



# *Seminar on Marketing Analytics*



**Organized By the Dept. of BBA -- Techno India Hooghly**  
**Conducted By Euphoria GenX**

**Date -- 11.06.2022 (Saturday)**

**Time -- 1:00 PM to 3:00 PM**

**Venue -- Techno India Hooghly Campus**

**Participants -- 1st & 2nd Year BBA Students**

**Speaker -- Industry Expert from Reputed IT Organization**

## **Topics to be covered --**

- ❖ **Web, Social Media & Digital Advertising Analytics**
- ❖ **Applying Analytics**
- ❖ **Customer Analytics**
- ❖ **Modelling out a new marketing Initiative**
- ❖ **Introduction to Dynamic Dashboard**
- ❖ **SEO, Content Marketing Foundation**
- ❖ **Google Analytics**
- ❖ **Google Add Fundamentals**
- ❖ **Facebook, YouTube, Twitter, Mobile & E-Mail Marketing**
- ❖ **Website Conversion Rate Optimization Foundation**
- ❖ **Data Analysis Foundation**