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BLOG: IIDE conducts digital marketing masterclass for Indian Cancer society

The current pandemic has pushed the majority of our conversations online. According to statistics, about 4.57 billion people in the world were online as of July 2020. When the objective at The Indian Cancer Society is to create more awareness about Cancer and reach out to every single Indian adult to get screened, how do we best do it?

Enter Indian Institute of Digital Education. They conducted an engaging Digital Marketing Webinar for the ICS family on September 4 and 7. Karan Shah and Meherzad Karanjia explained the contemporary digital strategies being used today to amplify reach.

The sessions discussed how keywords that our target audience uses for cancer research, cancer awareness or cancer funding could be used better through search engine optimization, search engine marketing and social media marketing.

The journey of a user right from the google search to the desired action was explained through the journey funnel which dealt with Awareness, Interest, Desire and Action (AIDA).

There are up to 82 crore Indians on the internet. The trainers from [IIDE](https://iide.co/) helped us identify and further narrow down our target audience through social media to make our cancer awareness programs more effective. They also showed us how to choose the right deal type for our objective and understanding internet jargons.

The sessions were a masterclass in understanding how people consume media today and how to use tools available to us to expand our cancer awareness programs at Indian Cancer Society.

Visit IIDE's website to know more: <https://iide.co/>

Testimonials:

"A true master class in digital marketing" – Hari Mundra, Chairman, ICS

"Many thanks for organizing this talk which has given us vital insights on working with Digital social media for all our campaigns. Our first test is right around the corner with our series of upcoming webinars for our Virtual Seminar in September" – Renuka Prasad, Hon Secretary, ICS

"This was exposure to a new field that can add value to our efforts. It will be an acid test of our preparations for the 3- part series on "The Enigma of Cancer"!" Jyotsna Govil, NMC member, ICS