



The Entrepreneurship Cell, Aryabhata College
Participated in
Masterclass Organized by AIC-JNUFI

20th January 2022, 16:00 – 18:00 Hours

Convenor: Dr Monica Aggarwal

Co- Convenor: Dr Shivani Raheja, Dr Ruchi Sharma

JNUFI conducted ‘A Masterclass on Strategic Marketing for Startups’, supported by NITI Ayog and Atal Innovation Mission, for strengthening the businesses by pursuing right marketing strategies. Ms Anooja Bashir, CEO Ourea, CMO FlexiCloud, Brand & Marketing Strategist was the resource person for the session. The webinar started with Ms. Bashir helping the students understand how effective marketing works. She explained to the students how to adopt the right strategy which makes the market effective and helps to create a persona that grabs the customer’s attention along with their perception. The students became aware of the 4 stages of inbound marketing strategy namely Attract, Engage, Convert and Delight. The webinar also covered the most vital questions asked like ‘what should I sell’ and ‘how do I sell’ etc.

Further ahead in the webinar Ms. Bashir elaborated on how to achieve effective marketing. She explained how creating a market plan and its correct implementation will help to achieve the desired result. Not just this, she also elaborated on how to identify the marketing channel and targeting customers along with technical augmentation. Towards the end of the webinar, she covered an essential topic, ‘Creating a Marketing Model ‘which includes Vision, Persona, Strategy, Marketing Niche and Tech Augmentation. Total of 22 Students from the E-cell Aryabhata College participated in this webinar and found it really informative and helpful.

The contingent comprising the following members represented, The Entrepreneurship Cell in the event:

1. Shanya Srivastava , Vice President
2. Aastha Pareek
3. Aditya Khaushal
4. Aditya Shivhare
5. Ayush Kataria
6. Aman khan
7. Aviral Agarwal
8. Chetan arora
9. Muskan Rana
10. Mahek yadav
11. Manav sharma
12. Niketan
13. Piyush
14. Rashi Bhattacharya
15. Ronak
16. Sonali
17. Surbhi
18. Udhav Singhal
19. Vaibhav Arya
20. Vaibhav Yadav
21. Veronica
22. Yash Agarwal

Event Poster



A Masterclass on
Strategic Marketing
For Startups



Date
Thursday
20 January 2022
Time
4 pm onwards

Speaker
Anooja Bashir
CEO Ourea, CMO FlexiCloud
Brand & Marketing Strategist

Event Pics

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 P Priyanka
 RT Rahul Tiwari
 RA Rashi Bhattacharyya ECELL aryabhata
 RA Ronak Ecell Aryabhata
 S sarveshwar
 SS shansk Singh
 SK shrey katyal
 S Shubhank
 SA sonali e cell Aryabhata
 SA surbhi ecell aryabhata
 T Tushar
 UA Udhav - Ecell Aryabhata
 VA Vaibhav Arya Ecell Aryabhata
 VA Veronica E-CELL ARYABHATTA
 YA Yash Agarwal E-Cell Aryabhata

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Inbound marketing strategy

Convert

Once you have attracted quality visits to your website and established regular communication with your potential customers, it is time to transform these communications into sale opportunities. You will have to plan ways to catch their attention by making tailored offers in order to close the deal successfully.

Delight

The inbound marketing methodology is based on offering an experience of excellence to each customer. If you succeed in establishing a relationship of trust with your clients, they will keep buying your products and you will develop a long term bond, which will end up in them recommending you.

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 AA Aastha E-Cell Arj Abhimanyu
 A Abhimanyu
 AS Abhinav Singh
 AA Aditya Kaushal Ecell Aryabhata
 AA Aditya shivhare ECell Aryabhata
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 AA Aman Ecell Aryabhata
 AP Amit Kumar Patel
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Inbound marketing strategy

The 4 stages of the inbound marketing strategy are

Attract

Those who are really interested in what you offer and have the potential to make a purchase and becoming a satisfied customer. This quality traffic is achieved by offering valuable content for the user at the right time (meaning when they are looking for it in order to solve a problem or satisfy a particular need).

Engage

Once you have attracted relevant visits to your website, the next step is to convert those visits into sales opportunities. Once you get their data, you will be able to get in touch with them, and therefore, be available to answer all their questions and offer them more customized content, so that you can grow the relationship through regular communication.

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- CA Chetan Arora Ecell Aryabhata
- DR Dr Shivani Raheja
- DT Dr. Arvind Tiwari
- DS Dr. Pratima Solanki
- H harsh
- A Ifrah Ali
- IS Ishank Singh
- KA Karan Chandra Arya
- K khushi
- ME Muskan Ecellaryabhata
- NA Niketan ecell aryabhata
- NR NISHIKANT PRABHAT
- P Pawan
- PA Periasamy S AIC -NIFTEA
- P Priyanka

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