

DAY 1: MARKETING MASTERCLASS

WHAT YOU'LL LEARN

- 01 — WHAT EXACTLY IS DIGITAL MARKETING :
UNDERSTAND DIGITAL MARKETING
WITH REAL-LIFE EXAMPLES.
- 02 — PRACTICAL TOOLS OVERVIEW :
EXPLORE ESSENTIAL TOOLS USED
IN DIGITAL MARKETING.
- 03 — WHY DIGITAL MARKETING IS IN-DEMAND :
DISCOVER WHY DIGITAL MARKETING
IS A VALUABLE SKILL.
- 04 — AI IS CHANGING DIGITAL MARKETING :
LEARN HOW AI IS TRANSFORMING
THE DIGITAL MARKETING
LANDSCAPE.
- 05 — CANVA: MORE THAN JUST DESIGNING :
CREATE PRESENTATIONS, WEBSITES,
RESUMES, PORTFOLIOS,
AND INVITATIONS.
- 06 — LIVE AI TOOL DEMO :
SEE AI TOOLS IN ACTION
WITH A PRACTICAL
DEMONSTRATION.



DAY 2: LINKEDIN MASTERCLASS

WHAT YOU'LL LEARN

- 01 — PERSONAL BRANDING ON LINKEDIN :
BUILD A PROFILE THAT GETS
NOTICED AND POSITIONS YOU
PROFESSIONALLY.
- 02 — LEAD GENERATION VIA LINKEDIN :
LEARN HOW TO FIND AND
ATTRACT THE RIGHT
PROSPECTS.
- 03 — COLD OUTREACH :
WRITE EFFECTIVE MESSAGES THAT
START CONVERSATIONS —
WITHOUT SOUNDING
SPAMMY.
- 04 — FIND YOUR ICP :
IDENTIFY YOUR IDEAL CUSTOMER
PROFILE AND TARGET THE
RIGHT AUDIENCE.
- 05 — DISCOVER YOUR USP :
DEFINE WHAT MAKES YOU
DIFFERENT AND COMMUNICATE
YOUR UNIQUE VALUE.
- 06 — PRACTICAL DEMO :
SEE THE COMPLETE PROCESS
IN ACTION WITH
A LIVE, HANDS-ON



ENTREPRENEURSHIP DEVELOPMENT CELL

St. Aloysius College (Autonomous), Jabalpur, MP

*Title:

Report on Two-day workshop: "Become a Pro in Marketing & LinkedIn"

-Where Vision Meets Action

*Activity Details:

- **Organising Body-**

Entrepreneurship Development (ED) Cell
St. Aloysius College, Jabalpur, MP

- **Date and Time-**

Day 1: 18 September 2026

Day 2: 19 September 2026

Time: 2:00 P.M.- 4:00 P.M

- **Teacher Coordinator-**

-Ms. Amita Chhatri

-Ms. Jagrati Ramrakhwani

-Ms. Durga Roy

-Ms. Tehreem Anjum

-Ms. Priyanka Anand

- **Resource Persons-**

Day 1: Mr. Sahil R. Paul, Founder, Grolify Skill Hub

Day 2: Mr. Mohammad Saif, Founder, Sideeq Workspace

- **Target Audience-**

The workshop was organised for students interested in learning practical skills related to digital marketing, personal branding, LinkedIn, lead generation, client communication and professional development.



Jabalpur, Madhya Pradesh, India

1, Shakti Marg, Cantt, Jabalpur, Madhya Pradesh
482001, India

Lat 23.153472° Long 79.953102°

Friday, 18/09/2026 02:44 PM GMT +05:30

*Theme:

The two-day workshop focused on developing practical understanding of digital marketing and LinkedIn. The first day concentrated on digital marketing, practical tools, Artificial Intelligence and Canva, while the second day focused on LinkedIn, personal branding, lead generation, cold outreach, pitching and client communication.

The workshop aimed to connect theoretical understanding with practical applications so that students could gain skills useful in professional, entrepreneurial and freelance environments.

*Objectives:

The major objectives of the two-day workshop were:

1. To introduce students to the fundamentals of digital marketing and its practical applications.
2. To familiarise participants with essential tools used in digital marketing.
3. To explain the growing role of Artificial Intelligence in the digital marketing field.
4. To introduce students to the wider applications of Canva beyond basic designing.
5. To help participants understand personal branding and professional positioning on LinkedIn.
6. To provide practical knowledge of lead generation and cold outreach through LinkedIn.
7. To help participants identify their Ideal Customer Profile (ICP) and Unique Selling Proposition (USP).
8. To develop effective pitching and client communication skills.
9. To introduce structured frameworks that can be used during sales and client conversations.
10. To encourage students to develop practical professional skills that can be applied in real-world situations.

*Brief Description:

The Entrepreneurship Development (ED) Cell, St. Aloysius College (Autonomous), Jabalpur, organised a two-day workshop titled “Become a Pro in Marketing & LinkedIn” on 18 and 19 September 2026. The workshop was divided into two masterclasses, with the first day focusing on Marketing and the second day focusing on LinkedIn.

- **Day 1 – Marketing Masterclass.**

The first day of the workshop was conducted by Mr. Sahil R. Paul, Founder of Grolify Skill Hub. The session began with an introduction to what exactly is digital marketing, where participants were given an understanding of digital marketing through real-life examples.

The speaker then discussed practical overview of tools , introducing participants to essential tools used in digital marketing. The session also focused on why digital marketing is in demand and how it has become a valuable skill in today's professional environment.

An important part of the session was “AI is Changing Digital Marketing” , where participants learned about the changing digital landscape and the role of Artificial Intelligence in marketing.

The session further explored Canva: More Than Just Design. Participants were introduced to different uses of Canva, including presentations, websites, resumes, portfolios and invitations.

The first day concluded with a Live AI Tool Demo, where participants were able to understand the practical use of AI tools through a demonstration.

- Day 2 – LinkedIn Masterclass.

The second day was conducted by Mr. Mohammad Saif, Founder of Sideeq Workspace and focused on LinkedIn, personal branding, lead generation and client communication.

The session began with Personal Branding on LinkedIn, where participants learned how to build a professional profile that can help them get noticed and create professional opportunities.

The next topic was Lead Generation via LinkedIn, which focused on finding and attracting suitable prospects. This was followed by Cold Outreach, where participants learned about writing effective messages that can start professional conversations without sounding spammy.

The speaker also explained Find Your ICP (Ideal Customer Profile) and highlighted the importance of identifying the right audience and developing a specific niche. The concept of USP (Unique Selling Proposition) was also discussed to help participants understand how to identify what makes their service or offering different.

The session further covered Pitching and Client Communication. A simple positioning formula was introduced to help participants clearly communicate whom they help, the result they provide and the approach through which they provide it.

The principle “Ask More, Pitch Less” was also discussed. Participants were encouraged to understand the client's requirements and challenges before presenting an offer. “The session covered maintaining professional authority, creating urgency, identifying the actual decision-maker, aligning with the client and being specific about one's niche.”

The speaker further introduced-

- Permission
- Context
- Ask approach for sales calls and the offers
- Problems
- Outcome Framework

Three service delivery approaches were also explained-

- DIY (Do It Yourself)
- DWY (Done With You)
- DFY (Done For You)

Another important concept discussed was the Slosh Framework -

- Covering rapport building
- Understanding the client's situation
- Identifying challenges
- Pain extraction
- Authority identification
- Competitive analysis

The session also introduced “Make the Gap Visible.” The Burning Island–Boat–Fun Island example was used to demonstrate how to clearly communicate the client’s present situation, the proposed solution, and the desired outcome.





*Key Insights:

- Practical Understanding of Digital Marketing

The first day helped participants understand the basics of digital marketing and its relevance in the present professional environment.

- Use of Digital and AI Tools

Participants were introduced to practical digital marketing tools and learned about the growing role of AI in marketing.

- Personal Branding on LinkedIn

The second day highlighted the importance of maintaining a professional LinkedIn presence and communicating one's skills and value clearly.

- Importance of a Specific Niche

Participants learned the importance of identifying a particular niche and understanding their Ideal Customer Profile instead of trying to reach everyone.

- Client-Centred Communication

The session emphasised understanding the client's requirements and problems before presenting an offer.

- **Effective Pitching**

The positioning formula and different communication frameworks provided participants with a structured way of presenting their services and explaining the value they can provide.

- **Making the Gap Visible**

The “Burning Island-Boat- Fun Island” concept helped explain how a professional can connect the client's present problem with the desired outcome through an appropriate solution.

***Outcomes:**

The two-day workshop resulted in the following outcomes:

- Participants gained an understanding of digital marketing and its practical relevance.
- Students were introduced to various digital marketing and AI tools.
- Participants learned about the multiple uses of Canva for professional and creative work.
- Students gained knowledge about building a professional presence on LinkedIn.
- Participants understood the basics of LinkedIn-based lead generation and cold outreach.
- Students learned about ICP and USP and their importance in professional positioning.
- Participants gained practical insights into pitching and client communication.
- Students were introduced to different approaches to service delivery, including DIY, DWY and DFY.
- The workshop encouraged participants to understand client requirements and communicate solutions more effectively.
- The sessions provided practical knowledge that can be applied in professional, entrepreneurial and freelance opportunities.

***Conclusion:**

The two-day workshop “Become a Pro in Marketing & LinkedIn” provided students with practical exposure to important digital and professional skills. The first day focused on digital

marketing, practical tools, AI and Canva, while the second day introduced participants to LinkedIn, personal branding, lead generation, pitching and client communication.

The sessions were supported by practical examples, demonstrations and structured frameworks, which helped participants understand how these concepts can be applied outside the classroom. The workshop also highlighted the importance of having a clear professional identity, understanding the target audience and communicating value effectively.

Overall, the programme provided participants with useful insights into the changing digital and professional landscape and encouraged them to develop skills that can support their future academic, entrepreneurial and professional journeys.



