

Hyper Relevance: The Secret Of Building Product Awareness with Chandan Bagwe

Sep 18, 2019 04:30 PM (IST)
91springboard, Lotus, Andheri East

RSVP

The Secret Of Building Product Awareness

Bagwe

Wondering what is the secret formula for building product awareness? Answer – Make it hyper-relevant. This is what Google’s marketing team leveraged on to build the popularity of Google maps.



More about the event

The insight - Google’s team concluded that among between weddings, festivals, cricket matches, bad weather, and developmental construction work, bad traffic conditions are a constant uncertainty in India’s key cities. Google capitalised on this insight to drive people to use Google maps regularly.

"THE POWER OF CONTEXTUAL TARGETING AND ADVERTISING"

About the Speaker:

Chandan Bagwe, the Founder and Managing Director of C Com Digital, founded the company two decades ago in 1998. He has successfully positioned his brain child to amass more than 100% year-on-year business growth in 2014. Chandan has established the company as the leading techno digital marketing agency in Mumbai essentially focusing on the digital publicity of brands by integrating Content Curation & Creation, influencer marketing, digital public relations and distribution of varied content via online channels including social, search and OTT.

His LinkedIn Profile- <https://www.linkedin.com/in/chandanbagwe/>

Flow of the event:

Self Introduction: 5 min

Case Studies: 2 to 3 Small Story / Case Studies on Contextual targeting and advertising: 20 min

Explanation of Contextual targeting and advertising WRT case studies: 5 min

Interactive Session: 30 min

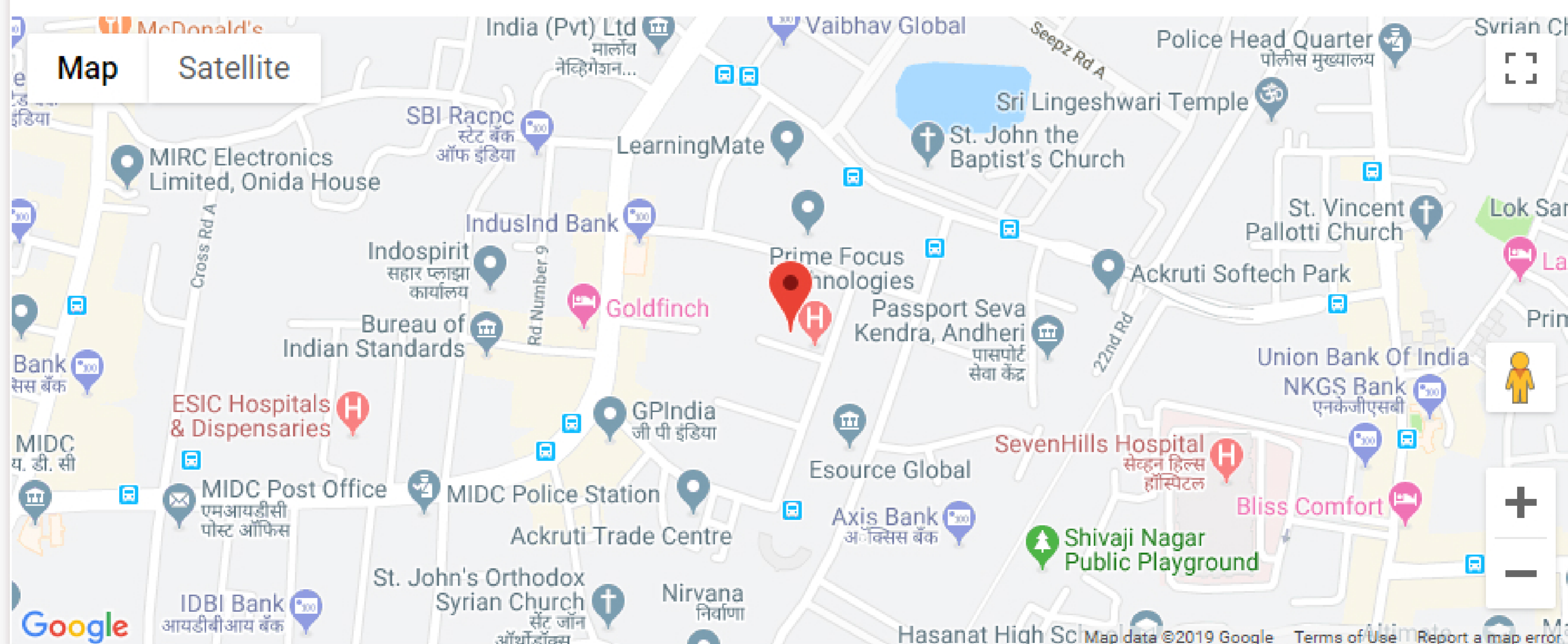
Multiple cases will be given in groups of 5 to convert it to a contextual advertising depending upon groups industries you belong to. Direction will be given to achieve the desired results.

Add this to your calendar

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Plot No. D-5, Road No. 20, Marol, MIDC, Shree Krishna Nagar, Andheri East Mumbai
400069



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