

A promotion campaign boosts brand awareness and drives engagement through targeted strategies like social media, email marketing, and partnerships. It leverages eye-catching visuals, compelling messages, and special offers to attract new customers while retaining existing ones. Successful campaigns increase visibility, generate leads, and ultimately strengthen customer loyalty and brand presence.

As part of KLMAT promotion campaign, Dr. A. Srikanth Associate Professor, Department of MBA delivered guest lecturer on Business Analytics and appreciated students on their academic achievements.









**A WORKSHOP ON BUSINESS ANALYTICS**

**Dr. Srikanth Akondi**

Associate Professor, KL Business School

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**#WE ARE FUTURE READY**

 @mba.klbs