

On 03 & 04-May 2024

**INTERNATIONAL CONFERENCE
ON
SOCIAL MEDIA AND DIGITAL
MARKETING**



Take your
business to
the next
level....



ICSMDM 2024

Contact Us

Ms. Jenifer

+91 7708973048

icon2024virtualconference@gmail.com

ZOOM APP

**“MARKETING IS REALLY JUST ABOUT
SHARING OUR PASSION”**

-MICHALL HYAAT

ABOUT US

It's a Right Time to choose the Right Way of Success, Aim of This Future Trends 2024 International Scientific Steam Conferences, is to provide the Platform for Researchers across the world to recognize their Achievements, and also its provides a forum to the appropriate target group by organizing Planned Annual Meetings with the aim of generating new knowledge and better understanding. Our world is undergoing a revolutionary period in the creation and dissemination of new knowledge and innovation in many disciplines. Simultaneously humans are on a journey to the achievement of self-actualization, which relates to the ultimate fulfilment of one's potential. The unprecedented levels of discovery and innovation that are the hallmarks of recent decades are giving birth to entirely new meetings, which are in turn stimulating further advances, new opportunities, fresh insights and serve as a 'Continuing Force for Progress'. To improve the common man's life by developing new innovative Social Media and Digital Marketing ideas, Technical tools or models or products of their need. These new ideas and knowledge may be disseminated to the common man by organizing conferences, workshop, seminars and/or awareness programs and by publishing high quality academic international Books, or Journals, or Magazines or Tracts/Pamphlets on any subjects/topics, which is related to the overall growth/improvement/uplift of all sections of society.

ABOUT CONFERENCE

Welcome to the International Conference On Social Media and Digital Marketing 2024 held On 03 & 04-May -2024. This Conference will gather to learn, share knowledge, and discuss how to advance their professional development at this timely scientific gathering. In this conference, you will learn how to engage your customers and prospects online through your website and social media and track your activities so that you know what is working and what needs to be adjusted. Join us to build your marketing toolkit and take a time-out to learn more! We all get our energy and inspiration from people and with people. That is why every gathering that gravitates around social media and digital marketing is a great opportunity to establish new connections. The International Conference on Social Media and Digital Marketing aims to bring together leading academicians, scientists, researchers, Business Professionals and scholars to exchange and share their experiences and research results on all aspects of the Media and Marketing, will present and discuss the most recent innovations, trends, concerns, and practical challenges encountered in the Event. This conference is to encourage and assist the professionals engaged in the above fields to maintain the integrity and competence of the profession and foster a sense of partnership amongst international professionals.

CONFERENCE TRACKS

Social Media

- Social Media: Impacts, Future and Issues
- Social Media Use: Promises and Expectations
- Social Media Between Equality and Inequality
- Social Media and Civic Participation
- Social Media: What Future?
- Communication and Multi-Media Campaigns
- Digital Activism and Alternative Media
- New Technologies and Innovation
- During and after the COVID-19 Lockdown: The Role of social media in Worldwide Emergency
- Fake News
- Media Education
- Media Education Research
- Media and Literacies
- Research and Education
- New Technologies and Education
- Gamification in Education
- Media, Information and Communication Literacy
- Explaining COVID-19 and Media Education
- Online Education Activity During the COVID-19 Lockdown/Emergency
- Media and Journalism
- Magazine
- Web-Based Journalism
- Scholastic Journalism
- Newspaper
- Radio-TV Journalism
- Radio, Television and Entertainment Studies



CONFERENCE TRACKS

DIGITAL MARKETING

- Product and Brand Management
- Pricing Issues
- Marketing Channels
- Retailing Issues
- Business Communications and Advertising
- Customer Relationship Management
- Marketing Strategy
- International Marketing
- Technology Marketing
- Selling and Sales Management
- Research Methods in Marketing
- Business to Business (B2B) Marketing
- Ethical Issues in Marketing
- Environmental Marketing
- Business to Consumer (B2C) Marketing
- Direct Marketing
- Direct Marketing
- Innovations in Marketing
- Emerging Issues in Marketing
- Sports Marketing
- Fashion Marketing
- Arts Marketing
- Tourism Marketing
- Hospitality Marketing
- Branding and Destination Imaging
- Events Marketing
- Tools and Applications in Mobile Marketing
- E-Marketing
- Marketing and Social Media

CALL FOR PRESENTATION

Abstract/ Title for presentation in the conference are invited from Researchers, Marketers, Business Mans, Professors, Research Scholars and P.G. & U.G. Students, etc. Authors are requested to send Abstract/ Title to e-mail: icon2024virtualconference@gmail.com

Website:

[researchhttps://www.brainymeet.com/conference-details/international-conference-on-social-media-and-digital-marketing](https://www.brainymeet.com/conference-details/international-conference-on-social-media-and-digital-marketing)

TARGET AUDIENCE

- Researchers
- Innovators
- Regulators
- Media sector
- Marketing professionals
- Caregivers and Media consultants
- Faculties
- Phd Scholars
- Researchers, Scientists, Educators, Academicians, policymakers, and Students, etc.



GUIDELINES FOR ABSTRACT SUBMISSION

- The abstract should not exceed 400 words.
- Font face: Times New Roman, and size: 11 points.
- Abstract should include purpose of study, methodology, summary of findings/results, conclusion and significance /contributions of study.
- List a maximum of 5 key words.
- Title, author's name, affiliation, address, telephone and fax number, and email address should be included.
- Abstract should be written in English.
- Standard formatting such as bold, underline and dot points can be used.
- Please do not include any paragraph or line formatting. Leave as single spacing.
- All abstracts should be written in MS Word format (DOC or DOCX)

Why do I need to attend ICSMDM 2024?

- Virtual Event - it's the safest way to keep closer to the other scientists.
- Hard copy of Presentation/Participation Certificate will reach at your doorstep.
- Presenters will get 1 year membership (You can attend all virtual conferences at free of cost for the next 1 year).
- Best Presentation, Best Paper and Best Speaker will be chosen by the Session chair after the Conference



OBJECTIVE

The Objective of the conference is to provide platform for academicians, researchers and

practitioners to:

- Disseminate research, providing insights into the challenges and opportunities, emerging strategies and analytical tools in the domain under the research field
- Share innovative ideas on domain so as to navigate and develop successful new innovation Present case studies from applications of cutting edge tools and technologies

Benefits of the Membership

- Members can become Chief guest / Keynote speaker/ Session Chair/ Co host & Co-organizer of the Events
- Members can attend all the virtual conferences at free of cost until the membership gets over
- Members can attend 2 Physical conferences at free of charge
- Members profile will be nominated for Researcher Award
- Members can conduct conference in their Institute and conference certificates will be provided from our organization
- Member can become a reviewer/ Chief Editor of the Journal
- Members can publish their Review / Research in International Journals
- Softcopy of the Proceeding will be given for each and every conference
- Hard Copy of the participation and Award winning certificates will be sent by post to the residential Address
- 80 G will be applicable



REGISTRATION FEE DETAILS

Category	Participant		2 year		5 Year	
	Indians (INR)	Others in USD	Indians (INR)	Others in USD	Indians (INR)	Others in USD
Student	800	20\$	1200	50\$	4000	100\$
Ph.D Scholar	1000	50\$	2200	100\$	5000	200\$
Delegate	2000	100\$	3200	200\$	6000	300\$
Listener	500	30\$	-Nil-	-Nil-	-Nil-	-Nil-
Group Registration	25 % Relaxation Applicable					

Note: Include 18% GST while Registering

NOMINATION FOR CONFERENCE AWARDS

Participant's Profile can be nominated for any one of the following Research Awards in their specific field,

- Best Oral/ Poster Presentation Award
- Best Paper Award
- Best Speaker Award
- Research Contributor Award
- Marketing Research Excellence Award
- Friend of Social Media Award
- Budding Researcher Award
- Young Researcher Award
- Distinguished Scientist Award
- Young Achiever Award
- Young Investigator Award
- Women Excellence Award
- Best Researcher Award
- Career Contribution Award
- Academic Research Award
- Young Professional Award
- Excellence Service Award
- Best Faculty Award
- Faculty Excellence Award
- Best Academician Award, etc.

All the participants are requested to submit your CV along with Abstract/ Title

REGISTRATION DETAILS

Nominate and Register yourself using the following link :

https://docs.google.com/forms/d/e/1FAIpQLSdOr0H4u9NG3k11vhFtvGPTLQ8MAH3M6cJnBCyTZdetSRnPhA/viewform?usp=sf_link

(Or)

Register: <https://razorpay.me/@vdgood>



Thank You