



**Does your organisation have a clearly defined digital strategy?** As we all are now spending more of our lives surrounded by digital media, marketers, keeping pace with this, are spending a good chunk of their ad budget on digital marketing. Reports say that digital advertising is growing by more than 10 per cent and mobile advertising by more than 50 per cent every year in India alone.

In this issue of SE magazine, we are summing up all the aspects of digital marketing:

Renowned Digital Marketing agencies in India speaking about:

- A 360 Degree Approach in Digital Marketing
- The top things to consider in a company's digital marketing campaign
- How does the effectiveness of this campaign relate to its cost?
- The top digital media trends in 2014
- What digital efforts one would say 'No'
- The marketing hurdles digital media must overcome
- Tips to make digital marketing more effective
- Twitter for Business
- Mobile Marketing : Changing the Face of Brand Development in India
- The Importance of Having a Digital Strategy

Small Businesses speaking about their digital marketing strategies and analyses:

- Which medium in digital marketing they find more effective
- Does the use of digital medium reduce the need for other more expensive marketing?
- Does the use of this digital medium drive directly measurable sales?
- The social media brand strategy that has inspired them lately
- Interview: Nishank Gopalkrishnan, Head- Digital Marketing & International Business at BigRock.com

### **Finance:**

- With an "Outside In" Approach for Understanding SMEs - Amitabh Verma, Head – Small and Medium Enterprise, DBS Bank, India

### **Entrepreneur Start Up and Success Stories:**

- Grabhouse.com – founded by Prateek Shukla and Pankhuri Srivastava
- The clothing brand RIOT – founded by Pawan Agarwal
- FolksVagn : Community Based Carpool Service in India – founded by Sameer Khanna
- Sonear Industries - Plywood and Decorative Veneers – Jitendra Kejriwal, MD
- TABCab - Fleet for Mumbaikars – Shyam Singh, CMO, TABCab

**Women Entrepreneur:**

- Sparsh : For Children with Special Needs – founded by Ms. Surabhi Verma

**Others:**

**Technology, HR, Travel, Automotive and many more....**