

94 Years  
1928-2022



ANDHRA CHAMBER  
OF COMMERCE



FRIEDRICH NAUMANN  
FOUNDATION For Freedom.

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



**27<sup>th</sup> OCT 2022**  
**VIZAG**

**10.00 AM to 5.00 PM**

**VENUE**

**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

### #1 INTRODUCTION TO INSTAGRAM FOR BUSINESS

- A. Get Real Time Insights
- B. Share Contact Information
- C. Sell Directly On Instagram
- D. Engage With Your Community

### #2 SETUP YOUR INSTAGRAM BUSINESS ACCOUNT

## Session - 2

### #1 GET A PERSONALISED MARKETING PLAN

Stage 1: Get Your Business Discovered

Stage 2: Built a Loyal Community

Stage 3: Create Meaningful Connections

Stage 4: Turn Connections into Customers

### #2 CREATE SUCCESSFUL POSTS

- A. Reels
- B. Photo
- C. Carousel
- D. Craft compelling captions
- E. Use relevant tags

## Session - 3

### #1 GET INSPIRED BY REAL BUSINESS

- A. Show your product in use
- B. Join a popular trend
- C. Engage with your audience
- D. Feature your stellar team
- E. Spotlight your packaging

### #2 ADVERTISE ON INSTAGRAM

- A. Boost your post with a tap
- B. Inspire New Audience
- C. Set a budget that works
- D. Track your Ad Performance

## Session - 4

### #1 BOOST MY POSTS

- A. Meet Your Next Customer with an Instagram Ad
- B. Build Awareness
- C. Grow Sales
- D. Start Conversations
- E. Make Better Ads with Creative Best Practices
- F. Fuel Your Ads on A Smart Budget

### #2 SETUP A SHOP ON INSTAGRAM

- A. Make your Products Easy to Discover
- B. Tap The Power of Photos and Videos
- C. Connect with People Who Love to Shop

## Session - 5

### #1 DEVELOP THE RIGHT INSTAGRAM STRATEGY

- A. Tag in the Business of Instagram.
- B. Guide to Get the Most Out of Instagram.

### #2 OPTIMISE YOUR SHOP

- A. Prepare Your Shop For Sales
- B. Make Your Products Easy To Discover
- C. Get People To Consider And Buy Your Products

### #3 ANALYTICS & CASE STUDIES

#### 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 Instagram 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**

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