



SVKM'S

SWC-21-11

Usha Pravin Gandhi College of Arts, Science and Commerce



Affiliated to university of mumbai
NAAC Accredited 'A' Grade

DEPARTMENT OF BAFTNMP OFFERS
AN ONLINE CERTIFICATE WORKSHOP IN

INFLUENCER AND MEME MARKETING

By

Nishant Patel

Dates: 22nd and 23rd May 2021
11 am to 1 pm on Zoom



Nishant Patel

Currently heading Influencer and Meme marketing for movies and web-series and more than 10 years of work experience in categories like - Digital Media, Brand Building, Public Relations, Co-founder of an animal rescue app startup - Let IT Wag App, Travel and Food blogger - IndieOpus and Speaker - TEDxGateway, guest faculty at multiple institutes.

DAY 1
BLOGGING
INFLUENCERS
STRATEGY
EXECUTION
REVALUATION

DAY 2
MEMES
INFRASTRUCTURE
STRATEGY
DIY
CASE-STUDIES

COURSE FEE:- *FREE*

CONTACT PROF. ASHISH MEHTA - 9819093323



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Report

On 22nd and 23rd May 2021 Department of BAFTNMP organised two days' workshop on Influencer and Meme Marketing in association with Mr. Nishant Patel PR Expert and FODx Speaker. In this two days' workshop attendees you learnt how influencer marketing and meme marketing can transform their present marketing efforts. Led by an industry expert, Mr. Nishant Patel, with over 10 years of marketing expertise and 10+ years of leading the social media and influencer strategy for Fortune 100 brands. In all 121 students attended the workshop. This workshop was a step-by-step journey through what influencer and meme marketing is, the requirements to properly define and develop a campaign and best practices for identifying and engaging with influencers. This workshop helped the attendees to unlock the power of influencer marketing by providing them with the insight to create your own influencer campaign and ensure it delivers a return on investment for you and your brand.

This workshop was for students who want to be well versed in the influencer and meme marketing landscape and gain a current understanding of the influencer marketing opportunity for their brands.

Workshop Benefits

The benefits of attending this workshop fall under the following key drivers of growth: improving marketing effectiveness and maximizing marketing ROI.

This workshop helped attendees to **improve marketing effectiveness** by teaching them:

- What influencer marketing is and the different types of influencers
- How influencer marketing can build a greater level of trust with their target markets
- How to identify and engage the right influencer for their brand
- What the correct process is for a brand to create an Influencer campaign from scratch

This workshop helped attendees **maximize marketing ROI** by teaching them:

- How to define and track specific Influencer Marketing success metrics and KPIs
- The best approaches to work with Influencers and types of campaigns that drive the best ROIs
- The necessary legal guidelines to ensure complete transparency with your brand and influencers

Amelita



Nishant Patel



Usha Pravin Gandhi College of Arts, Science & Commerce

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NAAC Accredited "A" Grade with CGPA 3.04



DATE: 23/05/21
25/11/21

NAME OF THE TEACHER : NISHANT PATEL

NAME OF THE COURSE : CERTIFIED COURSE IN INFLUENCER &
MEME MARKETING

* Please tick in the correct bracket:

1) The knowledge I gained through this course is

() below average () average () good () excellent

2) The command of the faculty over his content is

() below average () average () good () excellent

3) Faculty's attitude toward students

() below average () average () good () excellent

4) Faculty's skill in making the class interactive while teaching

() below average () average () good () excellent

5) Compare the course to your expectation

() below average () average () good () excellent



H. K. Pooj