



Under the aegis of Vijayam Educational Trust

# CATALYST COLLEGE

(A Unit of CIMAGE Group of Institutions)

Institution approved by Education Department, Government of Bihar, Affiliated to Patliputra University, Patna



Ref: ec/WRSP-NOT/2122/31

Date: 27-Apr-2021

## NOTICE

This is to inform all the Students that a workshop on Digital Marketing for Bidding Entrepreneurs: Strategies to Stand Out will be organized on 13.5.2021 from 9:30 AM to 5:30 PM in the auditorium of Catalyst College.

The workshop is completely free, and no money will be charged for the Training or Certification.

Interested students are instructed to meet the Activity In-Charge / Class Coordinator for more details and their registration.

By the order of

Principal   
Principal  
CATALYST COLLEGE  
Plot No. C-16(P) Patliputra Industrial Area  
Patliputra, Patna-13

Plot No.C16(P), Patliputra Industrial Area  
Patliputra, Patna- 800013



(+91) 7250767676



Date:13-05-2021

## Workshop Title

### Digital Marketing for Bidding Entrepreneurs: Strategies to Stand Out

Number of Students Participated: 48

#### Objective:

This workshop is designed for entrepreneurs in the bidding and tendering space who want to leverage digital marketing to enhance their visibility, attract potential clients, and ultimately win more contracts. Participants will learn the essential tools, strategies, and tactics that can give them a competitive edge in a crowded market.

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#### Model 1. Introduction to Digital Marketing for Bidding Entrepreneurs

- Why Digital Marketing Matters in Bidding: Understand the changing landscape and why traditional methods are no longer enough.
  - What Makes a Bidder Stand Out: The role of digital presence in building trust and visibility.
  - Key Digital Channels to Focus On: Websites, social media, email marketing, SEO, and paid advertising.
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#### Model 2. Building Your Online Presence

- Website Essentials: How to create a user-friendly, professional website that converts visitors into leads.
  - Key elements: About Us, Services, Testimonials, Case Studies, Contact Information.
  - Optimize your website for bid-related searches.
- Search Engine Optimization (SEO): How to optimize your website and online content to appear at the top of Google searches for relevant bidding-related terms.
  - Keywords to target: Tender bids, procurement process, RFP (Request for Proposal), etc.



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- Local SEO tactics to attract region-specific contracts.
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### Model 3. Leveraging Social Media for Lead Generation

- Choosing the Right Platforms: LinkedIn, Facebook, Instagram, and Twitter for business-to-business (B2B) marketing.
    - Why LinkedIn is a goldmine for bid-related outreach.
    - Building an effective LinkedIn profile: Showcase expertise, industry knowledge, and past projects.
  - Content Marketing Strategy:
    - What content resonates with potential clients in the bidding space.
    - Sharing case studies, industry reports, or success stories to build authority.
    - How to use hashtags, groups, and paid ads for targeted outreach.
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### Model 4. Paid Advertising for Fast Results

- Pay-Per-Click (PPC) Campaigns: Using Google Ads to target specific keywords that potential clients use to search for contractors.
    - How to structure bidding ads and allocate budgets effectively.
  - Social Media Ads: Why Facebook, Instagram, and LinkedIn are ideal for bidding businesses.
    - Creating engaging ad copy and visual content that drives conversions.
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### Model 5. Email Marketing to Nurture Relationships

- Building an Email List: How to collect emails from interested prospects without being intrusive.
  - Crafting compelling email newsletters and bid alerts.
  - Best practices for personalizing emails and following up.
- Automated Campaigns: Setting up automated email workflows for lead nurturing and post-bid follow-up.



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## Model 6. Case Studies & Real-Life Success Stories

- Analyzing Successful Digital Marketing Campaigns: A breakdown of real-life bidding entrepreneurs who succeeded using digital marketing.
  - Understanding key takeaways from their strategies.

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## Model 7. Measuring Success & Adjusting Strategies

- Metrics to Track: How to measure ROI and effectiveness using Google Analytics, social media insights, and email marketing analytics.
- Optimizing Campaigns: A/B testing, adjusting budgets, and improving content based on performance data.



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# Digital Marketing for Bidding Entrepreneurs: Strategies to Stand Out

Date:-13/05/2021



Digital Marketing for Bidding Entrepreneurs: Strategies to Stand Out

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## Digital Marketing for Bidding Entrepreneurs: Strategies to Stand Out

  
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## Registration

For Workshops/Seminars/Conferences during Academic Year 2021-2022

Digital Marketing for Bidding Entrepreneurs: Strategies to Stand Out

(13 May 2021)

S. No.	ID	Name of the student	Student's Signature
1	445-7102	Amrendra Kumar	Amrendra Kr.
2	445-7111	Krishna Kumar	K. Kumar
3	445-7103	Ankit Kumar	Ankit Kumar
4	445-7124	Shrishty Kumari Singh	S. K. Singh
5	445-7119	Chandan Kumar	Chandan Kr.
6	445-7113	Durgesh Kumar Jha	D. K. Jha
7	445-7106	Naina Saki	Naina Saki
8	445-7155	Naina Bharti	Naina Bharti
9	445-7183	Ashish Kumar Jha	A. K. Jha
10	445-7214	Shobha Kumari	Shobha
11	445-7229	Ruchi Jha	Ruchi
12	445-7259	Vinita Kumari	Vinita Kumari
13	445-7268	Rajnish Kumar	Rajnish
14	445-7285	Pawan Krishna Gandhi	P. K. Gandhi
15	445-7303	Riya Kumari	Riya Kr.
16	445-7320	Sumit Kumar	Sumit Kumar
17	445-7365	Abdur Rahman	Abdur
18	445-7426	Aditya Kumar	Aditya
19	445-7425	Sunny Kumar	Sunny Kumar
20	445-7236	Golu Kumar	Golu Kumar
21	445-7429	Seema Kumari	Seema Kumari
22	445-7244	Riya Kumari	R. Kumari
23	445-7115	Sakshi Kumari	Sakshi Kori
24	445-7427	Sidhant Kumar	Sidhant Kr.
25	445-7422	Vishwjeet Kumar	Vishwjeet Kr.
26	445-7420	Veer Gupta	Veer Gupta
27	445-6983	Aabha Kumari	Aabha Kumari
28	445-6965	Aarti Kumari	Aarti Kori
29	445-6997	Abhishek Kumar	Abhishek
30	445-7018	Abhishek Paswan	Abhishek Paswan
31	445-6838	Amar Kumar Jaiswal	Amar Kumar Jaiswal
32	445-7248	Gulshan Kumar	Gulshan Kr.



33	445-6901	Himanshu Raj	H. Raj
34	445-6925	Jyoti Kumari	Jyoti
35	445-7453	Kalpana Kumari	K. Kumari
36	445-7404	Kalyan Kumar	Kalyan Kumar
37	445-7003	Manish Ranjan	Manish Ranjan
38	445-7021	Md Imran	Md. Imran
39	445-6921	Muskan Malhotra	Muskan
40	445-6999	Praveen Kumar	Praveen Kumar
41	445-6930	Priyanshu Kumari	Pr. Kari
42	445-7037	Rajan Raj	Rajan
43	445-7386	Rajesh Kumar	Rajesh Kumar
44	445-6961	Rajiv Kishor Singh	R. K. Singh
45	445-6868	Rajnikant Kumar	R. Kumar
46	445-6978	Rajshi Shah	Rajshi
47	445-6957	Ravi Ranjan Kumar	R. R. Kumar
48	445-7025	Rohit Kumar	Rohit Kumar



(Sign.)

Course Coordinator