

Webinar On Digital Marketing Strategies for MSMEs – Key Insights from Industry Experts

On September 27, 2024, the Indian Industries Association (IIA), under the leadership of National President Shri Neeraj Singhal, hosted a highly informative webinar in collaboration with NASSCOM on “Digital Marketing Needs for MSMEs & Business Implications.”

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This initiative aligns with IIA’s ongoing mission to help MSMEs embrace the principles of Industry 4.0 and remain competitive in an ever-evolving digital landscape. The event saw the participation of IIA Sr. Vice President Shri Dinesh Goyal, NASSCOM Director Shri Nirupam

Chaudhary, and other Central Office Bearers, who provided valuable insights and added depth to the discussion. The webinar was a crucial part of IIA’s focus on equipping MSMEs with digital tools and strategies that are critical for success in today’s business environment.

Key Highlights:
Shri Nirupam Chaudhary, Director, NASSCOM, expertly moderated the webinar, ensuring a smooth flow of ideas and interaction.

1. Augmented Reality (AR) for Customer Engagement:

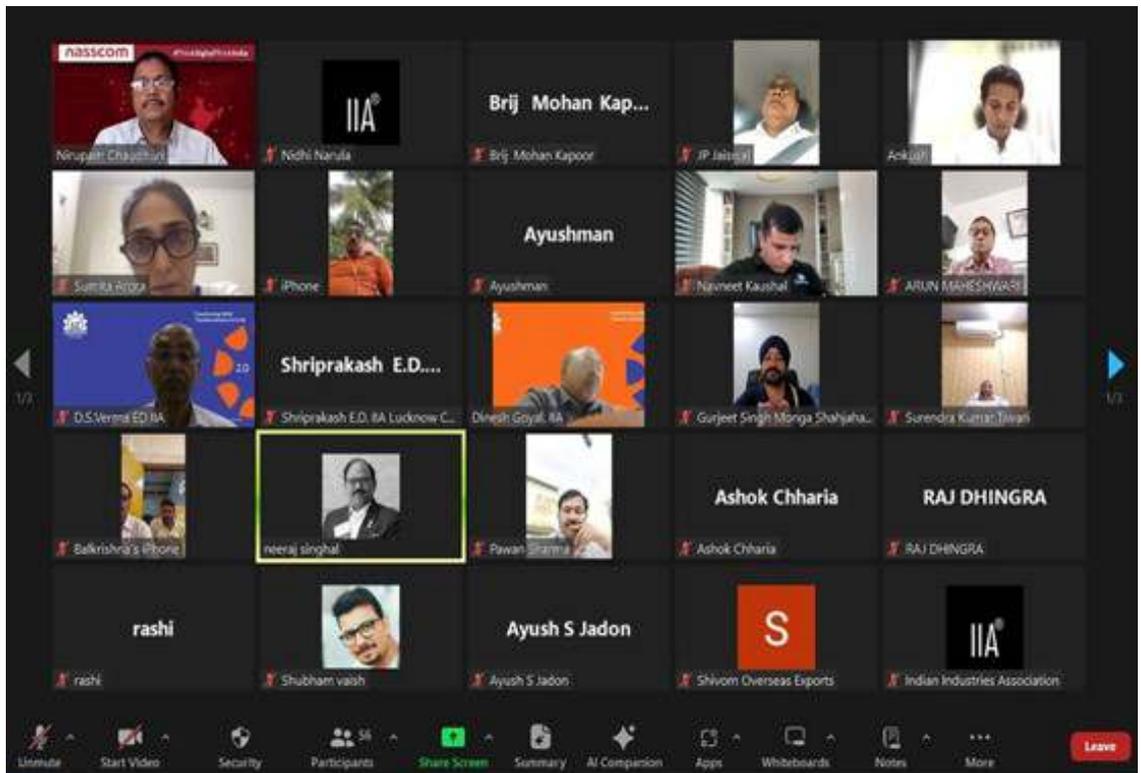
Shri Ankush Sharma, representative of YeppAR, delved into the transformative role of AR in enhancing customer engagement for MSMEs. He illustrated how AR can create immersive experiences that attract customers and drive sales.

2. SEO Strategies for MSMEs: Smt. Sumita Arora, COO of Adaan Digital, shared insightful and actionable SEO tips that MSMEs can apply to boost their website rankings. She emphasized the importance of SEO for

enhancing online visibility and driving organic traffic to MSME websites.

3. Content Marketing and Social Media Optimization:

Shri Navneet Kaushal, CEO and Founder of PageTraffic



Web Tech, focused on the power of content marketing and social media optimization in building brand presence. He provided practical strategies for MSMEs to leverage social media platforms and content marketing for customer engagement and brand awareness.

Engaging Q&A Session:

The webinar concluded with an interactive Q&A session, where participants were able to seek advice directly from the experts. Attendees were eager to understand how digital marketing strategies could be tailored to their specific business needs. The panelists provided actionable insights and guidance on implementing digital tools effectively in the MSME sector.

Key Takeaway:

The central message of the webinar was clear: Digital marketing is no longer optional for MSMEs; it is essential for staying competitive and thriving in today’s market. Whether through AR, SEO, or content marketing, adopting digital strategies is crucial for MSMEs to grow and succeed. ●