



Awareness Seminar on

“Role of Digital Marketing and Social Media Promotion in Business Growth”

30th July, 2025; EPCH Meeting Hall, Kolkata

REPORT

Introduction

The Export Promotion Council for Handicrafts organized an awareness seminar on “The Role of Digital Marketing and Social Media Promotion in Business Growth” on July 30, 2025, at the EPCH Meeting Hall in Kolkata. The seminar aimed to educate handicrafts exporters and aspiring entrepreneurs about the importance of digital marketing as a significant component of marketing strategy. It also highlighted how digital marketing serves as a professional platform to connect with marketers, companies, brands, and consumers.

Objective

The primary objective of the seminar was to equip participants with the knowledge and skills needed to effectively use digital channels to achieve business goals, ultimately leading to increased revenue and overall growth. This includes enhancing brand visibility, driving website traffic, generating leads, and improving customer engagement. The seminar aimed to familiarize participants with various digital marketing channels such as websites, social media, email, and search engines, as well as teach them how to create effective and targeted campaigns. Additionally, the seminar provided guidelines for developing frameworks to design effective digital and social media marketing strategies.

Key Highlights

The expert faculty for the seminar was Dr. Dibyendu Bikash Datta, an Associate Professor and Campus Coordinator in the Department of Fashion Management Studies at the National Institute of Fashion Technology. Dr. Datta, known for his technical advice and practical guidance on digital marketing, emphasized the significance of digital marketing in the handicrafts sector. He discussed various forms of digital marketing that are well-suited for this industry.

During his presentation, Dr. Datta covered the new era of social media marketing. He addressed topics such as creating websites, online advertisements, developing product catalogs, and utilizing various digital tools to promote handicrafts on a global platform.

He explained that digital marketing—promoting products, brands, or services through electronic devices—is becoming increasingly popular because it is more affordable than traditional marketing strategies, creative, interactive, and accessible worldwide. Unlike conventional methods, digital marketing has no physical limits.

Dr. Datta outlined various digital marketing techniques currently utilized by the industry to sell different types of products and services, highlighting that digital marketing can be both online and offline. He elaborated on methods such as Search Engine Marketing, Display Advertising, E-CRM, Content Marketing, and Social Media.

He informed participants that the use of digital marketing in today's digital era allows brands to market their products and services effectively while also providing online customer support through 24/7 services, making customers feel valued and supported. Social media interactions enable brands to receive both positive and negative feedback from customers, helping them determine which platforms work best, thus giving them a competitive advantage.

Additionally, he discussed the role of analytics in maximizing sales. Analytics helps identify potential consumers, assess where marketing efforts are successful or failing, and understand the reasons behind these outcomes. Dr. Datta covered fundamental concepts of analytics, which are essential for entering the digital marketing world.

The session was followed by Q&A and speakers addressed the queries received from the members and concluded their interaction on a positive note



ROLE OF DIGITAL MARKETING / SOCIAL MEDIA PROMOTION IN BUSINESS GROWTH

Dibyendu Bikash Datta
NIFT, Kolkata

Objectives of the Presentation

- Understand digital marketing
- Analyze social media tools
- Explore business benefits
- Case studies and statistics

Evolution of Marketing

- Traditional vs Digital Marketing

Digital Marketing	Traditional Marketing
Marketing that utilizes online based digital technologies to promote products, services and other brand elements	Marketing practices that use offline means of communication to promote products services and other brand elements

Traditional Marketing / Digital Marketing



FLYERS & BROCHURES



RADIO



TV ADS



BILLBOARDS



NEWSPAPER



MAGAZINES



- Importance of marketing in business
- Emergence of digital marketing
- Relevance of social media in current era

Importance of marketing in business

- Helps businesses reach their target audience effectively
- Drives brand awareness and customer engagement
- Facilitates customer acquisition and retention
- Supports sales and revenue growth
- Builds brand identity and market positioning
- Provides valuable market insights through customer feedback
- Enhances competitiveness in dynamic markets

- **Importance of marketing in business**
- Emergence of digital marketing
- Relevance of social media in current era

Emergence of digital marketing

- Shift from traditional to internet-based promotion
- Rise of e-commerce and online customer journeys
- Enables real-time interaction with consumers
- Cost-effective and scalable marketing solutions
- Data-driven strategies through analytics and insights
- Increased personalization and automation in outreach
- Growing dependence on digital devices and platforms

- **Importance of marketing in business**
- **Emergence of digital marketing**
- Relevance of social media in current era

Relevance of social media in current era

- Billions of users across platforms like Facebook, Instagram, LinkedIn, etc.
- Major source of product discovery and brand interaction
- Encourages two-way communication between brands and consumers
- Ideal for viral marketing, trend engagement, and influencer outreach
- Critical for reputation management and community building
- Provides insights through likes, shares, comments, and direct messages
- Drives website traffic and contributes to lead generation

Components of Digital Marketing

- SEO
- SEM
- Content Marketing
- Influencer Marketing
- Analytics and more

Search Engine Optimization

- Improves website visibility on search engines like Google
- Drives organic (non-paid) traffic to websites
- Involves keyword research, content optimization, and backlinking
- Builds long-term credibility and authority online
- Enhances user experience and website performance

Search Engine Marketing

- Involves paid advertising on search engines (e.g., Google Ads)
- Appears in search results through bidding on keywords
- Provides immediate visibility and traffic
- Enables targeting based on location, demographics, and behavior
- Easily trackable with measurable ROI

Content Marketing

- Focuses on creating and distributing valuable content (blogs, videos, etc.)
- Builds trust and educates potential customers
- Supports SEO by improving search rankings
- Enhances brand storytelling and customer engagement
- Drives traffic, leads, and conversions over time

Influencer Marketing

- Collaborates with individuals who have large, engaged audiences
- Leverages trust influencers have built with followers
- Ideal for niche targeting and brand advocacy
- Increases brand credibility and reach quickly
- Often used in social media platforms like Instagram/YouTube

Analytics and More

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A Focus on the Indian Handicraft Sector

- India's handicraft sector is rich in heritage, creativity, and cultural identity.
- Traditional marketing avenues often limited reach to local/regional markets.
- Digital marketing is transforming artisan businesses through broader outreach and targeted promotion.

Importance of Digital Marketing for Handicrafts

- Expands customer base globally
- Enables direct-to-consumer (D2C) sales
- Enhances brand visibility
- Supports storytelling and craft preservation
- Facilitates cost-effective promotion

Digital Marketing Channels Used

- Social Media (Instagram, Facebook, Pinterest) – for visual storytelling
- E-commerce platforms (Amazon Karigar, Okhai, GoCoop)
- WhatsApp Business – for customer engagement and order management
- Search Engine Optimization (SEO) – for website traffic
- Email Marketing & Blogs – for loyal customer base

Role of Social Media

- Showcase process and products
- Connect with conscious consumers
- Build a strong brand identity
- Influencer partnerships and reels boost discoverability
- Facebook Marketplace and Instagram Shops enable direct sales

Key Advantages for the Handicraft Sector

- Low marketing cost with high reach
- Even small artisans can compete
- Real-time feedback and market validation
- Creation of community and customer loyalty

Indian Case Study 1 – Okhai

- NGO-backed lifestyle brand promoting handcrafted apparel
- Instagram storytelling with reels
- E-commerce-first approach
- Over 1 lakh Instagram followers
- Rise in orders during COVID-19

Indian Case Study 2 – Rangсутra

- Artisan-owned social enterprise
- Collaboration with FabIndia and Amazon Karigar
- Rich blog content and artisan storytelling
- Empowered over 2,000 rural artisans

Indian Case Study 3 – Indian Weavers Alliance

- Showcases Indian weaves
- Instagram-based launches & live artisan interactions
- Digital exhibitions like #KnowYourWeaver
- Built a loyal customer community

Government Initiatives Supporting Digital Push

- Amazon Karigar – Ministry of Textiles
- Craftmark and India Handmade Collective
- Digital India Programme
- MSME digital onboarding and training support

Challenges

- Low digital literacy in rural areas
- Limited device/connectivity access
- Language barriers
- Inconsistent content quality
- Need for capacity building

Solutions & Recommendations

- Digital training workshops (e.g., Internet Saathi)
- Social media strategy support
- Collaboration with designers/influencers
- Use of AI for content management
- NGO/incubator support

The Way Forward

- Cluster-level digital strategies
- Promote crafts as global brands
- Storytelling & personalization
- AR/VR for immersive experience
- Focus on sustainability narratives



Conclusion

- Digital tools are essential for growth
- Enable artisans to scale sustainably
- Preserve heritage while meeting modern market demands

Thank You

Questions & Discussion