

REPORT ON AWARENESS SEMINAR ON “INCREASE IN EXPORTS OF HANDICRAFTS THROUGH EFFECTIVE USE OF DIGITAL MEDIUM” AT NEW DELHI ON 20TH DECEMBER, 2014 AT THE CONFERENCE HALL, 3RD FLOOR, RAJIV GANDHI HANDICRAFTS BHAVAN, BABA KHARAK SINGH MARG, CONNAUGHT PLACE, NEW DELHI

The export business is a highly specialized area of work and success in the competitive international markets will not be possible unless more pragmatic approach is adopted towards export planning and international business development. Keeping this vision in sight EPCH organized an awareness seminar on increase in exports of handicrafts through effective use of digital medium, at the conference hall, 3rd floor, Rajiv Gandhi Handicrafts Bhavan, Baba Kharak Singh Marg, Connaught Place, New Delhi.



The speaker for the day was Mr. Manuj Bajaj, CEO & Founder – GREYBOX Technologies. He is an online business growth consultant, digital marketer and author and also speaks on various forums and events. His presentation was aimed at giving the exporters a better understanding of the various benefits of digital marketing, including communication, collaboration, targeting and conversions besides multi-media tools.

The Deputy Director Mr. Rajesh Rawat opened the event and upon emphasising the increasing need to understand the online scenario and its significance in finding quality buyers, he handed over to Mr. Manuj Bajaj to commence his presentation and interaction amongst the member exporters.

Increasingly new and proven platforms like Twitter, Facebook, Pinterest, Google+, YouTube... are being used as marketing "tools" to communicate with customers and interest groups. The objective of this seminar, which is first of many to come across the next two months, revolved around learning digital media and how to use it to enhance ones business and build relationships in ways that have never been used before.



He began with speaking about digital media and what it meant for the business of handicrafts and other home, lifestyle and fashion products. Digital media is a vast platform and right efforts or rather targeted efforts to achieve marketing/sales goals is what we call digital marketing. Digital marketing leverages tools such as social media, email campaigns, mobile ads etc. to attract, convert, close and delight the target market. Return on investment is the key metric to understand how much effort and budget has resulted into performance.

He later spoke on the importance of being featured at search engines, especially google and how paid advertisements and positioning is different from organically cultivated page ranks. Google is the most used search engine and most of the visitors simply look for answers in the very first page – 80% to be precise. The importance of leveraging social media is paramount as engagements and

real user interests can be gauged here. He later spoke on the social media statistics and trends that are prevailing and how dynamic this environment is. Being engaged in real-time basis and paying close attention to reviews is the key to an effective online strategy that the exporters can use.

Mr. Parimal Gupta, Founder - Assurance Software, gave a brief talk on importance of mobile applications and how better use of mobile applications can improve fair operations and collective trade experience for the buyers and for the exhibitors besides other trade fair interest holders.

Mr. RK Verma, Director – gave an ending note while Mr. Rajesh Rawat, Deputy Director closed the event with a vote of thanks and invitation to the next seminar on 27th of December.

Questions put up by the audience –

What is the need to invest in digital marketing?

Digital marketing has redefined the way we conduct business globally. Since exports of handmade products falls under international business operations, it is imperative for business owners to invest time and manpower to tap into this potential. Digital marketing enables a business unit to strategically plan their marketing outreach so as to effectively and measurably reach their target market situated globally. It is essentially reaching out and engaging with your prospective consumers.

What is the need of SEO?

Search Engine Optimisation or SEO is a process that aims at increasing ones internet visibility. It basically optimizes ones website components such as content and HTML coding in line with search engine algorithms. It comprises of various activities that enable a search engine or a user query to effectively match with your offering of products through your website. This enables search engine users to find you and reach you and eventually this becomes your lead.

What social media platforms are important for exporters?

Social media platforms are of different types and offer different engagements for its users. Platforms such as **Facebook**, **Twitter** and **Google+** may be used to address a following or group of members. One can post videos about manufacturing or unique products on **Youtube** and then share it across platforms. **LinkedIn** is a platform for professional connections, so one may find design houses or buying houses here. All platforms serve one or more unique offerings and sharing information on all platforms increases your internet footprint.

We welcome suggestions and feedback to make this initiative more productive. Do write to us at: compliancecell@epch.com.