

What's up, guys?



This is my first blog and would like to start with my introduction. My name is Swapnil. I am born and brought up in Kolhapur. It is historic district and city in western Maharashtra which is a gateway to Goa and Karnataka. After my 10th or let us say SSC, luckily I got a chance to get myself enrolled in Institute for Diploma in Hotel Management. After completion, I moved to

Mumbai and then to Goa for a job. Fell in love with beauty and culture of Goa and subsequently with a beautiful girl. Married her, blessed with a little angel. Named her Shennon. So you see now why my digital marketing agency's name is Shennon Visibility Online. After the birth of Shennon, I decided to quit hotel industry so that I could spend quality time with her. Quitting job was not easy financially. So I joined an insurance company for a part time and another company as a Marketing Executive, in some years got promoted to post of Marketing Manager. Looks like luck always wanted me to be Entrepreneur. The company got shut down due to some alleged irregularities and illegalities. While working as a Marketing manager, I had my stint with digital marketing. In the mean time, the experience of 7-8 years as a Marketing Manager gave me enough confidence to start a life afresh. I had made my mind that I wanted to start digital marketing agency. Job again was never on my mind. One thing I knew instantly that Goa is a very competitive market and I wasn't quite ready for it. Kolhapur, on one hand, is a small city with lots of opportunities and I already had big enough circle of friends and relatives who could help me start my life again and after all, it is my birth place, knew city, people and their habits well.

As of today as I mentioned earlier, I run a digital marketing agency, **Shennon Visibility Online**. I did some courses here that are google and there means many other. This book really helps and also this one which is free for professional content marketing. Mr. Deepak Kanakaraju is a mentor. By the grace of God Almighty, I am already having a good number of clients. Being in the marketing field for years has helped me as a digital marketer. As a marketer, digital or otherwise, Basically, you have to get yourself in shoes of your clients and think as a client. Things become easy when it comes to creating a strategy or a campaign for your clients. In my next blog, I would write about challenges a fresher in this field can face. Do comment and share. Thank you. Chao.

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