

Bombay Teachers' Training College
A Constituent college of HSNC University, Mumbai

BTTC Alumni Association

ORGANISES

Webinar on the

THEME

**PROFESSIONAL GROWTH IN DIGITAL MARKETING FOR
TEACHERS.**

Date: 17th February 2021

Time: 10:30 a.m to 1 p.m

Guest Speaker: Mr. Amit Sharma

Topic: A Dialogue with Amit Sharma on professional growth in digital marketing for teachers.



The second session for the day started with warm good morning wishes and by welcoming all the participants by Azmina Khoja. Dr. Bhagwan Balani addressed and introduced the speaker of the day Amit Sharma. Dr. Bhagwan Balani also shared the importance of technology and digital marketing in today's world. Azmina Khoja gave a brief introduction on Mr. Amit Sharma's amazing accomplishments in his field of digital marketing.

Mr Amit Sharma started the session by introducing the three stars in which he means medical practitioners, bankers and the teachers. He says teaching is all about class learning, target audience it is how much you can make a person learn about the subject. He shared his experience of his friend in college whose



father was a rickshaw driver and mother was housewife when he was told that your father would not be able to earn his entire life to this he did not find the need to earn instead answered I will drive the rickshaw in his place where in he was capable of white collared job. This was due to lack of purpose because life is happening he is getting a three squared meal, he is getting dozens of fun through social media. By this we come to know about the target audience we are dealing with, once we come to know the target audience we know what to tell them and how to deal with them.

The challenge that teachers are facing these days is that the student is not ought to deal and when you are talking to such students, you have to prepare. Mr Amit Shah says to teach properly we need to grab the student's attention by saying something which is relevant to them, we are not fighting against young students mind but the entire fascinating social media. To fight madness you have to get some madness. There are few teachers who are very famous like rockstars with thousands of followers, these teachers are able to market themselves. He says there are various social media platforms: Facebook is the biggest watering bowl for the students then is the google, whats app group, snapchat giving us the perspective of how to create and market your own brand as a successful teacher. To create your own brand you need to have this feed with the intrinsic incidents and then leads to a basic concept that is we call as learning nuggets. Learning nuggets are small pieces of learning however they should be put in a hook. Mr Amit Sharma mentions when you start driving your brand as a teacher especially on Facebook make sure you have a learning nugget in a hook and it should be followed by 200 to 300 description of words of learning also the hook story should end after the description. It takes six months to two years for proper brand building for you to attract the people. Once you have the right audience it grows rapidly. The ideas should be relevant, the topics should be trending on the hot current topics. For a teacher to market himself/herself on social media needs to be intermediating related to current affairs or teenagers/ nearly 20's which is not really explicit but is not boring either. Mr Amit Sharma says have a blog of your own, write interesting things including learning nuggets and promote in social media. He discussed paid promotion on social media. The best teaching lectures are when you get the least and learn more. The session was interesting and informative. Mr. Amit Sharma gave his suggestions on how to be socially active.

Dr Bhagwan Balani asked for guidance for our college platform. It was of help and appreciated. There was a brief discussion. The session ended with a vote of thanks by Pratiksha Sawant followed by the National Anthem.



Report written by-Dhrumi Vora F.Y.B.Ed; moderated by Melvina D'souza S.Y.B.Ed.