

Maharaja Krishnakumarsinhji Bhavnagar University

“SAMVAD – A Fruitful Conversation”

VIKAS SAPTAH (07/10/2025 to 15/10/2025)

Webinar on “Digital Marketing and FinTech commerce”

Total Registrations: 565 (Record separately available)

1. Name of Expert: Prof. Vasudev Modi
Designation: Professor (Marketing)
Name of University: Maharaja Krishnakumarsinhji Bhavnagar University
Link of the recording: <https://www.youtube.com/live/uYbWtZE58mM>
Topic of Discussion: DIGITAL MARKETING

Summary of discussion:

- Trend of Digital Marketing in India
- Big players in the Field in India and in the World
- Technology adopted for branding
- Scope of the Digital Marketing in India
- Possibilities of new start-ups in the Digital Marketing

2. Name of Expert: Prof. Butalal Ajmera
Designation: Professor (Finance and Accounting)
Name of University: Maharaja Krishnakumarsinhji Bhavnagar University

Topic of Discussion: FinTech and E-commerce

Summary of discussion:

- History of FinTech and E-commerce platform in India
- Big players in the Field in India and in the World
- Utilization of e-commerce platform for business
- Scope of the FinTech in the Banking and other sectors
- Possibilities of new start-ups in the E-commerce field

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Improved Targeting — Digital marketing allows businesses to target very specific demographics of potential customers. By engaging customers in a particular geography, industry or social channel, businesses have a much better chance of reaching their target demographic.

Dynamic Adaptability — Digital marketing strategies are extremely malleable and flexible, enabling businesses to adjust course when needed. Unlike long-term, traditional marketing campaigns, businesses can adjust their digital efforts on the fly, enabling quick pivots when necessary to realize commercial opportunity.

Immediate Connection — Before making a purchase, modern customers generally conduct online research and evaluate reviews. The first step in this process typically starts with a search engine. In this way, businesses with developed SEO, SEM and PPC strategies can connect immediately with customers.

Relationship Building — The rise of social media has turned it into a dominant communications platform for many customer demographics. Furthermore, customers increasingly want to interact with businesses on their terms and on their preferred platform. As a result, businesses that engage in effective SMM practices can build immediate and loyal relationships.

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- R** Rathod Shivam lokbharti lokseva mahavidhyalay sanosara
- J** Jalpesh Kagada Government Arts College Talaja
- Aarti** #2 DEPARTMENT OF ECONOMICS
- D** Devang Lakum #1 you don't know the value of time????
- P** Pooja Dhedhi department of Economics
- G** Goswami Manalee department of Economics
- 24_सोरठ_नी_सिंहवा_13** department of Economic
- J** Jatin Kantariya of time !?



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- G** Gohel Urvashi #3 Shree Swaminarayan Collage of Commerce & Management



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Prof. V. Modi

Digital marketing refers to any marketing methods conducted through **electronic devices** which utilize some form of a computer, including online marketing efforts conducted on the internet.

In the process of conducting digital marketing, a business might leverage **websites, search engines, blogs, social media, video, email** and **similar channels** to reach customers.

- AMA

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Prof. V. Modi

- **Improved Targeting** — Digital marketing allows businesses to target very specific demographics of potential customers. By engaging customers in a particular geography, industry or social channel, businesses have a much better chance of reaching their target demographic.
- **Dynamic Adaptability** — Digital marketing strategies are extremely malleable and flexible, enabling businesses to adjust course when needed. Unlike long-term, traditional marketing campaigns, businesses can adjust their digital efforts on the fly, enabling quick pivots when necessary to realize commercial opportunity.
- **Immediate Connection** — Before making a purchase, modern customers generally conduct online research and evaluate reviews. The first step in this process typically starts with a search engine. In this way, businesses with developed SEO, SEM and PPC strategies can connect immediately with customers.
- **Relationship Building** — The rise of social media has turned it into a dominant communications platform for many customer demographics. Furthermore, customers increasingly want to interact with businesses on their terms and on their preferred platform. As a result, businesses that engage in effective SMM practices can build long-term and loyal relationships with their customers.

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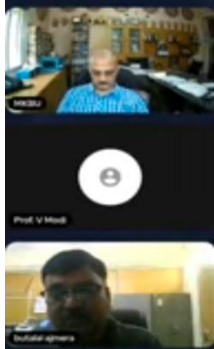
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Introduction

- India's fintech industry is one of the fastest-growing in the world.
- Shift from cash to digital economy.
- Covers payments, lending, insurance, and investment.
- Valued at USD 44 billion (2025), projected to reach USD 100 billion by 2030.
- Over 80% fintech adoption rate (2nd highest globally).



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Pranav Shilu shree swaminarayan college of computer science bca sem 3



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