



# Export Promotion Council for Handicrafts

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## **REPORT ON AWARENESS SEMINAR ON “5 DIGITAL MARKETING SECRETS TO FIND NEW PROFITABLE CLIENTS FOR EXPORTERS” ON 25<sup>TH</sup> JUNE, 2016”, AT CONFERENCE HALL, 3<sup>RD</sup> FLOOR, RAJIV GANDHI BHAWAN, BABA KHARAK SINGH MARG, NEW DELHI**

The Export Promotion Council for Handicrafts conducted number of seminars for its member exporters to educate them on new and emerging issues related to exports during various platforms, the Council organised a seminar on a very important issue entitled, “**Online marketing opportunities for Handicrafts sector**” at Conference Hall, 3<sup>rd</sup> floor, Rajiv Gandhi Bhawan, Baba Kharak Singh Marg, New Delhi



Mr. Manuj Bajaj, faculty from GreyBox

The seminar was attended by around 90 member exporters from different export organisation and export houses. The guest speaker for the event was Mr. Manuj Bajaj, **CEO & Founder, GreyBox Technologies.**



**Guest speakers were making their presentation**

Mr. Bajaj informed the participant that to begin with in export first step is to find out buyers and to find the buyers we have to look for the connection of trade association and participate in the international trade fairs. He also informed that participation in fair is a cost effective job and results of the fair is varied fair to fair.



Mr. Bajaj discussed about the role of digital media in the expansion of business. He told the exporter how they can use digital media tools like

facebook, YouTube, whats-app and Linkdin etc. to minimise their cost and to find-out buyers of their products.

In fact, marketing in the social media is fundamentally different from conventional marketing. The depth in which connections can be made with the “audience” or “customers” is far greater than it possibly can be with any other medium.



Mr. Bajaj discussed in detail about how to locate buyers from different applications and social media by becoming member of the not only trade but also other groups in social media. He informed that linkdin is of the professional website where people from different trade is one of the gateway to enter in various trade related groups. These groups are mainly if any business has presence on digital media spaces like Face book or Twitter, they can use those networks to help and find the right person for their business. One can get the word out, and can also target people who regularly interact with. Mr. Bajaj told that the following are the major advantages of doing online or digital marketing:-

- Increase the visibility of your personal brand and that of your business
- Build and cultivate your personal and professional networks
- Develop and grow relationships with customers and influencers

- Engage in real-time two-way interaction with people, including answering queries
- Publish and distribute original content that demonstrates your expertise
- Communicate with your community of followers, advocates and supporters
- Generate new leads and boost sales for your business.



**Ms Neetu Singh presenting memento to Mr. Bajaj.**

During above seminar, the faculty shared their vast experienced about importance of digital marketing and its necessity for doing exports. The participants raised queries during the seminar and expert faculty members satisfactorily answered their all queries. The seminar was successfully concluded with a formal note of thank.

***We welcome suggestions and feedback to make this initiative more productive. Do write to us at: [focusregion@epch.com](mailto:focusregion@epch.com).***