



MarkAdZ

THE MARKETING CLUB OF IIM V

MarkAdZ

Workshop report

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About the Workshop

The Marketing Club of IIM Visakhapatnam, in collaboration with EduPromote, organized a workshop on E-commerce Marketing on 17th September 2023. The event featured Coach Gaurav Bohra, an IIM Rohtak alumnus and Associate Vice President at Upriver E-commerce, who shared his expertise and insights on the burgeoning E-commerce industry. The workshop aimed to provide students with valuable insights into the advertising industry and equip them with practical knowledge of E-commerce marketing strategies.

Event Highlights

- ***Understanding the Advertising Industry:*** The workshop commenced with Gaurav's insights into the advertising industry's growth and its potential for future career prospects. He highlighted that the industry was projected to reach a staggering \$350 billion in the coming years, which set the stage for a comprehensive discussion on E-commerce marketing.
- ***Brand Messaging:*** A crucial aspect discussed during the workshop was brand messaging. Gaurav emphasized the significance of effectively communicating a brand's identity, values, and benefits to its target audience. He illustrated how impactful brand messaging could help build brand awareness, foster customer loyalty, and drive sales.
- ***Functional and Emotional Benefits:*** Gaurav elaborated on the distinction between functional and emotional benefits in marketing. Functional benefits refer to a product or service's practical advantages, while emotional benefits encompass the positive feelings that consumers associate with a brand. Examples of Real-world examples, such as Bournvita's "Tyari Jeet Ki" campaign, were provided to demonstrate this concept.
- ***Sponsored Advertisements:*** The workshop delved into the three main types of sponsored advertisements commonly used in E-commerce marketing: Sponsored Listing, Sponsored Display and Sponsored Brands. Furthermore, Gaurav educated the participants on the practical usage of URL (Uniform Resource Locator), ASIN (Amazon Standard Identification Number), and PDPN (Product Display Page Name). These unique identifiers play a crucial role in directing users to relevant product or brand pages, enhancing the effectiveness of advertising campaigns.

Benefits to Students

The workshop provided an engaging platform for students to interact with industry experts. They actively participated in discussions about various possibilities for brands to scale, grow, and target their audiences on E-commerce platforms. Gaurav walked the students through the sponsored advertising interface on Amazon and taught the students step-by-step how to execute ads on the Amazon campaign builder for businesses. This hands-on demonstration empowered students with practical knowledge. The students dived deep into the bidding process for ad space on Amazon and engaged with Gaurav at the end of the session through

their inquisitive questions which helped gauge the extent of diverse marketing strategies which can be explored through Amazon.

The E-commerce Marketing Workshop conducted by MarkAdZ with EduPromote was a resounding success. Students gained valuable insights into the advertising industry, brand messaging, and the practical aspects of E-commerce marketing. The workshop provided knowledge and ignited students' enthusiasm to explore the dynamic field of E-commerce marketing further. It was a beneficial event that enriched the understanding and skills of aspiring marketers, preparing them for a promising future in the ever-evolving world of E-commerce.