone clicks → buys product

05

Earn Commission

You earn % commission (5-20% typically)

Real Example:

Tech YouTuber reviews Dell laptop → Adds Amazon affiliate link in description → 100 viewers buy through that link → YouTuber earns ₹2,000 commission (₹200 per sale × 10)

Why Students Love It:

- ✓ No product creation needed
- ✓ No inventory, shipping, customer service
- ✓ Passive income potential
- ✓ Start with ₹0 investment

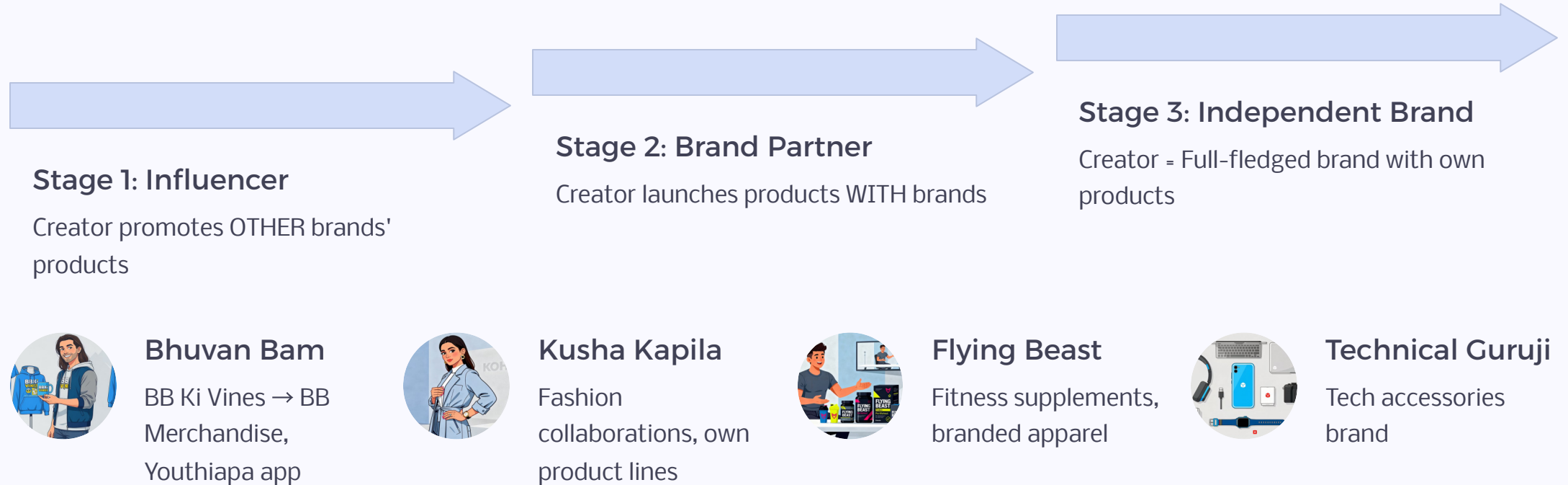


Activity: Write Your First Affiliate Post "You're promoting [product]. Write a 2-line Instagram caption with an affiliate link <random url for now>. Make it trustworthy, not salesy. Read yours aloud & let's learn."

Your authentic recommendation = income. Build trust first, money follows naturally.

Creator-Commerce Trend

2026: Creators Becoming Brands



Build audience first, products second. Authenticity is the unfair advantage.

Freelancing Reality Check

The Truth About Freelance Digital Marketing

The First ₹10,000 is the HARDEST

Why: No portfolio, no trust, no network yet

Clients DON'T Come From Instagram DMs

They come from: Referrals

Communication > Fancy Tools

Understanding problems > Responding fast > Explaining clearly

Results > Certificates

"I grew a page from 0 to 5K followers" >> "I have 10 certificates"

📌 **The Honest Upside:** Year 2-3: Income often surpasses full-time jobs. Total freedom of time, location, clients. Skill compounding (you get better and faster). Build equity in YOUR personal brand.

And Yes lots of work!

A/B Testing

Test Everything, Assume Nothing

Test 2 versions to see which performs better with real audience.

Example - Email Subject Line Test:

Version A: "50% Off Sale Ends Today"

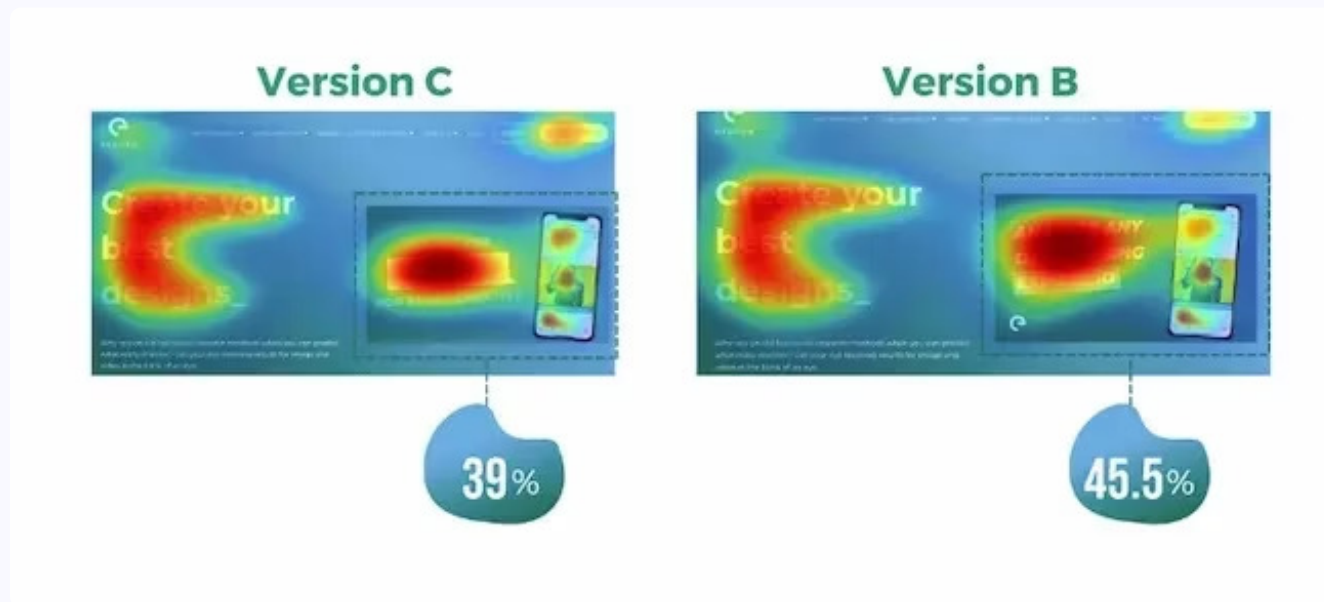
Version B: "Last Chance: Half Price Deals Disappear Tonight"

The Math That Matters:

Improving conversion by just 1% means:

1,000 visitors \times 1% = 10 extra customers

10 customers \times ₹5,000 average = ₹50,000 extra revenue



What is Heatmap?

Conversion Rate Optimization (CRO)

CRO = More Sales from Same Traffic

- ❑ **The Powerful Concept:** You have 1,000 monthly visitors. At 2% conversion = 20 customers. Improve to 4% = 40 customers. Result: 2x customers, ZERO extra ad spend!

Faster Website

1 second delay = 7% fewer conversions. Optimize images, use CDN

Clear Strong CTA

"Buy Now" > "Learn More".
Make button stand out (color, size)

Trust Signals

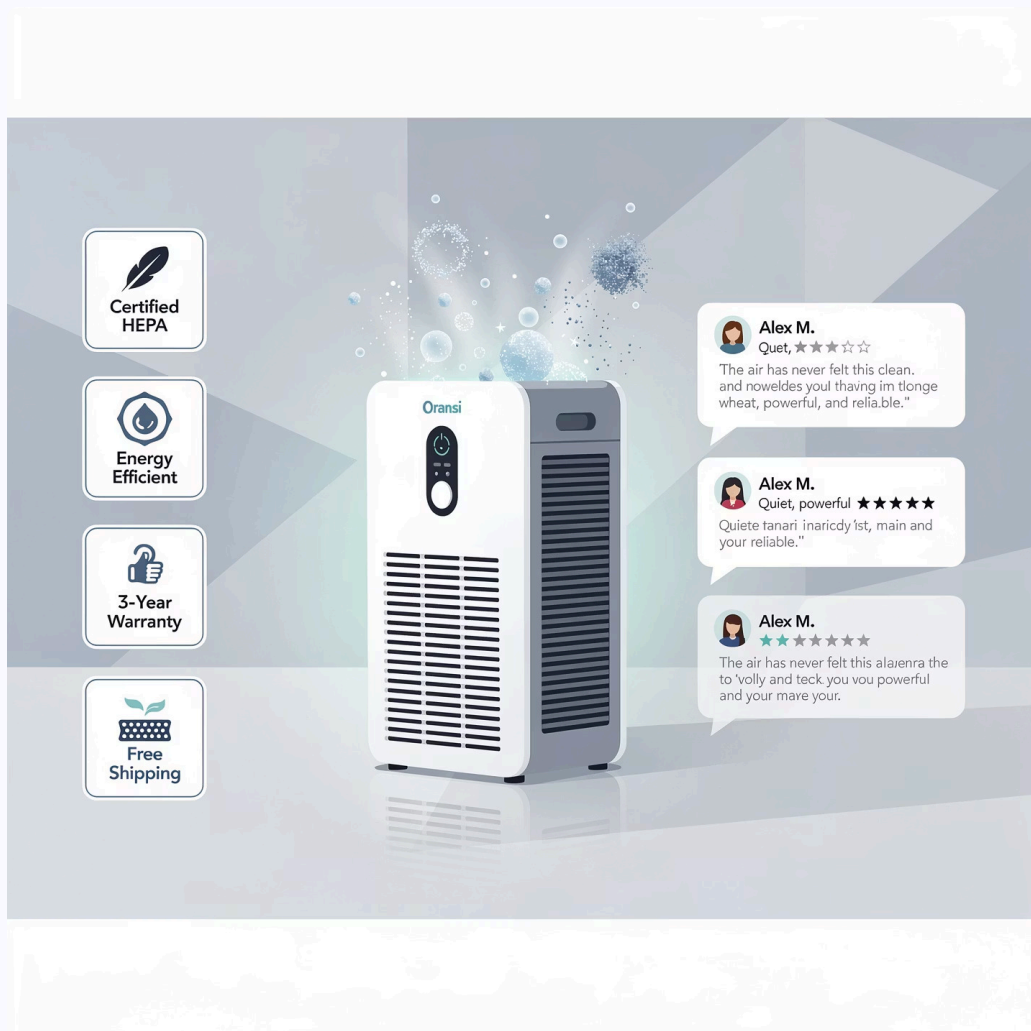
Customer reviews, testimonials, security badges, payment icons, "As seen on" logos

Reduce Friction

Fewer form fields (only ask essentials), guest checkout option, progress indicators

Mobile Optimization

60%+ traffic is mobile. Big buttons, readable text, fast mobile page load



Case Study: Oransi CRO Win

Oransi (US air purifier company) had good traffic but low conversion rates.

The Changes: Rewrote product descriptions focusing on family safety (emotion), added trust badges ABOVE the fold, simplified price context, used customer photos (not stock images), improved page load speed.

Result: 30.56% increase in conversion rate. Same traffic, way more sales. Higher average order value.

Key Lesson: Conversion optimization isn't about tricks. It's about removing doubts, building trust, and making buying decision EASY.

Every element either helps or hurts conversion. Optimize ruthlessly based on data!

Marketing Metrics That Actually Matter

How to Know If You're Winning

REACH

How many people SAW your content? Example: 10,000 impressions/views

ENGAGEMENT

Likes + Comments + Shares + Saves. Example: 500 interactions from 10,000 views = 5% engagement rate (GOOD!)

CTR (Click-Through Rate)

% of people who clicked your link/ad. Formula: $(\text{Clicks} \div \text{Impressions}) \times 100$. Example: 100 clicks from 1,000 views = 10% CTR (Excellent!)

CONVERSION RATE

% who took desired action (buy, signup, download). Formula: $(\text{Conversions} \div \text{Visitors}) \times 100$. Example: 20 sales from 500 visitors = 4% conversion

CAC (Customer Acquisition Cost)

How much you spend to get 1 customer. Formula: $\text{Total Ad Spend} \div \text{New Customers}$. Example: Spent ₹5,000, got 10 customers = ₹500 CAC

ROI (Return on Investment)

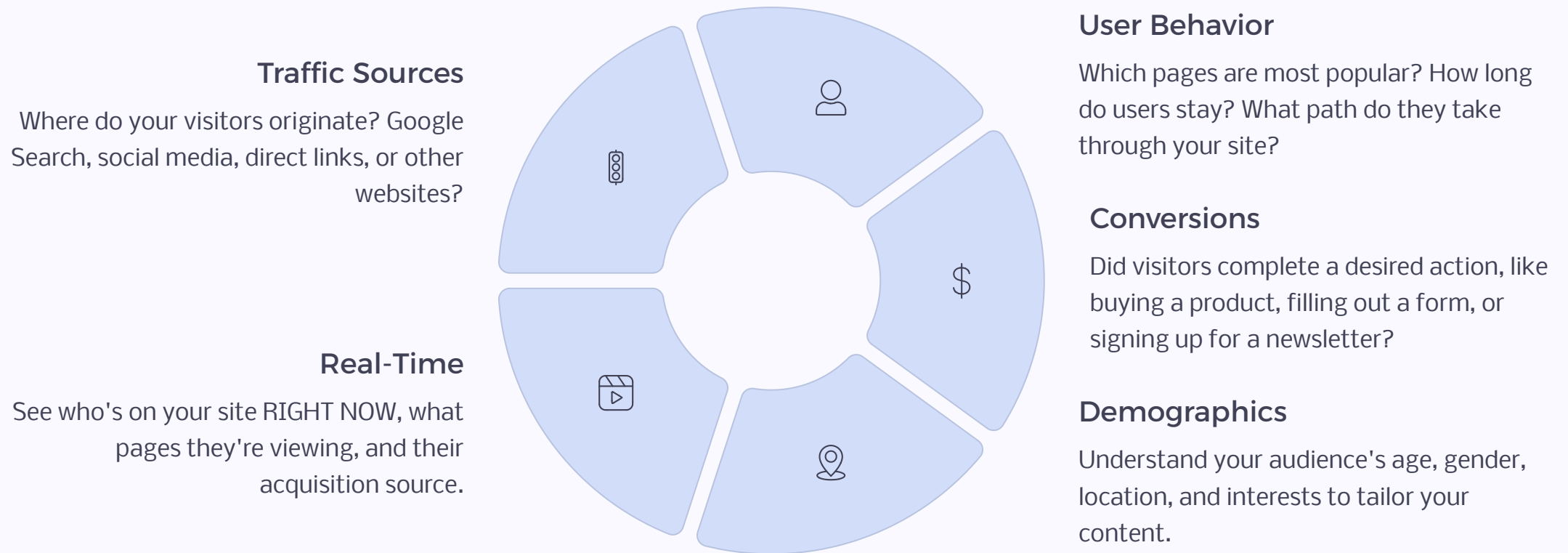
Are you making money or losing it? Formula: $(\text{Revenue} - \text{Cost}) \div \text{Cost} \times 100$. Example: Spent ₹10,000, earned ₹30,000 = 200% ROI

📌 **The Golden Rule:** Track only what matters for YOUR specific goal!

Activity: Scenario: Your college event Instagram campaign had 5,000 impressions, 300 engagements, 50 ticket link clicks, 10 tickets sold, ad spend ₹500, ticket price ₹200 each. Calculate in groups: Engagement Rate, CTR, Conversion Rate, CAC, ROI. First group with all correct answers wins!

Google Analytics = Your Marketing Dashboard

Think of Google Analytics as the brain of your website. It collects data on who visits your site, what they do, and where they came from. Without it, you're flying blind.



But all that data can be overwhelming. Focus on these three critical numbers to measure your site's health:

Sessions

The total number of visits to your website. A session begins when a user arrives and ends after a period of inactivity.

Bounce Rate

The percentage of visitors who leave your site after viewing only one page. Lower is generally better, indicating engagement.

Conversion Rate

The percentage of visitors who complete a specific goal (e.g., purchase, signup). This is the ultimate measure of success.

Student Action: Think your niche → Make a Website → Install GA4 → Test → Explore basic reports

The Marketing Funnel

Customer Journey = Funnel (Wide to Narrow)



Marketing Acronyms: TOFU, MOFU, and BOFU

Full-Funnel Attribution

2026 Update: Track the WHOLE Journey

1

The Attribution Problem:

Modern customer touches 7-10 touchpoints before buying:

1. Sees Instagram ad (awareness)
2. Googles your brand (research)
3. Reads your blog post (education)
4. Watches YouTube review (validation)
5. Gets email reminder (nurture)
6. Clicks retargeting ad (reminder)
7. FINALLY BUYS (conversion)

Question: Which touchpoint deserves credit?

2

OLD Way: Last-Click Attribution

Only the final touchpoint (ad #6) gets all credit

Problem: Ignores crucial awareness & nurture stages

NEW Way: Full-Funnel Attribution

Every touchpoint gets partial credit

Instagram ad: 20%, Blog: 15%, Email: 15%, etc.

More accurate picture of what's working

Customer journey is messy and multi-touch. Attribution models help make sense of complexity.

Build Portfolio With ZERO Experience

How to Get Hired When You Have "No Experience"

📌 **The Paradox Breaker:** You don't need a job to build a portfolio. You need a portfolio to get a job!

Manage College Fest Social Media

Run Instagram account, create content, track metrics. Portfolio item: "Grew fest page from 200 to 2,000 followers in 30 days using X strategy"

Start a Niche Meme/Content Page

Pick topic you love: gaming, study tips, college humor, tech. Learn: Algorithms, engagement tactics, consistency, analytics

Write 10 LinkedIn Posts

Document your learning journey publicly. Shows: Communication skills, thought process, dedication

Do FREE SEO for Local Business

Family friend's cafe, coaching center, relative's shop. Optimize Google Business Profile, write 5 blog posts. Get: Testimonial + before/after case study with metrics

Run ₹500 Test Facebook/Instagram Ads

Promote college event, friend's small business, or personal blog. Learn: Ad manager, targeting, A/B testing, optimization. Document: Screenshots of setup, results, learnings

Document Everything Publicly

Start "30-Day Marketing Challenge" on LinkedIn/blog. Share daily learnings, experiments, results. Benefit: Process = proof of skills in real-time

📌 **The Golden Formula:** Real Project (even tiny) > Certificate > Pure Theory. DO IT!

Portfolio Pro-Tip: Collect screenshots, before/after metrics, client testimonials. Your proof is your power!

Digital Marketing Career Paths

10+ High-Demand Career Paths



SEO Specialist

Optimize websites for Google rankings.



Social Media Manager

Manage brand social presence.



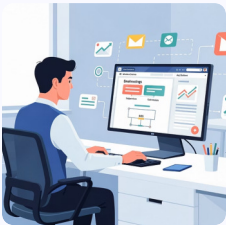
Content Marketer

Create blogs, videos, campaigns.



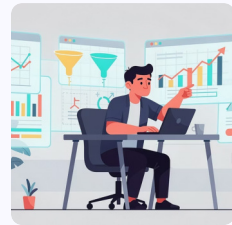
Performance Marketer

Run paid ads, optimize ROI.



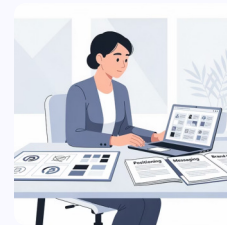
Email Marketing Specialist

Design email campaigns, automation.



Growth Hacker

Rapid experimentation, scaling.



Brand Strategist

Positioning, messaging, identity.



Influencer Marketing Manager

Manage creator partnerships.

Each role needs different skill mix. Find YOUR strength area and double down!

Essential Marketing Tools

Tools Every Digital Marketer Should Know



Analytics

Google Analytics - Website tracking, user behavior

Hotjar - Heatmaps, session recordings



SEO

SEMrush / Ahrefs - Keyword research, competitor analysis

Google Search Console - Performance monitoring



Email Marketing

Mailchimp / ConvertKit - Email campaigns, automation



Advertising

Google Ads Manager - Search, display, video ads

Meta Ads Manager - Facebook, Instagram ads



Social Media

Hootsuite / Buffer - Scheduling, multi-platform management

Canva - Design posts, stories, graphics



Content Creation

ChatGPT - Writing assistance, ideas

Grammarly - Editing, grammar

Notion - Content planning, calendars

  Most have FREE plans or student discounts!

Activity (Homework!): Pick ONE tool from list that interests you. Sign up for FREE account TODAY. Spend 30 minutes exploring. Create ONE thing (post, blog outline, keyword list, etc.). Share screenshot on WhatsApp group with your learning!

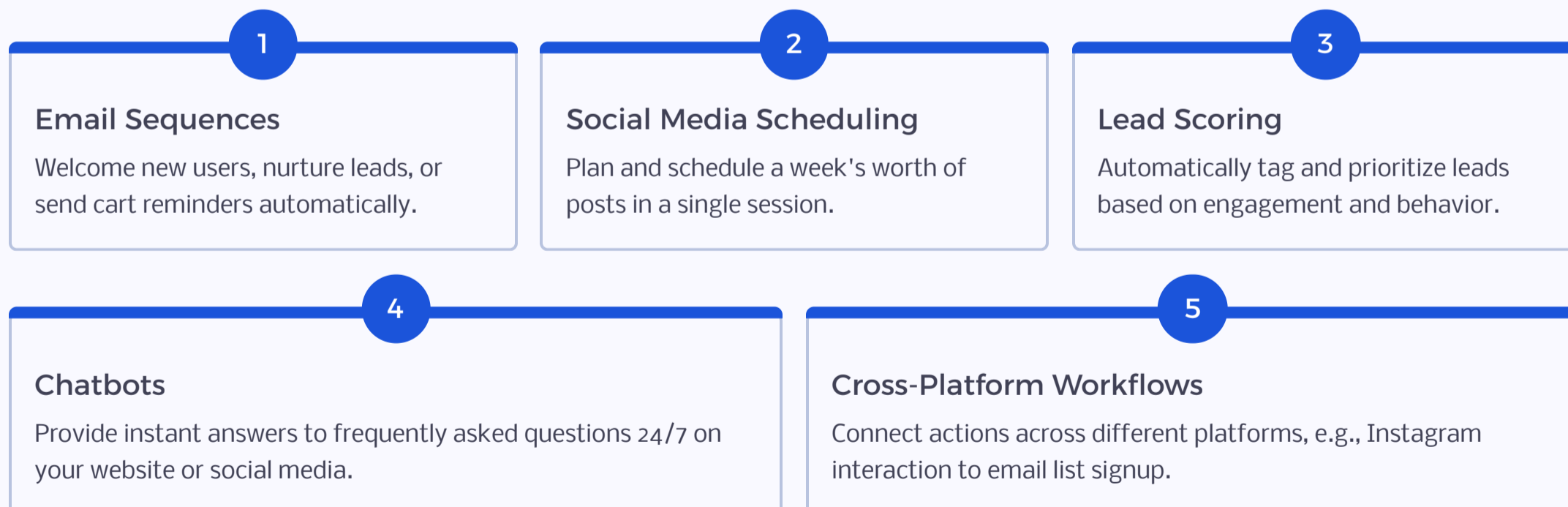
Marketing Automation = Work While You Sleep

Automate repetitive tasks to save time and streamline workflows.



Example: Form filled → Add to sheet + Send email + Slack notify (all automatic!)

5 Key Tasks to Automate



Essential Automation Tools

- **Zapier:** Connects 5,000+ apps for seamless workflows.
- **HubSpot:** All-in-one platform for marketing, sales, and service automation.
- **Mailchimp/Zoho:** Specializes in email marketing automation.
- **ManyChat:** Builds interactive chatbots for Messenger, Instagram, and WhatsApp.

The AI-First Marketer

2026 Essential Skills: Humans + AI = Superpower

Prompt Engineering

Get best outputs from ChatGPT, Claude, Gemini. Essential for content, research, ideation.

Example: "Write Instagram caption for eco-friendly water bottle targeting Gen-Z with humor"

AI Tool Mastery

Writing: ChatGPT, Claude, Jasper. Images: Midjourney, DALL-E, Stable Diffusion. Video: Runway, Descript, Synthesia. Analytics: Automated insights, predictions

Strategic Thinking

AI handles execution speed. Humans decide WHAT to create and WHY. You're the director, AI is crew

Data Interpretation

AI generates reports. YOU find insights and actions. Critical thinking > data collection

Human Creativity + Emotion

AI lacks genuine human touch. YOU bring brand soul, empathy, culture. Stories, humor, emotion = human domain

The Winning Formula: Your Creativity × AI Speed = 10x Output

Case Study: Cadbury AI Campaign

Cadbury partnered with Shah Rukh Khan for AI-powered local business campaign during Diwali 2021.

The Problem: Small businesses struggling post-COVID. Cadbury wanted to help but couldn't create ads for thousands of shops.

The AI Solution: Used deepfake technology. Shopkeepers submitted store details online. AI generated personalized video with SRK promoting THEIR specific shop. Each video unique (shop name, location, products).

Impact: 1000+ shops got personalized celebrity endorsement. 94% positive sentiment. Mass organic sharing. Won Cannes Lions Grand Prix Award.

Key Lesson: AI enables hyper-personalization at scale. Creativity + Technology = Magic.



AI is tool, not replacement. Your unique human perspective is your advantage!

Common Beginner Mistakes to Avoid

Learn From Others' Mistakes (Save Time & Pain!)

Posting on EVERY Platform at Once

✗ Spreads you thin, inconsistent, burns out fast

Copy-Pasting Foreign Content

✗ "10 best Thanksgiving recipes" (Wait, we're in India!)

Overusing AI Without Thinking

✗ "ChatGPT, write my post" → Copy-paste → Sounds robotic

Waiting to Be "Perfect" Before Starting

✗ "I'll start when I finish 5 more courses and know everything"

Posting Without Measuring Results

✗ No idea what's working, random posting

No Clear Goal for Content

✗ "Just posting for fun, maybe something happens"

Certificates vs Skills vs Projects

What Actually Gets You Hired?

❏ **The Winning Formula:** 1 Real Project > 5 Skills Listed > 10 Certificates

Action Plan for Students:

1. Take 1-2 free certificates (foundational knowledge)
2. Practice skills on test projects (apply learning)
3. Build 3-5 portfolio pieces with RESULTS (prove capability)
4. Lead with projects in resume/interviews (stand out)



Truth Bomb: Recruiters skim certificates. They STUDY project results.

Use today's learning. Take action. Show data. Make it count!

Key Takeaways

What You Learned Today

1 Digital Marketing = Conversations, Not Ads

Build relationships first, transactions follow

2 Content is Currency

Give value first, selling becomes easier

3 Every Platform Has a Purpose

Right message on right platform to right person

4 Personal Brand = Career Insurance

Start building your LinkedIn presence TODAY

5 AI is Your Co-Pilot, Not Replacement


Embrace tools, but keep your human edge

6 Data Drives Decisions

Test, measure, optimize everything

7 Small Consistent Actions = Big Results

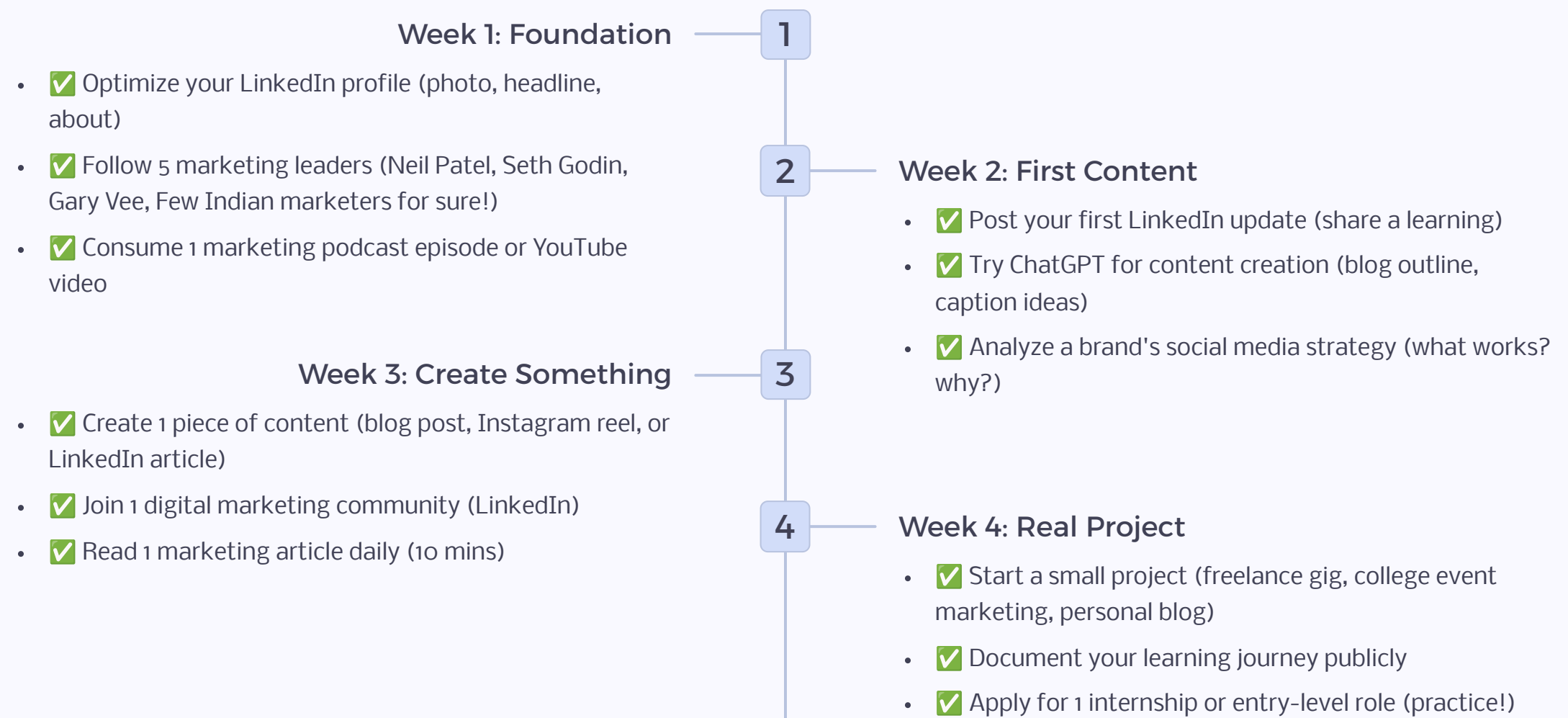
Post today, compound over months

 **Remember:** You don't need to be an expert to START. You need to start to become an expert.

These 7 principles apply whether you become marketer, entrepreneur, or anything else!

Your Next Steps - Action Plan

What to Do Starting TOMORROW



📌 💡 **Pro Tip:** Learning by DOING > Learning by watching. Imperfect action > Perfect inaction.

Don't wait to feel 'ready'. Start messy, learn daily, improve weekly!

Your Digital Marketing Journey Starts Today.

3 Final Challenges for You:

1. Post something on LinkedIn THIS WEEK (Share one thing you learned today)
2. Help one person/brand with marketing advice (Friend's business, college club, local shop)
3. Come back in 3 months and share your progress (Tag me on LinkedIn with your wins!)

The world needs YOUR unique voice, perspective, and creativity.

Final Words: *Marketing is a marathon, not a sprint. Start small. Stay consistent. Think big.*

50 Wins, 50 Lessons

Real Digital Marketing Case Studies That Actually Worked!



Available on



Amazon Bestseller Book

Categories: Digital Media, Technology, Business, Strategy & Management

Kindle Store › Kindle eBooks › Business & Economics › Business, Strategy & Management



50 Wins, 50 Lessons: Real Digital Marketing Case Studies That Actually Worked! Kindle Edition
by Shraddha Agrawal (Author) | Format: Kindle Edition

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50 Wins, 50 Lessons is not another theory-heavy marketing book. It brings **50 real** case studies that show exactly what worked, why it worked, and how you can apply it in your own context. Drawing from **15+** years of cross-industry experience, **Shraddha Agrawal** unpacks strategies for B2B, B2C, e-commerce, SEO, paid ads, automation, and the use of AI in marketing, making marketing both structured and practical.

What sets this book apart?

- Structured Framework:** Every case follows "Who, Why, What, How, So What?" making lessons simple to apply.
- My Perspective:** Real-world guidance and reflections from 15+ years of working with diverse businesses.
- Mindmaps:** Quick visual summaries at the end of each chapter to reinforce takeaways.
- Bonus:** Templates and resources to move seamlessly from ideas to execution.

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Publication date
21 September 2025

[Read sample](#)

Advanced Topic (if time allows)

Real Stories > Real Results

B2B Wins
That Worked



Remarketing Campaigns
Conversion Tracking

B2C Wins
That Connected



Nostalgic
Packaging

E-commerce Strategies
That Delivered



Local Language & COD WA
Integration Automation

2000+ Usecases SEO Pages like
"Zoom meeting to Notion via Zapier"



Organic Growth
Plays

Customer Lifetime Value
Targeted Marketing



Performance & Paid Media
Masterstrokes

The Tap Project
Gamified Empathy



Low Budget,
High Impact Breakouts

7M Unique Packs
Created with AI



AI, Automation &
Customer Journey

Thank You!

Thank you for joining today's workshop! Stay connected, keep learning, and let's grow together.



Connect with me:

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