

Villa Marie Degree College For Women

(AFFILIATED TO OSMANIA UNIVERSITY)

6-3-1089 Raj Bhavan Road , Somajiguda , Hyderabad - 50082

An ISO 9001:2015 Certified Institution



**The Department Of Commerce
Organizes**

A

Guest Lecture

On

Recent Trends

In

**DIGITAL
MARKETING**



Resource Person:
MR. Nagarjuna Yadav
*(Founder and CEO of
Acumen Connect)*

Date: 21st September , 2022

Timings: 10:00 to 11:00 AM

Venue: Sarojini Naidu Auditorium

Target Audience: B.Com 3rd Year



Rebecca Lieb





What is Digital marketing?

EN

Buying Cycle in Digital Age

Awareness ↓	Online Ads, Social Media, Emails
Research ↓	Search Engines, Q&A Sites, Social Media
Familiarity ↓	Websites & YouTube
Consideration ↓	Reviews, Suggestions by Online Community
Purchase ↓	Online, Physical Store
Post Purchase	Reviews (Good or Bad), Recommendations Online



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Stages of Evolution of Marketing

- 1. The Age of Barter
- 2. The Age of Money
- 3. The Age of Advertising
- 4. The Age of Marketing
- 5. The Age of Consumerism



 GPS Map Camera

Villa Marie Educational Institutions

 Somajiguda Degree College



Hyderabad, TG, India
Somajiguda, Hyderabad, 500041,
Lat 17.421060, Long 78.459619
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We appreciate your valuable presence and support extended in our endeavour

OR WON

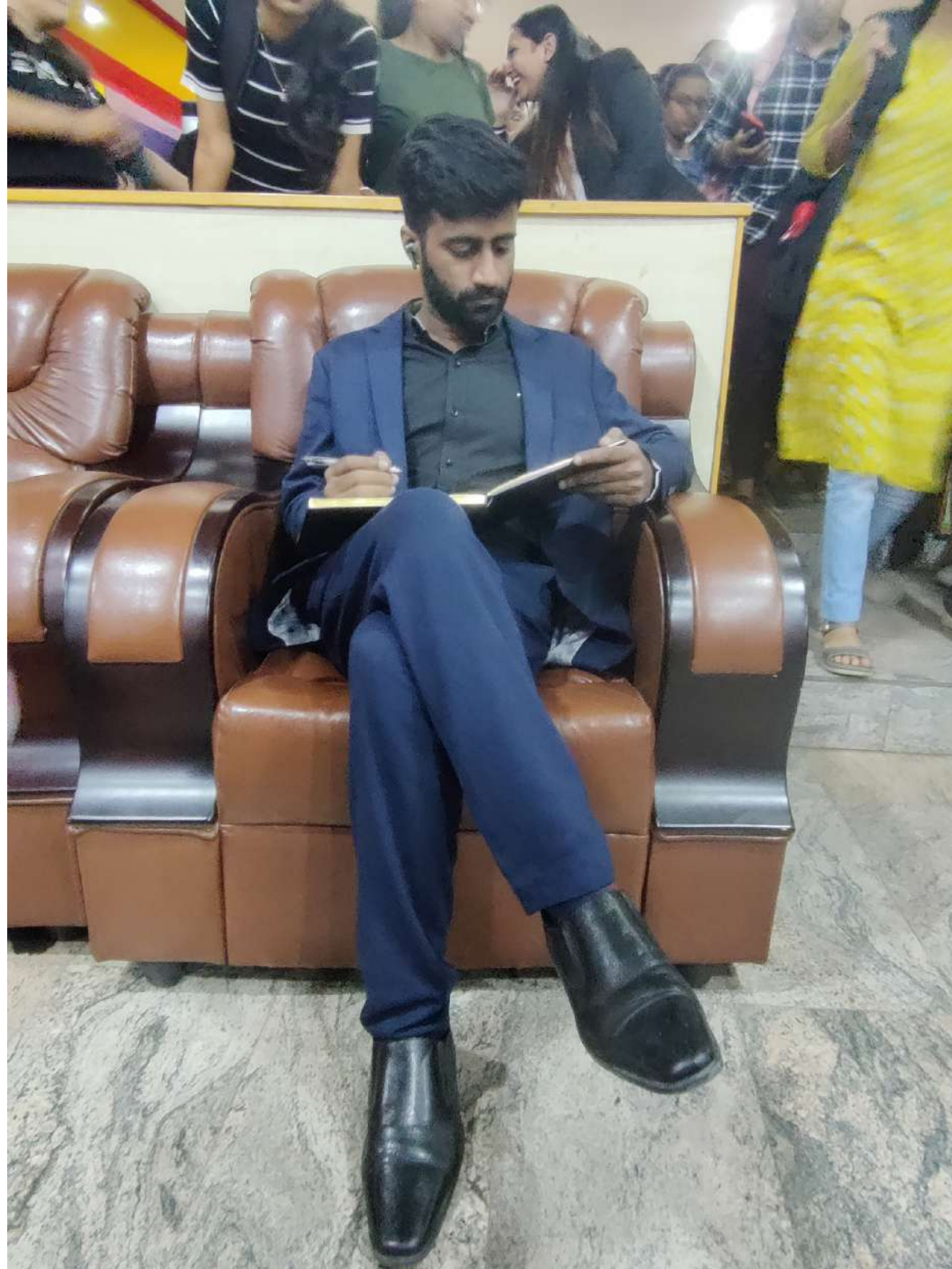


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The Department of Consumer Organization
Customer Care
Villa Marie Degree College For Women

