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# REPORT ON WORKSHOP ON DIGITAL MARKETING, EXPANDING REACH, CONNECTING CUSTOMERS FOR ENTREPRENEURS AND MSME MANAGEMENT PROFESSIONALS

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ICFAI Business School, Jaipur under the aegis of The ICFAI University, Jaipur organized Digital Marketing Workshop for MSME Professionals on the theme Expanding Reach, Connecting Customers for Entrepreneurs and MSME Management Professionals on Friday, December 16, 2022.

The event witnessed the participation of 44 delegates from 38 different organizations who were trained by Mr. Abhay Ranjan, a social media marketer and digital marketing expert on different tools and methods of upscaling and enhancing the reach of business leveraging digital enablement.

In his inaugural address Prof (Dr) H P Singh VSM, Honorable President of The ICFAI University, Jaipur drew attention of the participants to the global digital marketing industry, and felt that as a university, the institution had a responsibility to train personnel from micro and small industries in the state of Rajasthan. He extended a warm welcome to the industry delegates and assured them that the University would continue to extend all support to the sector in their technical and skill upgradation process.

Dr. Shweta Jain, Dean of the ICFAI Business School, Jaipur highlighted the objectives of the workshop. She said the workshop aimed to increase awareness and familiarity with the tools and methods of digital marketing among entrepreneurs and MSME professionals of the city, the ICFAI Business School, the ICFAI University, Jaipur conceptualized and designed a one-day exposure cum hands-on training workshop on digital marketing. The design of the workshop was developed in consultation with experts from the industry, industry associations as well as the focus group – the MSME professionals.

## Rationale of the Workshop

There were 658.0 million internet users in India in January 2022. India's e-commerce market is expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026. The best way to maximize its potential is to optimize digital marketing strategy, as the digital world doesn't discriminate on size of business.

## Objectives of the Workshop

Digital marketing is an exciting area of marketing practice. The workshop will focus on emerging digital technologies relevant to startup business and entrepreneurial ventures. Hands-on experience with efficient and frugal strategies for customer engagement and market development is among the core deliverables of the workshop.

## Session Flow of the Workshop

The workshop was conducted over three technical sessions focusing on social media and CANVA, LinkedIn and Facebook, and Google AdWords, respectively. Key differentiator of the workshop was hand-on training on various free and easy to use web-based tools which any beginner may use to create and implement an effective digital marketing strategy for a startup or MSME unit.

In the valedictory session, the participants were awarded certificates of participation. The organizers thanked the various business units for nominating their teams as participants. The event was sponsored by Kake Di Hatti, Delhi's iconic eatery and Stocnerv, the capital market specialists.

## Picture Gallery from the Workshop











