



**Uka Tarsadia University**

**SRIMCA\_MBA**



## **Report on Expert Talk**

### **Website Traffic Building and Management**

**Date:** 12/03/2024

**Venue:** SRIMCA C-105

**Time:** 9.30 A.M. to 12.00

**Total No. of Participants** (Male: 7, Female: 08, Total: 15)

**Name of the Expert:** Mr. Bhautik Sheth (Outside expert)

**About Expert:** Mr. Bhautik Sheth is a Founder of iVIPANAN Digital Marketing and Management Services started in 2014 in Surat. He has more than 17 years of experience and holds MCA, MBA (Marketing), PGDBM, PGDRM, PGDID, BSc. degrees. He has trained more than 60,000 people for Digital marketing through Seminars, Webinars, Workshops and Training Programs on digital marketing at national & international level. Bhautik Sheth has worked with 100+ companies as a consultant. Under his leadership, iVIPANAN has become the first digital marketing company in Gujarat to sign 5 academic MOUs with universities and colleges. He Received an Award of “Distinguished Digital Leader” at Digital Marketing Leadership Summit 2018 organized by XIME, Chennai. He was Nominated for 40 under 40 Digital Marketing Titans of India by Social Samosa in 2018 and 2019. iVIPANAN was declared “10 Most Promising Digital Marketing Companies to Watch in 2021” by The Global Hues magazine in August 2021. Received “Top Digital Marketing Leaders - Veterans” award in Drivers of Digital, February 2022.

**Event Coordinator:** Dr. Divya Galaria

**Program objective :** To Provide participants with a solid understanding of the fundamentals of website traffic generation and management.

**Program outline :** On 12<sup>th</sup> March 2024, the Marketing Department of SRIMCA's MBA program organized an expert talk focusing on website traffic building and management for its final year students. The session was conducted by Mr. Bhautik Sheth, CEO, and Founder of i-vipanan, a prominent digital marketing agency based in Surat. Alongside him was Ms. Divya Mistry, the SEO Manager at i-vipanan. The aim of the talk was to provide students with practical insights and strategies to excel in the dynamic field of digital marketing. The expert talk covered a wide range of topics essential for understanding and implementing successful website traffic building and management strategies. Key areas included:

1. **SEO Marketing:** Participants learned about the fundamentals of Search Engine Optimization (SEO) and its pivotal role in driving organic traffic to websites.
2. **Lead Generation:** Strategies for generating and nurturing leads were discussed, focusing on converting website visitors into potential customers.
3. **CPI and CPC Models:** Mr. Sheth elaborated on Cost-Per-Impression (CPI) and Cost-Per-Click (CPC) models, providing insights into budget allocation for effective advertising campaigns.
4. **Push and Pull Strategies:** The session explored Push and Pull strategies, emphasizing their importance in attracting and retaining website traffic through targeted marketing efforts.
5. **Traffic Tracking Tools:** Participants were introduced to various traffic tracking tools essential for evaluating website performance and optimizing marketing strategies.
6. **Google Analytics:** A detailed demonstration of Google Analytics was conducted, highlighting its functionalities for analyzing website traffic data and deriving actionable insights.
7. **Social Crawlytics:** Ms. Mistry showcased the importance of Social Crawlytics in gaining comprehensive insights into social media traffic patterns and engagement metrics.

**Program outcomes:** The expert talk on website traffic building and management provided final year marketing students with valuable knowledge and practical strategies to navigate the digital marketing landscape effectively.

Schedule of Events in a tabular format (if applicable)

Time	Activity
9.30 A.M.	Expert Talk

List of Participants in a tabular format ((if applicable)

Name of Participant	Stream	Name of Program
SYMBA Marketing	Marketing	MBA







Report prepared by : Dr. Divya Gadaria

Date: 20/03/2024