Jansons Institute of Technology

Karumathampatti, Coimbatore – 641 659

Report

Name of the Program / Activity / Event / Others	Alumnus Interaction on "**How to make every piece of content user friendly?"**
Date & No. of days	15-05-2021 & 1 day (11.00 AM – 12.00 Noon)
Organized by	Department of Computer Science and Engineering
In association with	JIT Alumni Association
Venue	Online
Participants/ Beneficiaries	Second Year, Third Year and Final Year CSE Students

Event brief (500 words with photo):

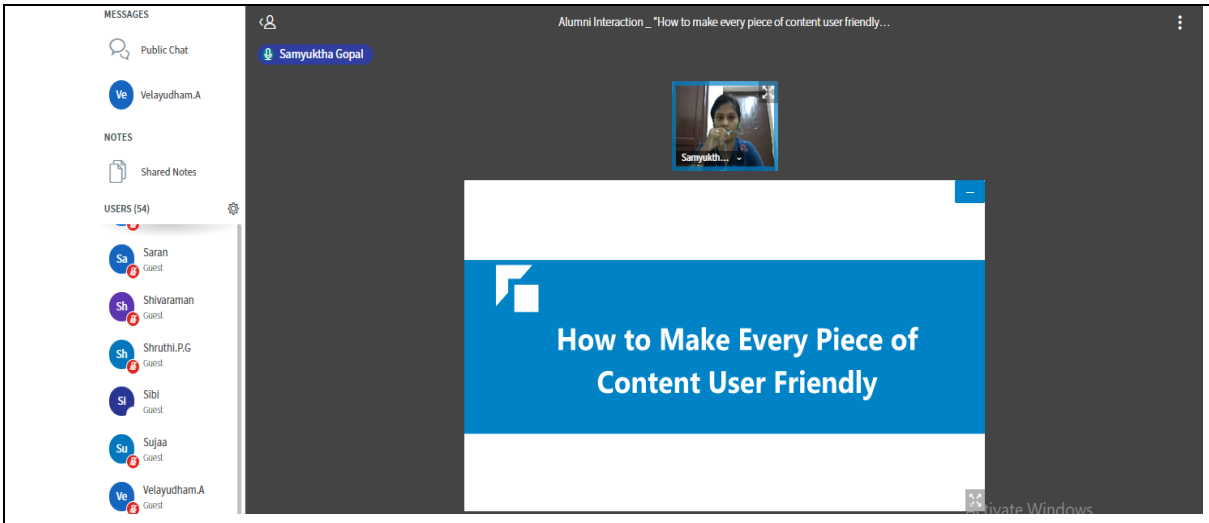
Department of Computer Science and Engineering Organized a Webinar entitled "**How to make every piece of content user friendly?**". The session was taken forward through online on 15th May 2021. Ms.Samyuktha Gopal (Batch 2014-2018), Content Writer, Vserve Ebusiness, Coimbatore was the Resource Person for the Session. She interacted and shared her knowledge on utilizing icons to break up content and make it less intimidating among the participants.

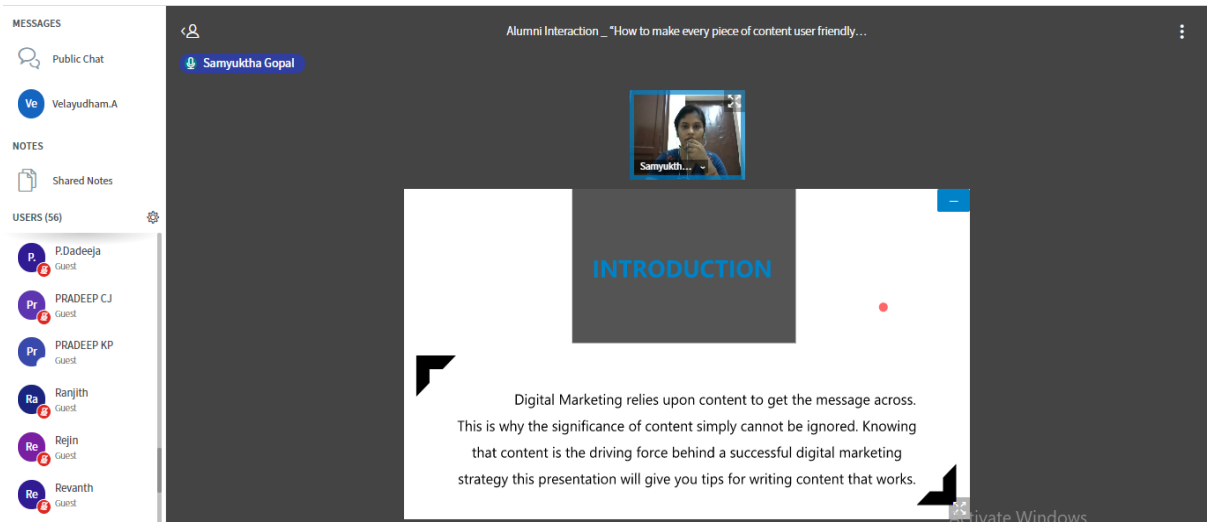
The students were clarified about,

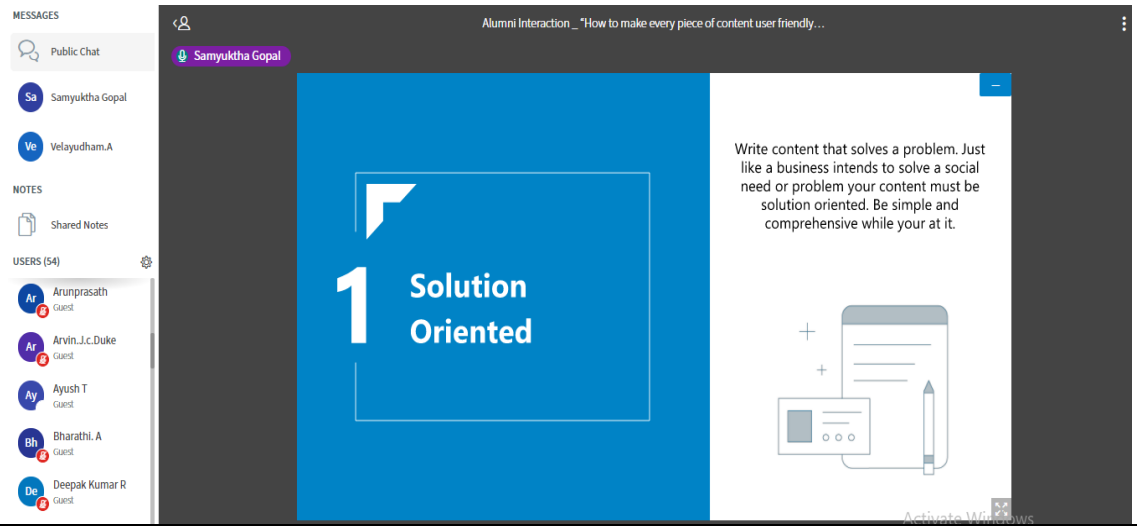
- ✓ Benefits of digital marketing and how to target buyers
- ✓ AIDA Concept
- ✓ SEO strategy
- ✓ How in the digital era, it's much more difficult to stay tuned into a long paragraph of text.
- ✓ How Users scan for words and phrases that hook them and then decide whether to go back and read further.

- ✓ How your information needs to be pertinent and succinct whilst making for a fun user experience.
- ✓ Digital marketing tactics being the most cost-effective.
- ✓ AIDA Concept identifies cognitive stages an individual goes through during the
- ✓ Search Engine Result Pages (SERPs).

Outcomes	Participants gained knowledge about how to include complementary visuals in writing and arrows on images as appropriate
Feedback	Participants were satisfied with the contents and delivery.

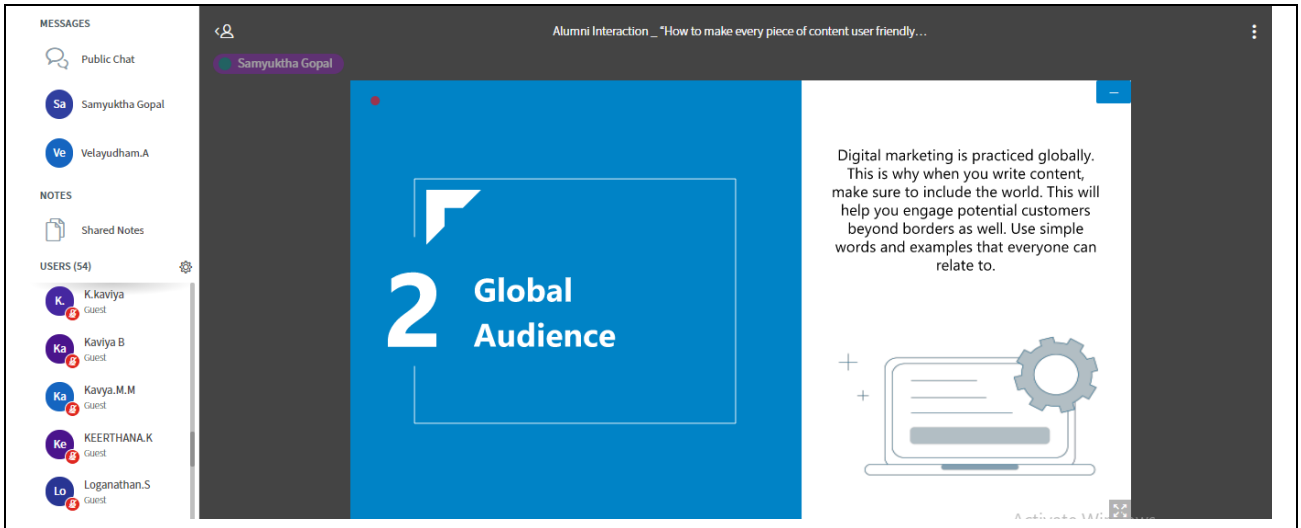

MESSAGES
Public Chat
Velayudham.A
NOTES
Shared Notes
USERS (54)
Saran
Shivaraman
Shruthi.P.G
Sibi
Sujaa
Velayudham.A
Alumni Interaction _ "How to make every piece of content user friendly...
Samyuktha Gopal
How to Make Every Piece of Content User Friendly

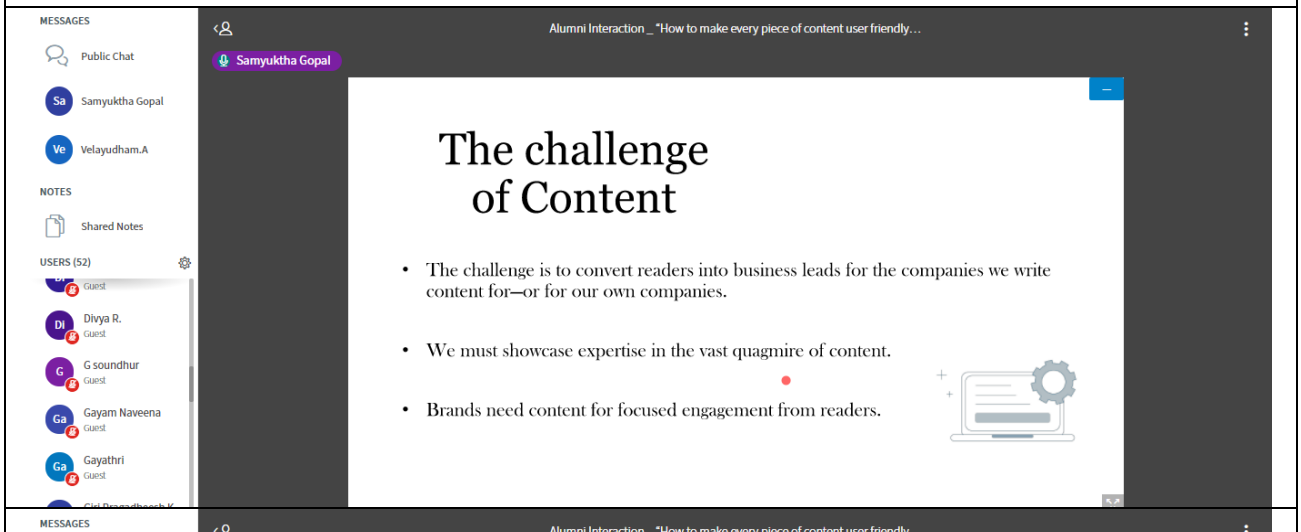

MESSAGES
Public Chat
Velayudham.A
NOTES
Shared Notes
USERS (56)
P.Dadeeja
PRADEEP C.J
PRADEEP KP
Ranjith
Rejin
Revanth
Alumni Interaction _ "How to make every piece of content user friendly...
Samyuktha Gopal
INTRODUCTION
Digital Marketing relies upon content to get the message across. This is why the significance of content simply cannot be ignored. Knowing that content is the driving force behind a successful digital marketing strategy this presentation will give you tips for writing content that works.

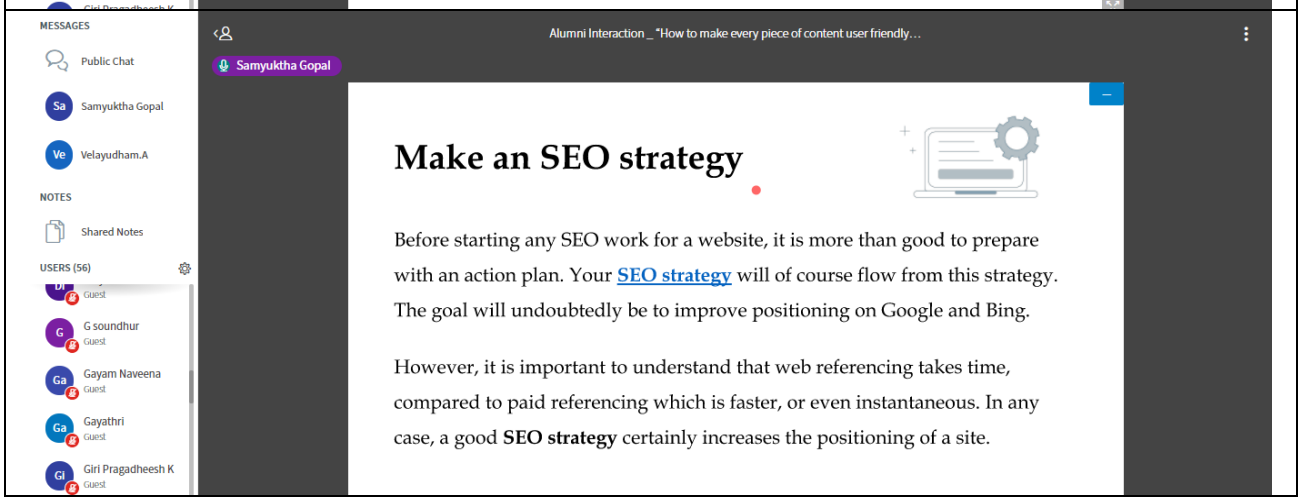

MESSAGES
Public Chat
Samyuktha Gopal
Velayudham.A
NOTES
Shared Notes
USERS (54)
Arunprasath
Arvin.J.c.Duke
Ayush T
Bharathi. A
Deepak Kumar R
Alumni Interaction _ "How to make every piece of content user friendly...
Samyuktha Gopal
1 Solution Oriented
Write content that solves a problem. Just like a business intends to solve a social need or problem your content must be solution oriented. Be simple and comprehensive while your at it.

Jansons Institute of Technology

Karumathampatti, Coimbatore – 641 659

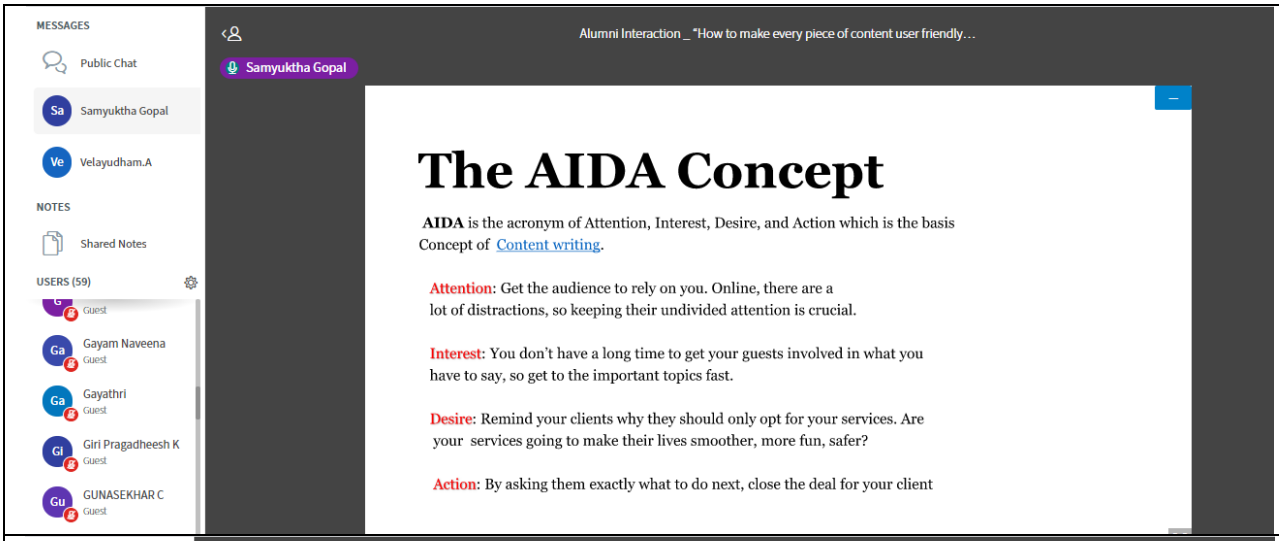


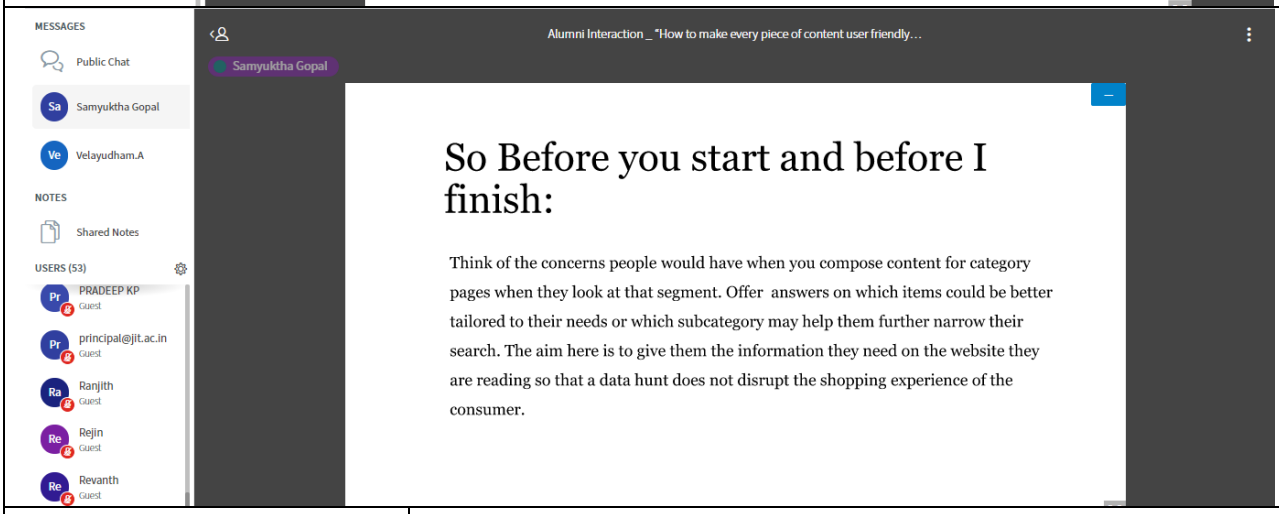




Jansons Institute of Technology

Karumathampatti, Coimbatore – 641 659





Suggestions / Future actions	NIL

Faculty In-charge
(Mr.M.Vivek)