

93
Years
1928-2021



ANDHRA CHAMBER
OF COMMERCE



FRIEDRICH NAUMANN
FOUNDATION For Freedom

Workshop on
**Empowering MSMEs
through Digital Technologies**
(Facebook)



22nd JUNE 2022
VIZAG
10.00 AM to 5.00 PM

Hotel Fortune Inn Sree Kanya
47-10-34 & 35 | Dwarakanagar | Diamond Park - Sreekanya Road,
Visakhapatnam - 530016, Andhra Pradesh

Mohammed Ilias
Founder & Director,
BCC Branding & Marketing

Topics Covered

Session #1 : Facebook Business Page Setup

1. Best practices to set up Business Page
2. Choose category for Business Page
3. Connect your business to WhatsApp
4. Add your business details & Call to Action
5. Improve Page visibility and engagement

Session #2 : Facebook Ad Manager Setup

1. Facebook Ad Strategies
2. Campaign Objectives Setup
3. Budget & Scheduling Strategies
4. Ad creative design
5. Call to Action strategies

Session #3 : Facebook Campaign Analysis

1. Ad Performance overview Analysis
2. Audience Insight Analysis
3. Calculate the Click-Through Rate
4. Evaluate Your Engagement Rate
5. Measure Conversion Rates

Session #4 : Competitor Analysis

1. Identify your Facebook competitors
2. Know what you intend to discover from competitor analysis
3. Start collecting data for metrics that are important to your research
4. Get insights into your Facebook competitors' audience
5. Analyse their content strategy

Session #5 : Tools

1. Canva
2. Adspy / Buzzsumo
3. Creator Studio
4. Facebook Ad Library

Duration

Total Sessions / Duration = Session 1 / One Day
(1 Sessions) = 360 Mins (6 hrs)

Target Audience

SMEs / Business owners who are looking to explore digital mediums for growing their business.

Expected Outcome

After this Programme, the participants will be able to create a Facebook ad and run their campaign online on their own and start generating leads for their business.

ORGANISERS

Andhra Chamber of Commerce

Andhra Chamber of Commerce is an industry body established in the year 1928 and has around 1350 industry members and over 28 industrial and trade associations. The Chamber has its offices in Chennai, Secunderabad, Visakhapatnam and Vijayawada.

Friedrich Naumann Foundation for Freedom

The Friedrich Naumann Foundation for Freedom (FNF) is an international non-profit organization promoting the ideas of liberal democracy, respect for human rights, rule of law and economic freedom.

FNF works on some of the most important issues related to liberalism such as the opening of the Indian economy, working with the police to transform into a democratically accountable service, making cities more liberal for their citizens, harnessing the power of the revolutionary Right to Information Act, ensuring property rights as well as dealing with the challenges thrown up by climate change. More recently, the Foundation has supported programs dealing with the challenges and chances of digital transformation.

FNF pursues these goals, which are part and parcel of the great Indian democratic tradition embodied in the Constitution, in partnership with policymakers, business leaders, national and international NGOs, universities as well as journalists and think tanks.

Instructions to the participants :

1. Participants should bring their own laptop & should facilitate Good internet connection
2. Participants will have to spend Min. 2,000 for FB & Insta ads for their own business generation activities (this amount is only for promoting their own business and is not for the organiser)
3. Participants should share Facebook & Insta Lead generation insight screenshots to organisers for mentoring support and should update the performance

For Registration Please Contact

V. Thrinadha Rao,
Deputy Secretary

Andhra Chamber of Commerce

Vishakapatnam Office

43-19-30, Venkataraju Nagar, Dondaparthu,
Near T.S.N. Colony, Visakhapatnam - 530 016. (A.P.)

Phone: 0891 - 2792220/21 **Mobile:** 9392183789

E.mail: andhrachamberofcommercevizag@gmail.com