Impact of
Social Champ
Program

deAsra

Executive Summary

The Micro, Small and Medium Enterprises are one of the strongest pillars of the Indian economy. The sector is one of the largest employment generating sectors and has a contribution of around 30 percent to the GDP of the country. Small businesses witnessed a major setback during the pandemic which led to severe decline of revenue and operations. In light of this situation, the Social Champ Program was launched to revive these businesses through the skill of marketing on digital platforms. Social Champ is a training program which gives hands on training to small business owners to enhance their digital marketing skills. The Social Champ Program was a 3-week program and was conducted in 3 cohorts and saw the participation of small business owners.

The objective of conducting an Impact Report of Social Champ is to understand the effectiveness or usefulness of the training program. Data in terms of valuable feedback, insights, recommendations and suggestions are gathered through surveys, interviews and case studies from 13 participants. Process improvement, noteworthy policy recommendations to the Government and observations have been explored and analysed during the course of the assessment.

Chapter 1 introduces the context of small business development in the Indian economy and how social media marketing can be leveraged to further enhance it.

Chapter 2 details the Social Champ Program content and approach delivered to the participating small business owners.

Chapter 3 speaks about the Social Champ Program implementation and features.

Chapter 4 entails the research questions this report seeks to answer to gauge the impact of the Social Champ program.

Chapter 5 outlines the methodology adapted to conduct impact research of the Social Champ Program.

Chapter 6 illustrates the findings and data analysis of this Impact Report.

Chapter 7 features case studies of three of the participating small business owners.

Chapter 8 provides policy recommendations noted based on the insights received from this Impact Report.

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1. BACKGROUND

1.1 Overview: MSMEs in India

The **MSME sector** has often been termed the '**engine of growth**' for developing economies. (Syal, 2015)

The **MSME** (Micro, Small and Medium Enterprises) sector is considered to be the backbone of the Indian economy and contributes significantly in the economic and social development of the country. The sector not only inherits a spirit and culture of entrepreneurship, but also helps in the generation of employment opportunities.

The MSME sector is the largest sector in providing employment opportunities, after agriculture. This sector has been constantly thriving and has emerged exponentially since the last five decades. Small businesses are constantly widening their horizons in various fields gradually paving their way into the global market.

SMEs have been a deciding factor in reducing unemployment, eliminating poverty and blurring income inequalities. (Prasad, 2020).

With a boost of Government support, financial assistance, awareness and implementation of technology, small businesses have the potential to become much larger and empowered industries in the future.

The total contribution of MSMEs to the GDP is 37.4%.

The manufacturing and services sector contributes of up to 7.09% and 30.50% respectively.

37.4

62.6
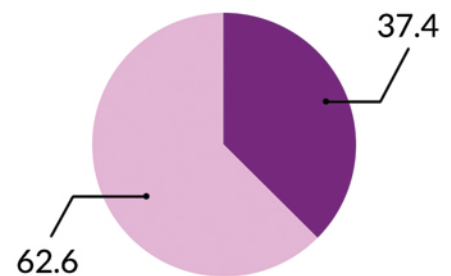
As per the
73rd National Sample
Survey (2015-16),
India's MSME sector
comprises 63 million units
and has created 111
million jobs.

Maharashtra consists of 47.78 lakh MSMEs according to the MSME Ministry's FY 21 Annual report. It is the 4th largest state to have MSMEs.

India has created an ecosystem for startups. Startups create a sense of entrepreneurship and innovation which has proven to be the best fit in a developing economy.

1.2 Challenges of MSMEs:

Although the sector continues to be one of the most vibrant and vigorously progressing sector, small businesses often face critical challenges with respect to the skills needed to digitize themselves and building a digitally conducive environment also resides to be one of the major challenges for small businesses especially in the current times.
Creating digital infrastructure with respect to digital training, content curation, procurement of devices, internet charges are some of the hurdles that small businesses go through each day.

The pandemic took a huge toll on the small businesses and the sector was considerably affected. Apart from disrupting livelihoods, Covid 19 also caused a standstill in operations, credit availability, labor supply, supply chains etc. It was severely affected in terms of business continuity and extreme liquidity crunch.
Surveys estimate that 82% of MSMEs were negatively impacted by the first wave of the pandemic. On account of been severely hampered by the pandemic in terms of losing customer base of entrepreneurs, especially who ran businesses only in the physical mode, face quite a challenge to launch their businesses digitally.

In cases especially like these, provision of digital literacy and infrastructure becomes an extreme need of the hour. On the other hand, for small business entrepreneurs, who are acquainted with limited digital media knowledge and infrastructure, find it very difficult to effectively market their business on social media and fetch customers.
Social media literacy is proving to be one of the most upcoming emerging challenges for MSMEs.

Apart from that, they also face critical challenges with respect to access to finance/ financial assistance, formal registration of units, unskilled labor, lack of awareness in technology and expansion.

1.3 What is Social Media Marketing?

The preface of marketing is so dynamic and constantly evolving with time and needs of businesses. The literal definition of social media marketing states that the utilization of digital medium/ platforms is to promote a business or products/ service. But social media marketing (**SMM**) has its own intricacies.

SMM is the way of promoting a website, brand or business by interacting with or attracting the interest of current or prospective customers through the channels of social media.
(Dr. M. Saravanakumar, 2012).

Effective social media marketing involves fabricating audience capturing content to generate maximum engagement in the process of promoting business.
Social media engagement refers to interaction in any form i.e., likes, shares, comments etc. between the audience and the owner of the content.
Usually, engagement eventually results in conversion of sales for a business or service.
The other striking possibility of active and effective engagement is that the visibility of the product/ business escalates, which helps in lead generation and brand awareness.
Social media marketing is immensely beneficial in terms of identifying and establishing a connection between the brand and the target audience.

Social media marketing includes various platforms in order to market business or a service.
Every platform or medium has its own unique features and content retaining qualities.
Every platform has a specific demography of audience relating to the content and product the most.
For example- Instagram is one of the platforms which attracts a relatively younger audience when compared to Facebook.
Therefore, rationalizing the use of digital platforms, identifying best suited features such as videos, pictures, graphics, written content, reels, etc. to market one's business or is strategic social media marketing. Social media marketing serves its purpose the best, when an impactful strategy is involved while making use of it.

According to Cohen (2013), seven steps are commonly recognized when trying to develop a social media marketing strategy. They include the business determining its objectives, knowing its target audience, choosing three to five main topics that it wants to use for search engine optimization, creating a presence on all social media platforms it wishes to utilize, setting social media engagement by encouraging customers to engage with the business on any social media platform, planning its resource use for maintaining a social media presence, and lastly, measuring the results. (Bandyopadhyay, 2016)

Hence, **Social Media Marketing** has evolved over the years and continues to dominate the world.

1.4 Importance of Social Media Marketing for MSMEs

Social Media Marketing extremely cost effective especially if a business is just starting out or exploring digital media for business promotion.

Since **social media marketing is an evolving and a transitional concept**, it was mainly exploited by larger firms in order to promote their brand.
It not only helps them increase brand awareness but become a medium to maintain goodwill in the market.

Larger corporations establish brand recognition amongst larger groups of people.
The essence of social media marketing lies in its versatility and pervasiveness.
Its core nature enables all to promote their business/ product irrespective of its size or operations. Social media marketing is a boon for the market, especially for the small businesses as it presents a distinctive opportunity for them to introduce their brand and create awareness.
MSMEs mainly function around their customer base and their survival depends on keeping their target audience happy.

Connecting through social media gives a chance to constantly interact with the brand.
Every small business has its goal and a unique approach towards marketing their business on social media.
For some, it is pure survival, or increasing brand awareness, to strengthen relationships with users using engagement or lead generation. The ultimate goal prevails to be revenue generation.

1.4 Importance of Social Media Marketing for MSMEs

Apart from that, small businesses can benefit tremendously from a salient brand.
It is also possible for a business to create a salient brand economically with the strategic use of digital and social media. (Bandyopadhyay, 2016).
It is well established and concluded that the pandemic brought a standstill in operations and affected small businesses enormously. Covid-19 also opened room for many new entrepreneurs to initiate their business.
Social media marketing comes to rescue in cases especially like these.
Although the innumerable benefits digital marketing has for small businesses, businesses using it for promotion are relatively low.

Major reasons for this are the lack of digital awareness and digital infrastructure amongst the sector especially in India.

Bridging this gap will not only make small businesses opportunistic to digital marketing benefits, but help in exponential growth and development of the country.

1.5 - Birth of Social Champ

In light of the Covid-19 situation, drained SMEs needed to be empowered as soon as possible. One of the crucial challenges faced by MSMEs was liquidity crunch, stagnancy in operations and absolute revenue decline.

Government had taken various steps in order to boost the sector, but the implementation was shouldered by MSME facilitating organizations, industry cluster organizations, chambers of commerce and Not- for- Profit Organizations.

> A program was launched by **deAsra** called the '**BACK ON TRACK**' program which was deemed to be a solution kit or manual to help businesses attain their pre- pandemic position or help them get 'Back on Track'.
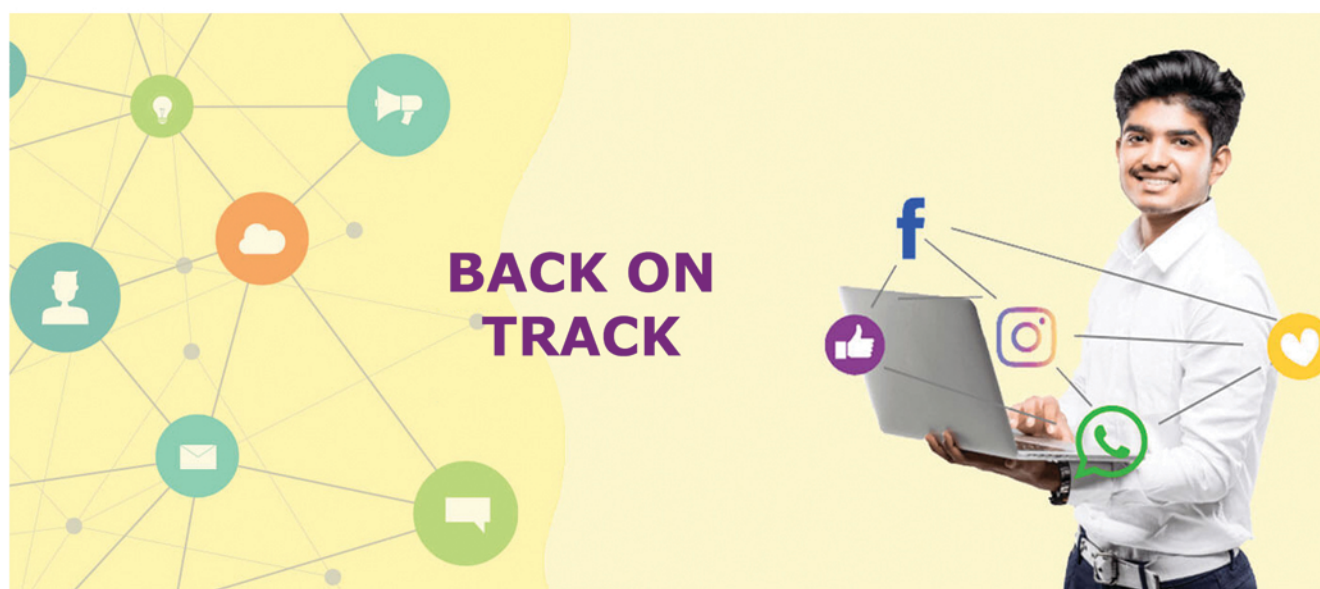
BACK ON TRACK

Features of the Back on Track program:

01. The "**Back on Track**" Program was an 8-week Program for small businesses in cities of Maharashtra to help them recover and grow.
The Program focused on marketing and cash flow management.

02. **20 businesses** were selected from cities of Maharashtra through an open call for application.

03. The Program consisted of e**xpert-led workshops, action planning & business review sessions** with experts, access to discounted business services, exposure to relevant reading material, videos, case studies and networking opportunities with peers.

1.5 - Birth of Social Champ

The BACK ON TRACK PROGRAM also helped in understanding the needs of the entrepreneurs with respect to their marketing skills and digital media skills.

A Survey of MSMEs was launched and a whopping **1000 responses** were collected from SMEs. A general Consensus derived from the survey was the willingness expressed by Small Business owners/ entrepreneurs to gain knowledge about **Social Media Marketing** and to be able to effectively market their business on social media.

Social Champ, as the name suggests, to be social champions was introduced to impart an idea of marketing business through social media platforms.

While most of the SMEs were still non-functional, social media marketing was trending and was the most relevant way of kickstarting or initiating business. Therefore, the idea of Social Champ emerged.

Bearing the situation in mind, the generic need and awareness required in the field especially for small businesses and the feedback received from SMEs was well given.

Social Champ was born to facilitate the ease of entrepreneurs in managing their social media handles and to help them increase their visibility on digital platforms.

2. PROGRAM DESIGN

2.1 - About Social Champ:

Social Champ is an innovative training program conducted collaboratively by **deAsra Foundation** and **Upgrowth**.

The key takeaways of the program are:

- ➤ Hands on training for Facebook, Instagram and Google my Business.

- ➤ Best practices for social media management.

- ➤ Content and graphic creation training.

- ➤ Expert mentoring and support.
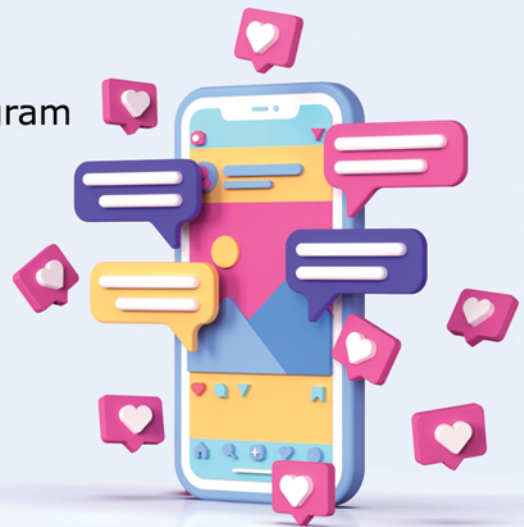
2.1(a) About deAsra:

deAsra is committed to enabling people to start, manage & grow a small business successfully. To this end, they offer a platform wherein, setting up, managing and growing a small business is made simple & entrepreneur friendly through a broad array of support services.
Each of the services is simplified, benchmarked, tech-enabled, expert-led, with customer-friendly functionality, convenience & speed.
(Dr. Anand Deshpande, 2015)

2.1(b) About upGrowth:

UpGrowth is a growth hacking marketing company that enables fledgling, as well as, established businesses to achieve rapid and sustainable growth.
It is dedicated to help businesses scale swiftly and disrupt markets through data-driven marketing solutions and creative campaigns that drive customer acquisition and engagement.

2.2 - Content Covered in Modules

Content Covered: 6 sessions of 2 hours each.

The brochure of the Social Champ Program is available at:
https://www.deasra.in/wp-content/uploads/2020/11/social-champbrochure.pdf

2.2(A) Marketing Assessment report tool-
Introduction of the tool- 7 components

The Marketing Assessment tool is designed by marketing experts after analyzing numerous marketing plans. It consists of 7 components of marketing which covers a firm's/ enterprise's marketing position and helps one to plan their marketing strategy in an efficient way.
The tool consists of questions which gives an overview of the marketing health of the firms.
It also generates a Suggestion template for every parameter which requires improvement or in-depth analysis.

⬇

Customer Segmentation
Customer Segmentation is a process of segregating potential customers into groups of individuals based on the customers' demographics such as age, ethnicity, religion, employment, education etc.
Customer segmentation also includes behavioral traits, spending and consumption patterns etc.

Competition
Competition analysis is an integral part of marketing as it induces efficiency.
Competition encourages in understanding the nitty-gritties of your product/ service and always aims for uniqueness.

Product and Product positioning
A Product's peculiarity/ uniqueness defines it and hence captures a place in the market.
Product and product positioning is a constructive plan in order to position a product/ service (Hero product/ service) distinctly for an audience to identify/ relate with, which eventually becomes the 'target audience'.

Pricing
Pricing isn't just an activity, but a process / methodology of determining the value of a product/ service involving its manufacturing cost, quality, competitiveness etc. aligning with the market conditions as well as consumer's spending capabilities.

2.2 - Content Covered in Modules

Promotion

Promotion is a vast concept which basically means communicating through various mediums and channels to reach out to a larger audience to proclaim the characteristics, features and merits of the product. Every medium/ channel has its own features.

Place of Business

Place of business refers to the geographical location of a business wherein the overall running and operations take place.

Packaging/ Marketing Collaterals

Apart from protecting the product from any damage or harm, packaging plays a vital role on the marketing front. Physical traits of the product with respect to packaging such as size, color, taste, smell have a direct effect in the sales of the product.

> A Suggestion Template is autogenerated based on the average performances of the entrepreneurs in each of the parameters, which further helps in understanding areas of improvement and acting on it.
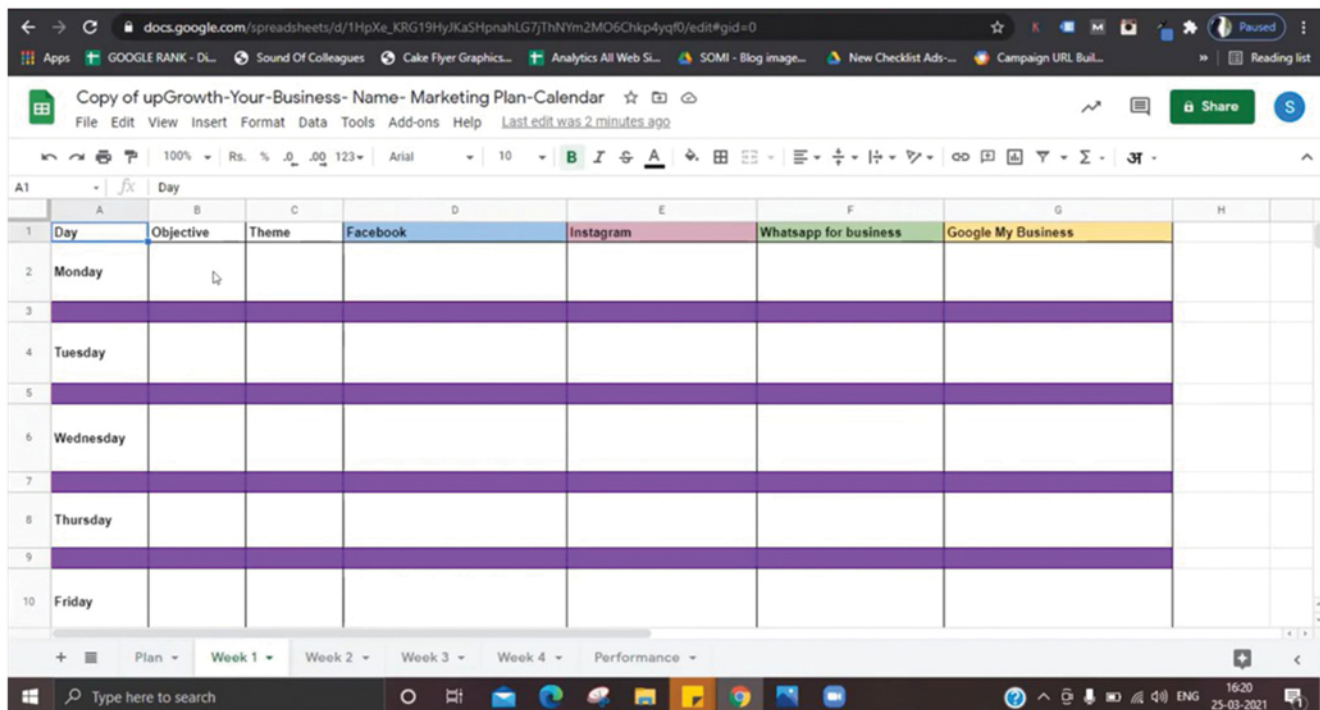
The Marketing Assessment tools of the entrepreneurs are reviewed and expert guidance and advice is suggested based on the results of the report.

2.2(B) Marketing Content Calendar

▶ A Marketing Content Calendar is an innovative and detailed template/ tool which entails a systematic approach towards a marketing schedule which enables to track the Promotion Communication on various social media handles.

▶ It provides a broad distinction between Objective and Theme of the Posts (Communication medium) which helps in formulating and implementing an effective promotion strategy.

▶ It also provides a systematic approach towards valuable content creation and proves to be a means/ guide to showcase it on social media handles.

2.2 - Content Covered in Modules

Template of the Marketing Content calendar

2.2(C) Canva Tool

Creative content creation is an integral part of digital marketing, as it induces engagement and potential lead generation. With Canva, businesses can create content with a selection of available templates, create logos, posters, info graphics, newsletters, featured image blogs, invoices, YouTube thumbnails and packaging designs. (Uus Rustiman, 2021)

2.2(D) Google My Business

Google my Business is an MSME friendly app which helps you manage your online presence across Google, including Search and Maps. Few of the Best Practices on Google My Business are as follows:

>> Google verification: Google verifies your business by sending a postcard to your business location.

>> It contains a code which you have to enter in your Google My Business Page. After this verification, some more features like reviews, product catalogue, insights etc are unlocked and your business becomes visible on Google Maps

>> Product Catalogue/ Service listing: You can create a product catalogue or service listing with your individual product/service photos, price, description, link to buy from the website, etc.

2.2 - Content Covered in Modules

›› Business Information: Google allows you to fill your business information like working hours, business description, sectors, website, etc.

›› Posts: Google allows you to post so that they are visible to audience.

›› Photos, Logo and Header image: You can add multiple photos, your business logo and header image to give a professional look to your page.

›› Google Business website: You can create a business site from the available website templates in Google My Business.

›› Insights: Google My Business unlocks insights such as number of users who are searching you, geography, discovery pattern etc.

2.2 (E) Facebook for Business

›› Facebook for business helps you reach out to billions of potential customers, targets audiences by locations, demographics and interests and also helps in building brand loyalty.

›› Call to Action Button: A CTA button like 'Call us', 'Shop Now', 'Message Us' enables potential customers take an action on the page.

›› Facebook Messenger: It is a special feature by Facebook which allows you to respond through chats to queries received.

›› Facebook Shop: A Facebook Page shop section allows to list products you're selling and connect with more customers on Facebook.

2.2 (F) Instagram

›› Instagram is a global platform for creating and running a business which attracts a varied range of audience.

›› Besides posting images and videos, brands can also create ads for product sale, audience growth, new launches and many more.

›› It has various features through which can make the content more engaging such as Instagram story, Instagram tv, Story highlights, Instagram reels etc.

2.2 - Content Covered in Modules

›› Online reputation management is an important concept which is described as the effort to influence what and how people think of a brand or a person on the web.
It is advisable to respond directly, quickly and focus on delivering exceptional customer service.

2.2(G) WhatsApp for Business

›› WhatsApp for business is an application especially designed for small business owners. It creates a catalogue to portray products and services and uses tools to automate, sort and give prompt responses to messages.

Q&A session to address the difficulties, doubts and challenges faced by the participants.
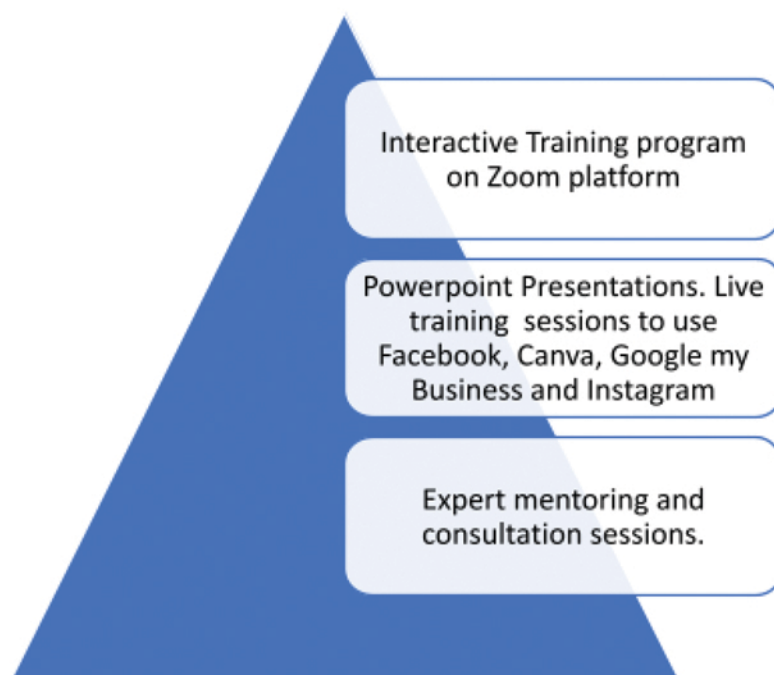
3. PROGRAM IMPLEMENTATION

3.1 Features

The Social champ Program is a 3-week Program covering 6 modules of training sessions. It was a paid program and charged INR . 2844(Incl of GST). It was conducted in 3 cohorts as follows:

| Cohort 1: Social Champ 21st December, 2020 to 14th January, 2021 | Cohort 2: Social Champ 22nd March, 2021 to 8th April, 2021 | Cohort 3: Social Champ 14th June, 2021 to 1st July, 2021 |

▶ The medium of Instruction used to deliver the training session was English and Hindi. Interactive Power point Presentations and additional material was created for better understanding of the Participants.

▶ Recordings of the sessions and Power point Presentations of the Content covered were also shared with the participants for future reference.

▶ Marketing assessment E tool was designed for the participants to interpret their marketing position and evaluate strategies accordingly. This tool autogenerates a report which is sent to the email addresses of the participants. Expert Consultation and mentoring session was conducted online.

▶ Significant examples were illustrated during the course of the session.

Interactive Training program on Zoom platform

Powerpoint Presentations. Live training sessions to use Facebook, Canva, Google my Business and Instagram

Expert mentoring and consultation sessions.

3.2 Curators Of The Program

1. **Mr. Bhaskar Thakur, Co-founder of upGrowth**
   Bhaskar, co-founder of upgrowth- a growth marketing company is a seasoned Digital Marketer with a demonstrated history of turning around and scaling online businesses. Bhaskar has worked with large enterprises, start-ups, and small and medium businesses, helping them scale and grow online.

(Mr. Bhaskar Thakur explaining the aspects of Marketing Assessment tool)

2. **Mr. Sahil Khare, Digital Marketer, upGrowth**
   Sahil works as a digital marketer at upGrowth and has been in the digital marketing space since the last 4 years. He specializes in organic social media marketing, video editing and have worked with 75+ businesses from various sectors.


(Mr. Sahil Khare explaining features of Google my Business)

3.2 Curators Of The Program

3. **Ms. Somi Khemani, Digital Marketing Associate, upGrowth**
    Somi Khemani is a Digital Marketing Associate at upGrowth, Pune, with 6 years of experience in the advertising industry. She specialises in Media Research and is responsible for planning and delivering social media strategy, paid promotions and content for various brands.
    Somi is also an Instagram expert who enjoys helping others by sharing her knowledge in the field of digital marketing.
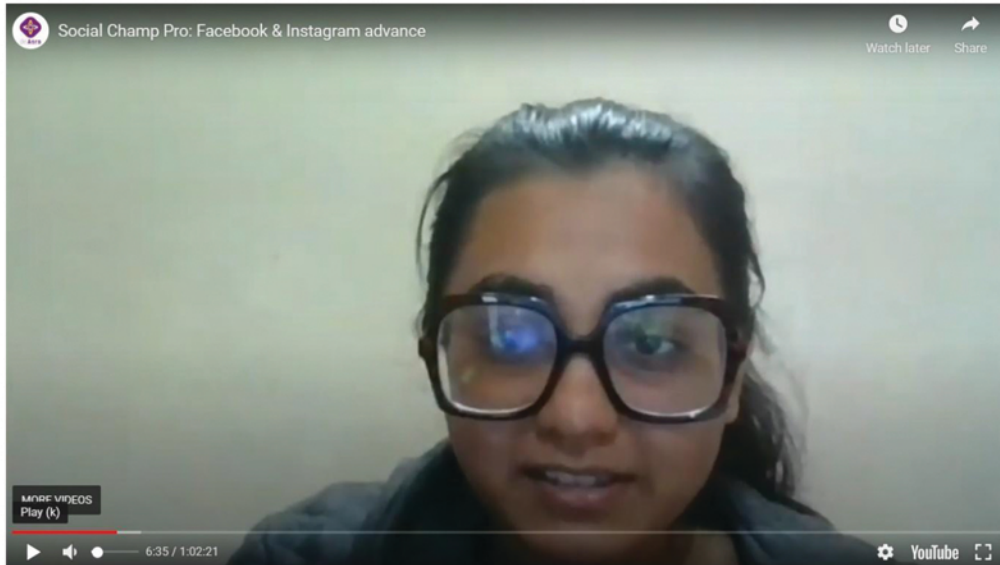
(Ms. Somi explaining Instagram advance and Facebook for Business)

4. OBJECTIVE OF AN IMPACT REPORT

Impact Report helps in evaluating the effects of an intervention/ training and also enables in undertaking corrective action to serve its purpose optimally.

Insights, feedback and valuable recommendations extracted through the Impact assessment will help in understanding the quality of the training and the effect/ impact created for the beneficiaries.

4.1 - Research Questions to be Addressed

Has the training program been beneficial in improving one's digital/social media visibility/presence?

Has it improved one's ability to manage their business online effectively?

5. METHODOLOGY

The Impact Report is best evaluated using Qualitative as well as Quantitative Research designs

> **Data Collection**
>
> **The total number of participants who attended the Program were 19.**
> **The participants willing to participate in the study are 13.**

(Sample Size=13)

Primary data:
Primary data is considered to be the richest forms of data as it contains unfabricated information. Primary data is collected through a structured survey circulated within Participants. The data is also collected with the help of feedback, challenges and insights from the stakeholders of the Program.

Secondary Data:
Secondary data is captured through the MIS (Management Information System).
It is also mainly collected from Journal Articles, publications, books, reports etc.
Data collected through the Marketing assessment tool serves to be baseline data.

Quantitative Approach:
Quantitative Analysis of the Variables provided through the survey was conducted.
Quantified Analysis of the Variables collected through the Survey and the Marketing Assessment tool were further Assessed.

5.1 Qualitative Approach

5.1.1 Structured Questionnaire/survey

A structured questionnaire/ survey was circulated to capture the Quantitative variables such as the engagement rate, increase in sales/ revenue, increase in the Number of followers, Queries received etc. The survey aimed to capture the qualitative aspect of the Social Champ Training Program as well. Open ended questions with respect to their general feedback, thoughts, difficulties and recommendations are effective measures to assess the efficiency of the Program.

5.1.2 Semi structured Interviews with Participants

Semi structured Interviews were conducted with the participants in order to understand their overall experience with the Training Program. Noteworthy observations and recommendations are captured through this exercise.

5.1.3 Semi structured Interviews with the Curators of the Training program

Semi structured Interviews were conducted with the Curators of the Social Champ Program in order to understand the Basic program design, their challenges faced during planning and implementation of the Program.

5.1.4 Case Study/ testimonials

A case study gives the story behind the result by capturing the intricacies of the process, and can be a good opportunity to highlight a project's success, or to bring attention to a particular challenge or difficulty in a project. (Palena Neale, 2006). Case studies help in understanding minute details and the process of Impact of the Program. Testimonials will showcase one's wholesome experience with the Social Champ Training Program.

6. DATA ANALYSIS/FINDINGS

6.1 Demographic Profile of the Participants

The aggregate number of participants who availed the Social Champ Training program were 19. However, beneficiaries willing to participate in the study narrowed down to 13 participants. Therefore, the sample size considered for the study is 13.

Following is a broad Demographic Profile of the Participants:

1. Gender of the Participants

Of the 13 participants,

Male dominant participants can be observed which is about 62%, while female participation rate is **38%.**

38%. 62%.

Male
Female

Gender
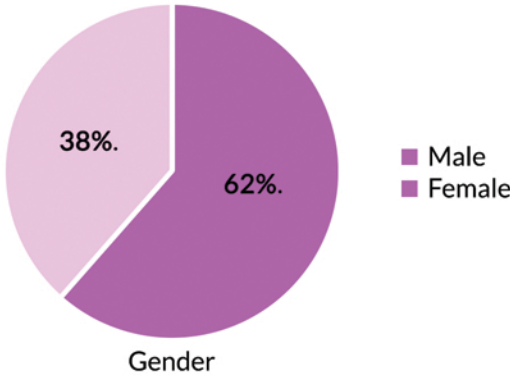
2. Sector of the Enterprises

The sectoral composition is broadly divided into the manufacturing sector and the services sector. A majority of the Entrepreneurs i.e., **69% are involved in the Services Sector while 31% are into the manufacturing sector.**
To elaborate it further, participants mainly dealt in businesses/ services such as the education sector, Agri/ Food and Food Processing sector, event management and the Electronics Manufacturing industry.

31%. 69%.

Manufacturing
Sector
Services Sector

Sector
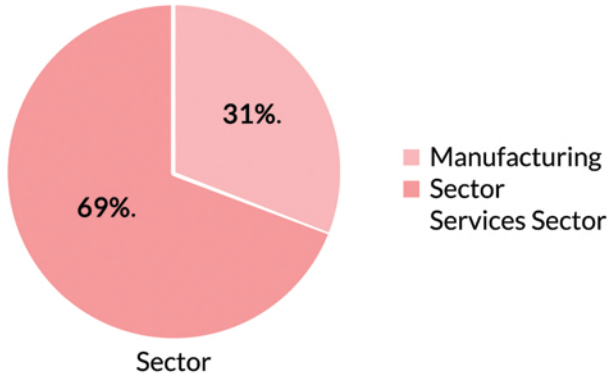
3. Business location of entrepreneurs

Majority of the Entrepreneurs have their business located in varied regions such as Lonavla, Airoli and Pune within Maharashtra.
One of the Entrepreneurs business/plant Is located at Kheda, Gujarat

Business location of entrepreneurs
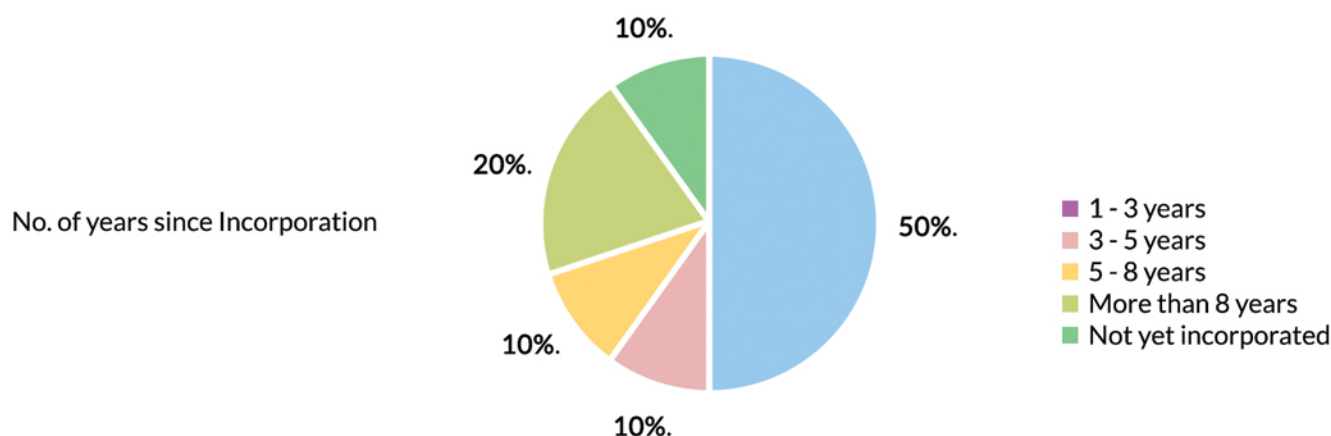
4. Age of Business

50% of the participants businesses are newly incorporated which is between the range of 1 to 3 years. Hence, 50% businesses were established around the Covid-19 Pandemic.
10% Enterprises are equally distributed amongst the range of 3 to 5 years and 5 to 9 years.
20% Businesses have established are running for more than 8 years.
However, 1 participant responds her business is yet to be established.
(Disclaimer: Observations are formed on the basis of 10 responses, only for this category)

No. of years since Incorporation

10%.

20%.

50%.

10%.

10%.

- 1 - 3 years
- 3 - 5 years
- 5 - 8 years
- More than 8 years
- Not yet incorporated

6.2 The Marketing assessment tool Findings

The Marketing Assessment tool is pivotal component of the Social Champ Training Program. The tool Comprises of 7 parameters most relevant to assess the marketing position of an entrepreneur. The Marketing Assessment tool filled by the participants before availing and completion of the Program served to be a baseline tool in order to conduct the impact report.

A questionnaire was launched in light to understand the extent of impact amongst the most relevant parameters. The parameters were chosen on the basis of the Performance of the participants before availing Social Champ. Questions were narrowed down on the basis of the parameters chosen.

Reasoning behind Choosing Variables

- Based on the baseline tool filled by the participants, the parameters for which the participants had indicated the lowest score on an average are chosen for the study.

- The following parameters will also help in tracing the performance of the entrepreneurs in the said variables after availing Social Champ Program.

The Variables chosen for the purpose of the study are:

- Competition
- Product and Product Positioning
- Pricing
- Promotion
- Packaging/ Collaterals

Following are the results of the Marketing Assessment tool Survey. 10 beneficiaries had participated in this Survey:

A. Competition:
1. Competitor's Promotion Strategy

Before Social Champ, 20% participants had studied their Competitor's Promotion Strategy. After Social Champ there has been an increase of **40%.**

2. Competitor's Pricing Strategy

Competitor's Pricing strategy involves studying and evaluating prices of the competitor against own Prices. Significant change can be observed in the Competitors Pricing strategy after the Program.

40% positive impact can be seen i.e., 90% participants have studied their Competitor's Pricing strategy.
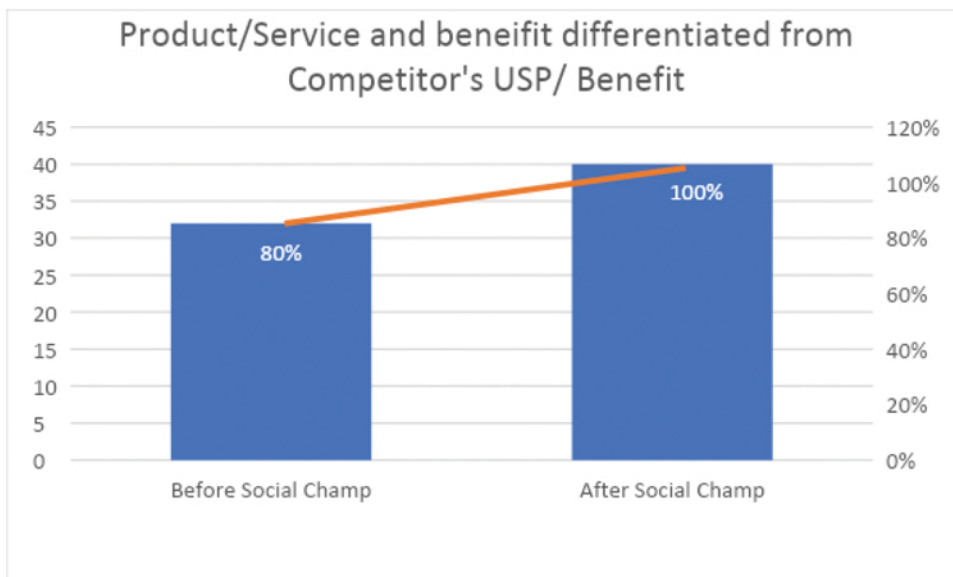
B. Product and Product Positioning:
3. Product/ service and benefit differentiated from competitor's USP/ Benefit?

80% participants had already figured out the differentiation of Product/ service and benefit from their Competitor's USP/ benefit.

All of them i.e., 100% have differentiated their Product/ service and benefit from their Competitor's USP/ benefit.
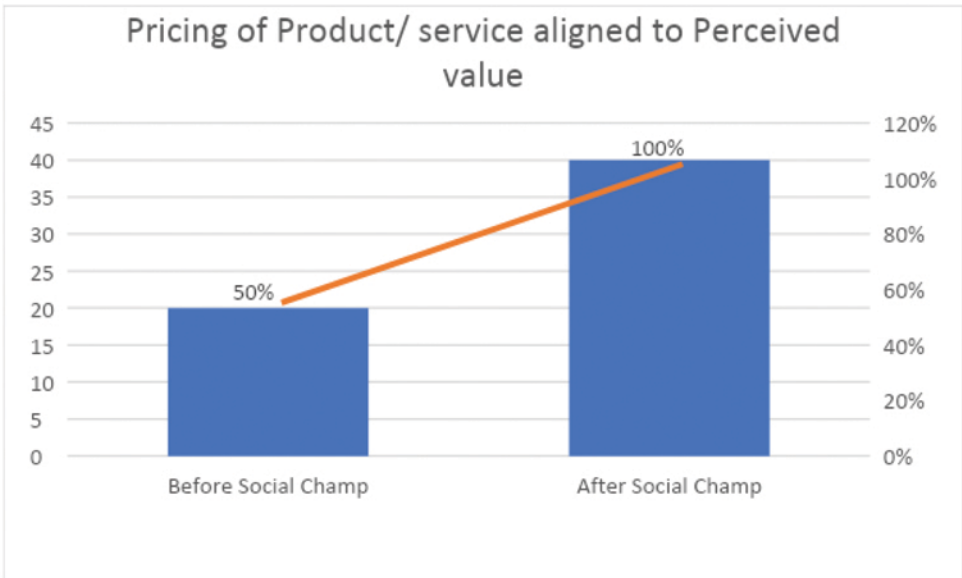

C. Pricing
4. Pricing of Product/ Service aligned to the Perceived value

Perceived value is observed as perception or understanding of the consumer with respect to the Product/ service.

50% positive impact can be observed with the participant's pricing structure of their Products/ services being aligned to the Perceived value of their customers.

Pricing of Product/ service aligned to Perceived value

5. Pricing of product/services aligned to the spending capacity of your customers

It is only profitable and optimising if the price of the products/ services is aligned to the spending capacity of the customers.

Before Social Champ, 6 participants' pricing was in alignment with the spending capacity. 3 more participants have altered/ set their Pricing of products/services aligning to the spending capacity of their target customers.

Product/ service aligned to spending capacity
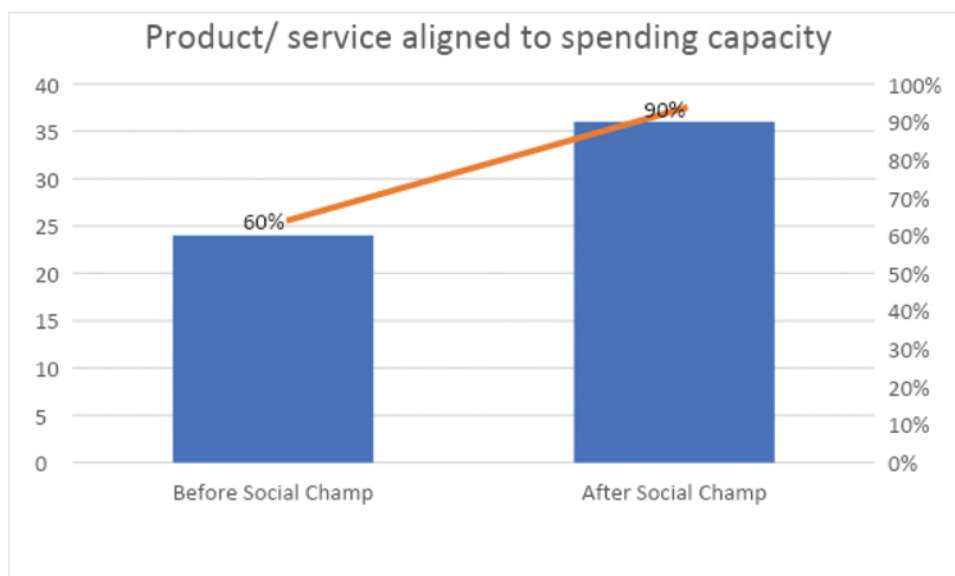
6. Pricing structure which may include offers, discounts, referral schemes, etc

Pricing structure with reference to offers, discounts or referral schemes is usually altered or thought about only when the business is not new.

> 60% participants have thought about the Pricing structure which include offers, discounts, referral schemes etc.

D. Promotion
7. Message for Promotion

A significant improvement is observed when asked the participants about their message decided for Promotion. Before the Social Champ program, 30% participants had decided their message for Promotion.


After the Program, 90% of them have decided their Promotional message. 60% positive impact is noticed.

## 8. Revisiting Promotions Strategy with respect to market scenarios

Promotion is a crucial aspect of marketing. Altering or updating promotions strategy according to the market is a continuous Process and the road to efficient marketing.

70% participants have re-visited their Promotions strategy with respect to the market scenario compared to the initial 30%.

Promotion strategy with respect to market scenario
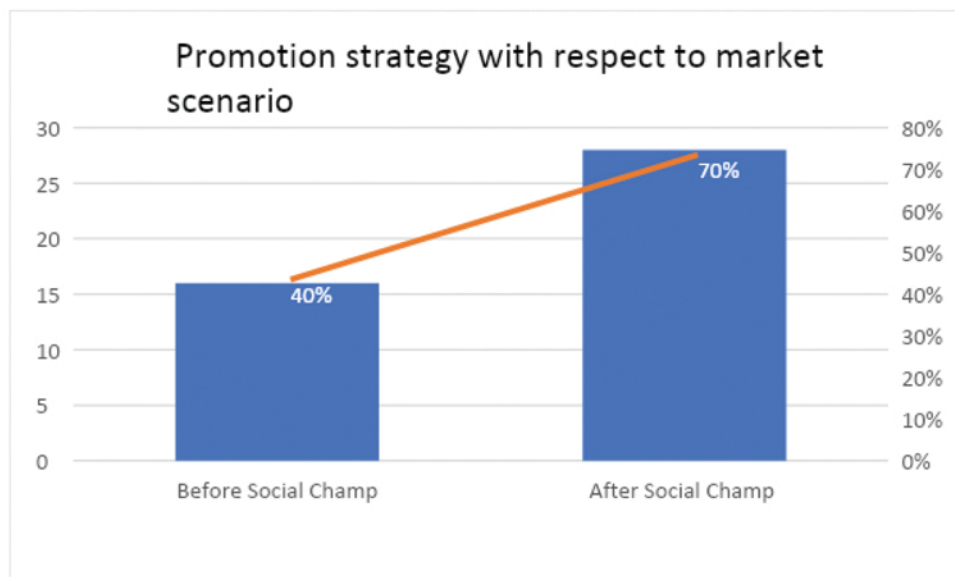
E. Packaging/ Collateral
9. Packaging of product/collateral for your service at par with the industry standards?

There is no Change observed in the packaging of Product/ collateral for services at par with Industry standards.
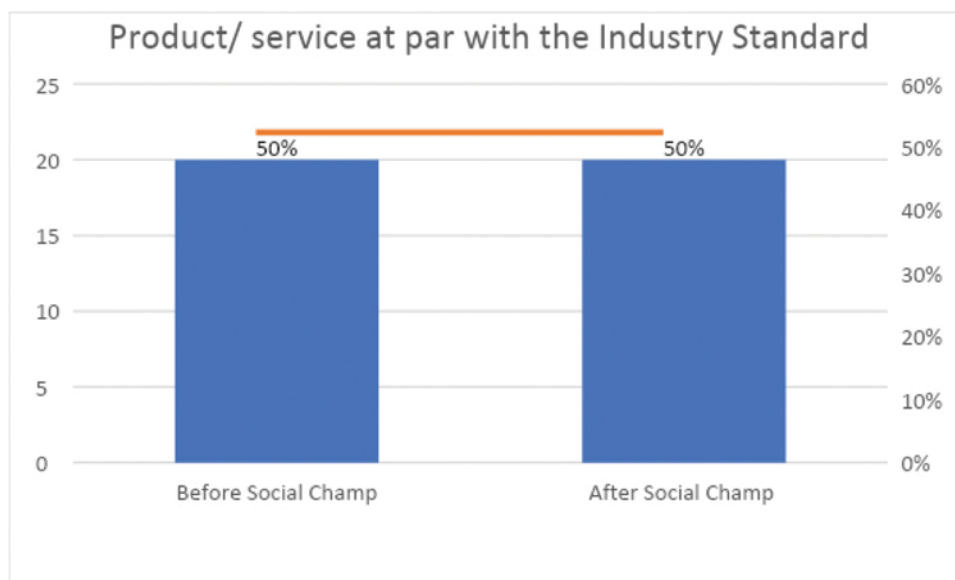
10. Packaging of your product/collateral for service as appealing and does it stand out from the competition?

2 more entrepreneurs have packaged their Product/ collateral for their service in an appealing way so that it stands out from the competition which constitutes to 70%. 30% participants are yet to do the needful.
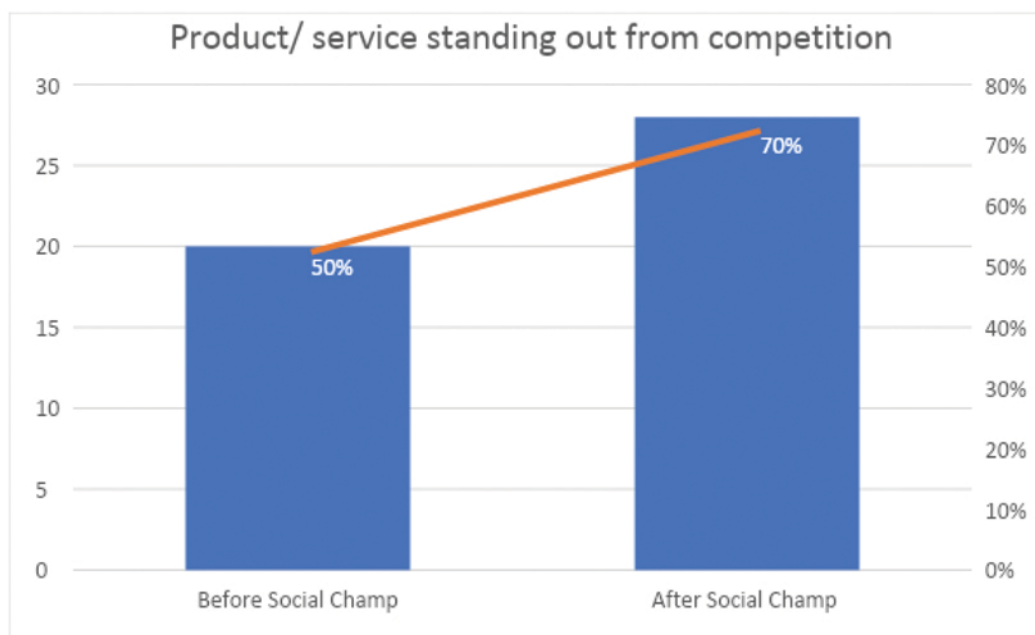
Overall Average Impact of the Social Champ Training program in terms of Marketing assessment

To broadly conclude, an overall average impact of the Social Champ Training program pertaining to the Marketing Assessment of participants is around 26%.

The average score of the participants before the Social Champ Training program was around 48%. The training program has effectively escalated the average score to 74%.

Overall average impact

After Social Champ Average Score — 74%

Before Social Champ average Score — 48%

Linear(undefined)

0% 10%20%30%40%50%60%70%80%
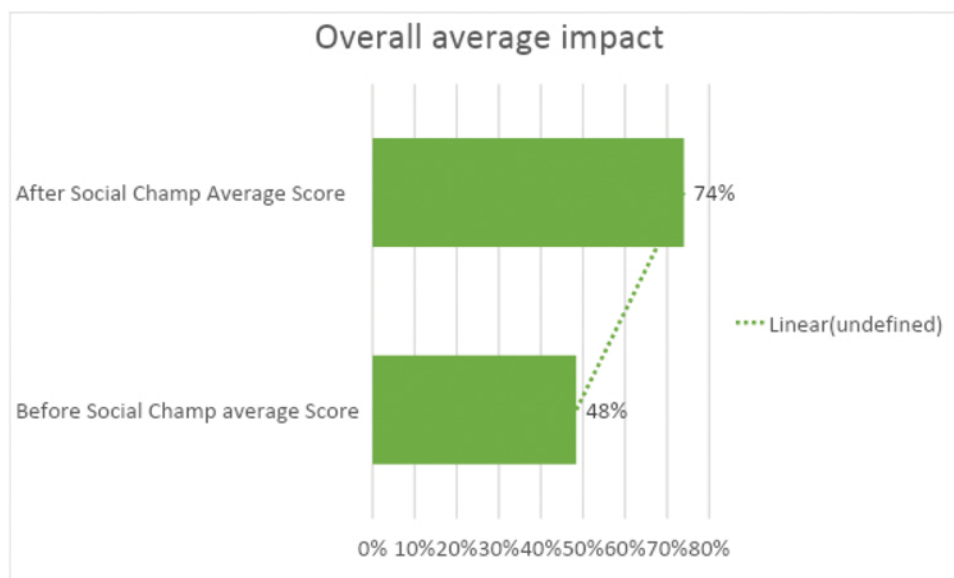
6.2 Social Champ Survey Data Analysis

The Impact Assessment Survey aims to evaluate the ease in dealing with social media, social media visibility and an overall experience with the Program. It wishes to capture the challenges and feedback in order to enable entrepreneurs to facilitate better in the future.

13 responses were gathered through a structured survey.

1. Before enrolling into the Social Champ Program, which of the following social media handles were you present on?

13 responses
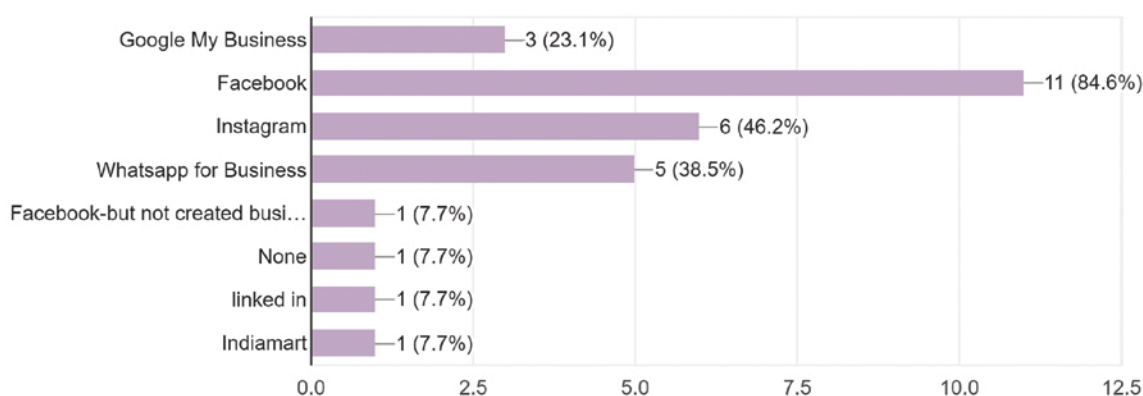
To understand an effective change in the channels/ medium of communication, it is essential to know the social media handles they were actively present on. Significantly higher percentage i.e. (84.6%) which is around 11 partcipants were solely present on facebook. 3 partcicpants i.e. (23.1%) were present on Google My Business and Instagram and whatsapp for Business handlers were 6 and 5 participants respectively. 1 partcipant was not present on any of the social media handles before enrolling into the Social Champ Program.

2. After attending the Social Champ Training Program, which of the following Social media handles are you present on?
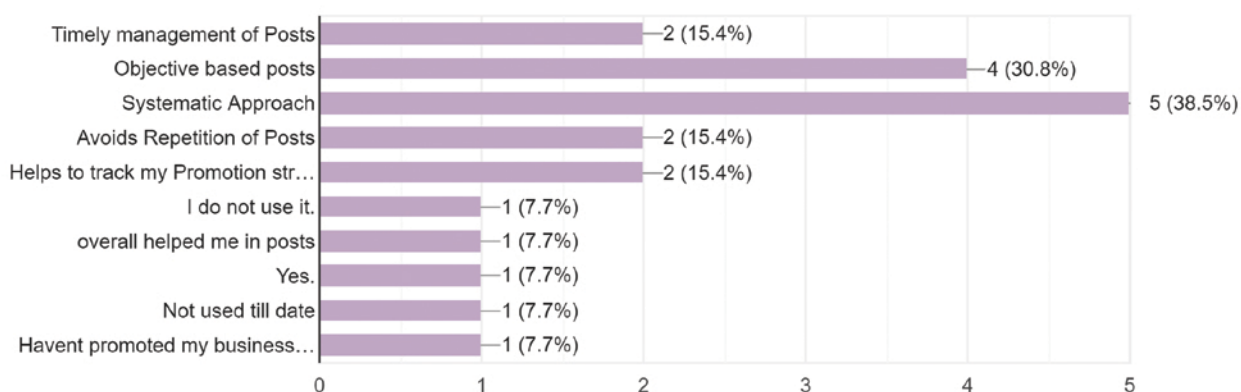
13 responses
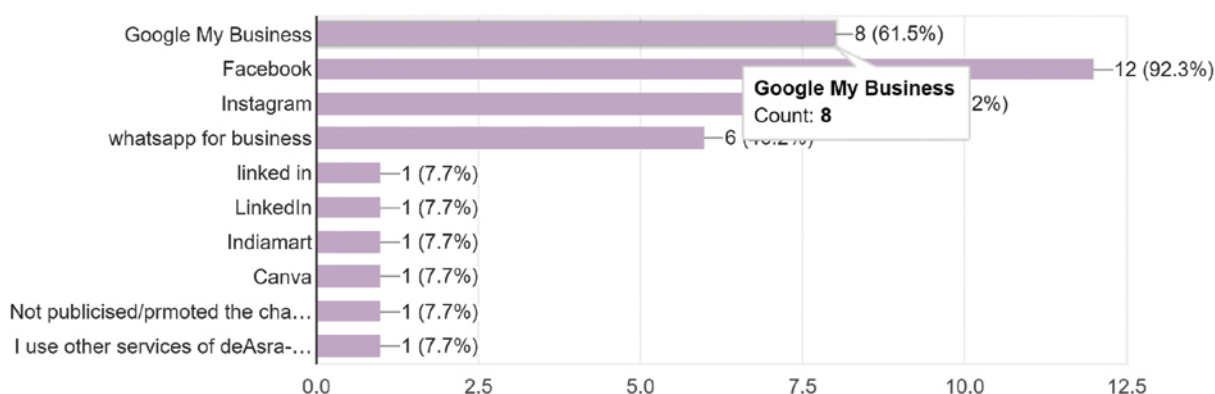
A considerable increase can be observed in the No. of participants handling various social media handles especially covered during the Social Champ Program.

- Google my Business handlers went from 23.1% to 61.5%.
- Facebook experienced an increase of one user, therefore from 84.6%, it went to 92.3%.
- Instagram handlers initially from 46% increased upto 69.2%.
- Whatsapp for business increased from 38.5% to 46.2%.

3. How has the marketing content calendar been beneficial for you in managing your content ?
13 responses

| Category	Value
Timely management of Posts	2 (15.4%)
Objective based posts	4 (30.8%)
Systematic Approach	5 (38.5%)
Avoids Repetition of Posts	2 (15.4%)
Helps to track my Promotion str…	2 (15.4%)
I do not use it.	1 (7.7%)
overall helped me in posts	1 (7.7%)
Yes.	1 (7.7%)
Not used till date	1 (7.7%)
Havent promoted my business…	1 (7.7%)

The marketing calendar proved to be rather beneficial for the Entrepreneurs in managing their content. Close to 69% of the participants have responded that the Content calendar has helped them manage their content systematically and objectively/ with a motive.

2 out of 13 participants have not utilized the marketing content calendar to manage their content.

5. Have you understood all the Concepts and Content covered in the training Program(Marketing Assessment tool, Facebook, Google My Business, Instagram etc).
13 responses

- Not Understood
- Neutral
- Understood
- Completely Understood
- Perfectly Understood

38.5%
7.7%
53.8%
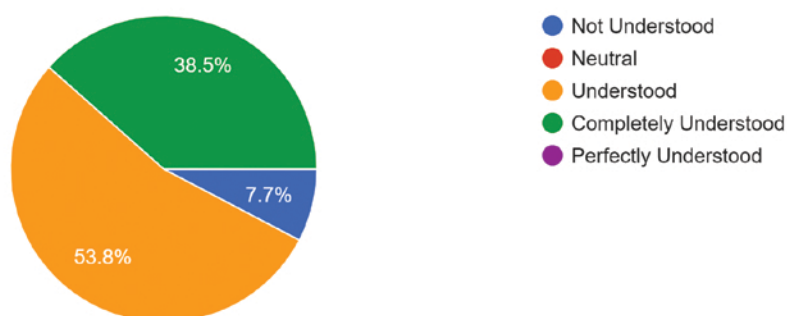
The level of Interpretation/ Understanding of the content covered in the Training prgram is a crucial aspect of the overall initiative.

Hence, amongst our participants a majority of them i.e. 92.3% of the participants have responded between understood and completely understood all the Concepts and Content covered in Social Champ.

6. Has there been an increase in the no. of followers on your Social media Business handles?
13 responses

Legend:
- Yes
- No
- Not really
- Not Applicable

(Pie chart values: 23.1%, 7.7%, 38.5%, 30.8%)
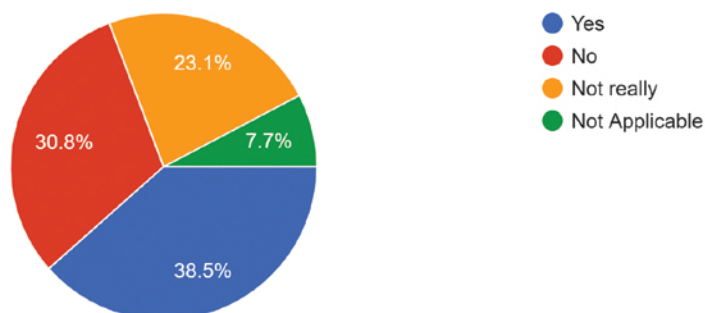
Increase in the No. of followers indicate the no. of audience following/ constantly looking out for Products/ services offered by businesses through their social media handles.

38.5% participants have said that there has been an increase in the no. of followers on their social media handles.

However, around 54% have said that they haven't had any increase in the No. of followers.

7. If Yes, on an average how much % increase in followers do you have?
6 responses

Legend:
- 5%- 25%
- 25%- 50%
- 50%- 75%
- 75%-100%

(Pie chart values: 33.3%, 66.7%)
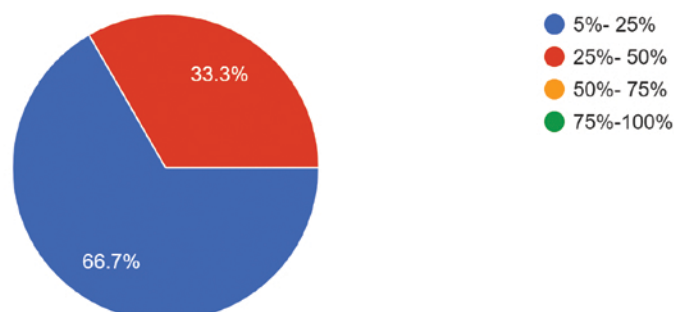
Of the 5(38.5%) Participants who were affirmative towards the increase in the No. of followers, most of them i.e., around 67% have increase in the No. of followers in between the range of 5% to 25%.

8. Has there been more engagement on your Posts? If yes, what is the Average % increase in the No. of likes, Comments and Shares on your Posts?

13 responses

- 5%- 25%
- 25%- 50%
- 50%- 75%
- 75%- 100 %
- No Increase in Engagement
- Not Applicable
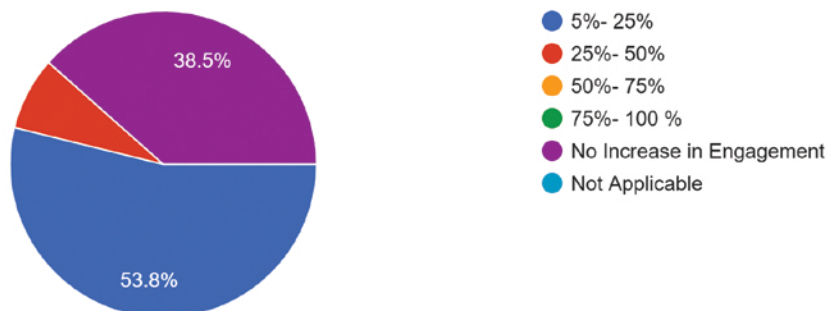
Engagement refers to any interaction of audience/ potential buyer on the posts or social media content which indicates an interest in the Product/ service of the Entrepreneur.

Hence, engagement is an important metric to assess digital media presence.

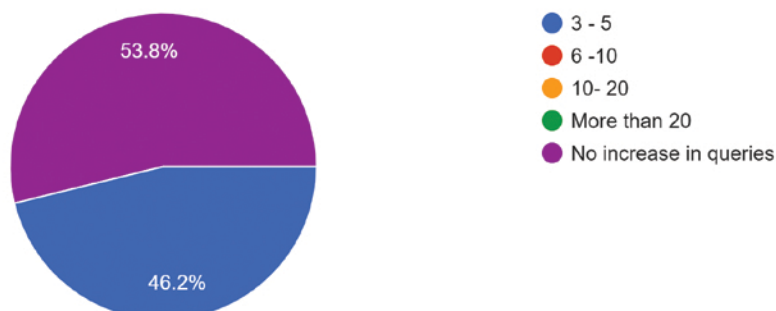Majority of the participants i.e., 53.8% have responded that they have had an average increase of engagement in the range of 5 % to 25%.

38.5% have said that they did not have an increase in the engagement rate on their posts.

9. What is the Average no. of increase in Queries received per post on your Social media handles?

13 responses

- 3 - 5
- 6 -10
- 10- 20
- More than 20
- No increase in queries

Queries on Posts indicate personal interest on specific posts/content relevant to customer needs and requirements. Queries also have a high possibility in conversion of sales.

46.2% participants have said that they have received up to 5 queries on an average per post on their social media handles.

10. What is the Average % of increase in Sales/ revenue coming through your Social media Handles?

13 responses

- 10% - 20%
- 20% - 40%
- 40% - 60 %
- 60% to 80%
- More than 80%
- None

76.9%

23.1%
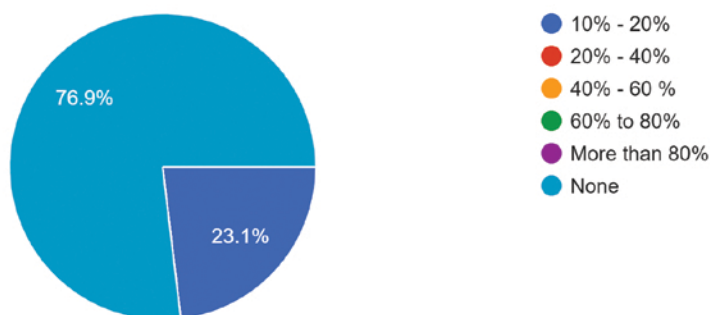
Sales/ Revenue increase is dependent on various factors apart from social media marketing. Social media marketing is a process which evolves and flourishes with time to show desired results.

23.1% participants have experienced an average increase of up to 20% revenue coming through their social media handles.

11. How useful did you find the overall Social Champ Training Program?
13 responses

- 🔵 Not useful
- 🔴 Moderate
- 🟠 Very Useful
- 🟢 Exceptionally Useful

46.2%
7.7%
7.7%
38.5%
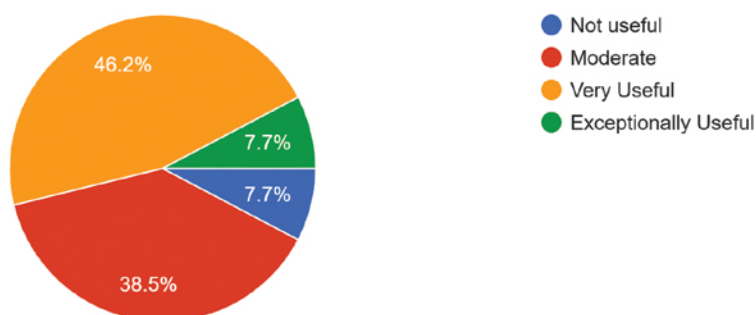
Usefulness is a relative concept and varies from person to person. A majority of the beneficiaries to the program approximately

85% have positively responded that they found the overall Social Champ program to very useful and moderately useful.

12. What are the main Challenges that you encountered during the training Program?

13 responses

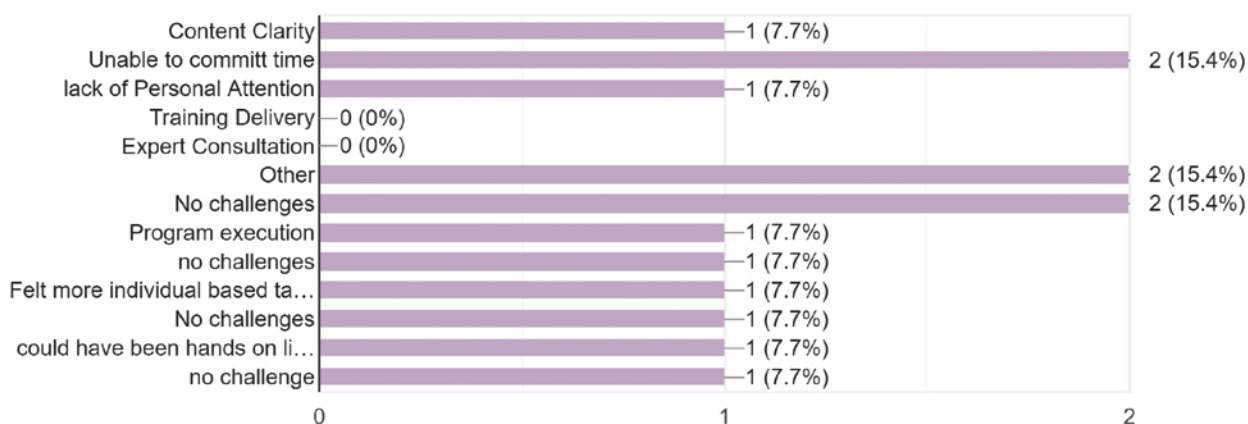| Challenge	Count
Content Clarity	1 (7.7%)
Unable to committ time	2 (15.4%)
lack of Personal Attention	1 (7.7%)
Training Delivery	0 (0%)
Expert Consultation	0 (0%)
Other	2 (15.4%)
No challenges	2 (15.4%)
Program execution	1 (7.7%)
no challenges	1 (7.7%)
Felt more individual based ta…	1 (7.7%)
No challenges	1 (7.7%)
could have been hands on li…	1 (7.7%)
no challenge	1 (7.7%)

15% of the survey respondents mentioned that their main challenge was to commit time for a training program considering their work schedule.

> Most of the participants did not encounter main challenges during the training program.

13. What is the one thing that you really liked about the Training Program

Most of the participants responded that they really liked the Marketing Content Calendar in the training program.

It was a well designed and comprehensive tool to manage their social media content.

Other opinions also include trainers and Expert's training delivery and their elaborated method of teaching.

The expert advice/ review was also appreciated by the participants about the program.

Timely distribution of modules is positive feedback received by one of the participants. She says, it also helped her process the content covered, due to its well-timed nature and there was no bombardment of content.

14. What is the one thing that you would like to improve about the Training Program to make it better?

Majority of the responses revolved around advanced Content to be introduced and involved in the training program. Expectations of the participants from the program was to gain a higher level of training and a more practical and workshops induced based learning.
Another suggestion was to conduct follow up sessions to evaluate the impact/current status of the entrepreneurs.

15. Would you recommend this training program to your friends and family?

13 responses

Yes
No

100%
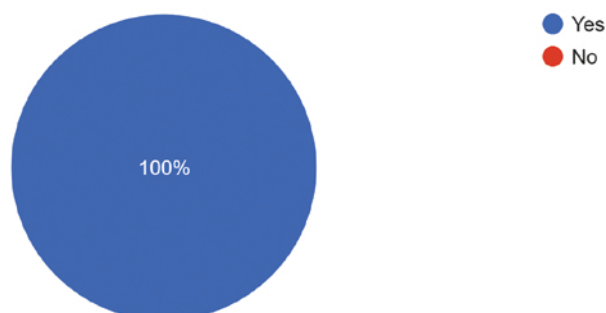
A 100% postive response was received for recommending the Social Champ Training program by the Entrepreneurs to their friends and Family.

Recommendations always potray an affirmative approach to the program. Few of the entrepreneurs have already recommended this training program to their friends and family.

16. Was the Overall Social Champ Training Program worth the money spent?

13 responses

Yes
No

23.1%

76.9%
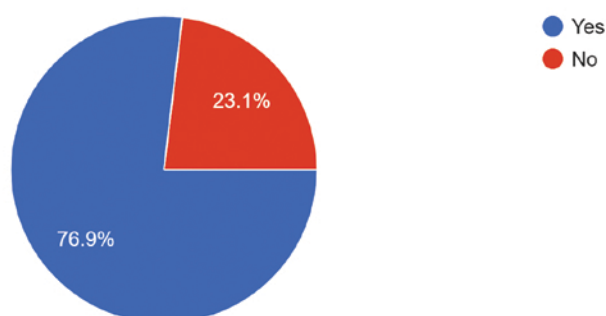
In business, a cost benefit analysis of any Product/ service rendered is an extremely vital way to judge its worth or ability.

Around 77% participants (10)have positively responded to the Social Champ Training program being worth their money spent.

3 participants have however negatively responded.

For the purpose of an implicit Impact Report, case studies are extremely beneficial specially to understand the overall process or journey of a person pertaining to, in this case social media ease and presence. Case studies are often used to provide context to other data (such as outcome data), offering a more complete picture of what happened in the program and why. (Palena Neale, 2006)

Case studies along with Survey findings will present a broader and an in-depth picture of the effectiveness of the Training program conducted.

Selection of Candidates

The findings of the survey urged for the need of inclusion of case studies for a viable Impact Report. The candidates are chosen based on determining factors such as their Profile, Business sector, Existing/ New Business and their overall experience with the Program which enables to form conclusions with respect to the usefulness and impact evaluation towards their digital presence.

Approach towards Case studies selection

1. All the relevant documents were collected which revealed the background Information (Business sector, Region etc.) of the candidates.

2. Testimonials were used as a reference document to finalize the appropriate candidate for a case study.

3. The marketing assessment tool served as an extremely helpful baseline tool in order to assess the entrepreneur's standing pertaining to various marketing strategies and parameters.

4. Based on the conclusions formed with the help of the Marketing assessment tool, 3 candidates are selected and informed consent was taken from each of the stakeholder to conduct a case study

7.1: Case study 1

MS. RUCHA PHADKE
Her Journey of Starting her own business

Ms. Rucha Phadke is a passionate self-driven Entrepreneur residing in Pune, Maharashtra. She primarily belongs to the sports background wherein she owned and managed 4 to 5 swimming pools in Pune. They are currently non-operational. The Pandemic affected several livelihoods and Rucha's situation was not anything different amongst the affected. In light of Covid-19, she decided to initiate a business of her own. Her family runs an established milk business named '**Phadke Milk**' in the heart of the city. Drawing inspiration from her in-laws' business, she decided to produce milk products in the year 2020, starting right from home. She began with producing flavored shrikhand (Maharashtrian sweet dish prepared out of yoghurt). She eventually expanded by preparing other milk products such as Dahi, butter, ghee etc. Her Products are made from scratch and delivered as per the orders received by her. She has 4 other employees working with her. Her home delivery service helped her get a good response from the customers.

One of the major challenges faced by her was the introduction of the Product/ brand in the market. There were several dominant players in the market from many years which made her entry into the market challenging. Her products were compared with the leading brands within the arena with respect to the quality, quantity, pricing etc.
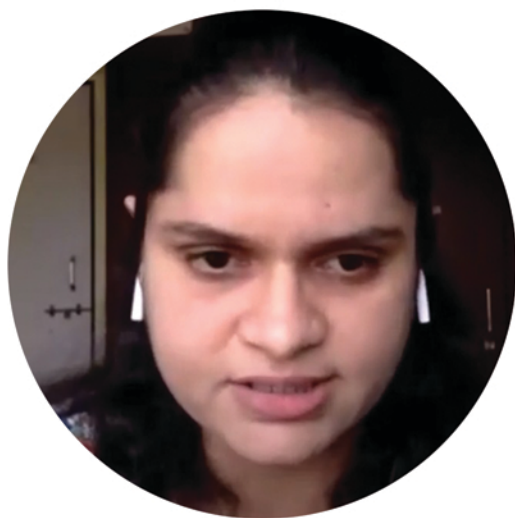
MS. RUCHA PHADKE

HER PERCEPTION OF SOCIAL MEDIA MARKETING

She had a basic, generic idea of how to open a Facebook account and an Instagram account. But she lacked skills of promoting her product/ business on digital platforms. She was unable to create ads, post appropriate/ relevant content on social media, she was unaware about the fact as to when to post content on social media and to use Google my Business as one of the mediums to promote business.

7.1: Case study 1

HER PERCEPTION OF SOCIAL MEDIA MARKETING

Ms. Rucha was willing to intercept more about promoting her business on social media, since her business is new and needed a boost. Hence, she enrolled into the Social Champ Program. The marketing content calendar proved to be an exceptionally useful tool for her to manage her social media content. Her time management pertaining to marketing of her product on social media helped her immensely. She started optimizing the use of social media handles and its features such as reels which helped in the increase of her followers, which aggravated views and enquiries, but unfortunately the conversion rate was low.

The Program helped her enhance the visibility of her product/ business and create effective and meaningful content. Her business exposure widened due to her social media activities.

7.2: Case study 2

MR. TUSHAR MALI
Covid-19- A blessing in Disguise?

Mr. Tushar Mali is an extremely ambitious and a proud owner of an electronics manufacturing company called Fortitude Tech in Pune, Maharashtra. He established Fortitude Tech in the F.Y Year 2017-18. He belongs to the engineering field and has completed M. tech. He is originally from Sangli, Maharashtra. He was always interested in exploring his entrepreneurial side, which nudged him into starting his own business. The Pandemic put a halt on the manufacturing activities of his company. Lockdown brought a standstill in operations of his business. He perceived the Pandemic to be a blessing in disguise which opened the doors to another business idea.

His family owned a grape farm in Sangli. Subsequently, he started marketing grape products under the brand name' **Mali farms**. He had social media marketing pages of the business and was actively present on it. He learnt and upgraded himself with the various features and tools involved while operating social media handles. As a result, he received a substantial number of orders and for 2 months they home delivered their products. He further tied up with a courier company in order to reach out to more people and expand his business.

MR. TUSHAR MALI

HIS IDEA OF SOCIAL CHAMP AND ITS IMPACT

He followed deAsra's Facebook page and kept a tab on the updates and programs offered. Hence, he joined the Social Champ Program for in depth understanding of the nuances of social media marketing. For him, Social Champ program covered the basics of social media marketing. The content covered did not do any significant value addition to his existing knowledge regarding social media. He expected an advanced approach which could cover the additional techniques such as creating or designing advertises, observations and demonstrations of businesses promotion strategies.

Social Champ did not effectively impact him due to its primary and basic nature of the content. He feels, entrepreneurs who run their business and also look after its social media marketing, already have an idea of the content covered in the Social Champ Training Program.

7.3: Case study 3

MS. VAISHALI JOSHI
Her life story and Corporate Journey

Ms. Vaishali Joshi is a Commerce Graduate and also holds a Post Graduate Diploma degree from Pune, Maharashtra. She possesses an enriching experience of over 20 years in the BPO Industry. She held the position of an Operations manager when she resigned in the year 2020 due to work pressure. She currently works as an Affiliate Marketer for a firm called Bizgurukul which develops e-learning courses.
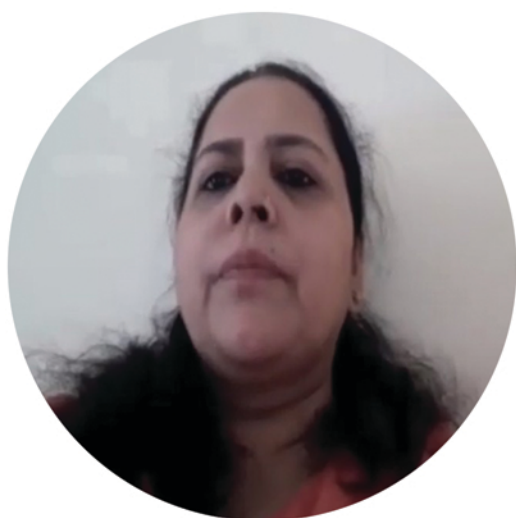
MS. VAISHALI JOSHI

SOCIAL CHAMP ENROLMENT

She attended the Social Champ training program on her sister's behalf. Her sister is a counselling Psychologist and runs an independent firm called the '**Esprite Foundation**'.
The term Digital Marketing was completely new and fresh to her. Her basic agenda of learning something new was to initially understand it herself before assigning it to someone else.
She eventually explained the concepts and content covered in the Social Champ to her sister.

SOCIAL CHAMP IMPACT

The training program enlightened Ms. Vaishali and gave her a comprehensive overview of digital media marketing. She was immensely content with the overall training program, since the concepts were completely undiscovered. She herself benefitted to a great extent in terms of knowledge addition of digital media marketing. The program impacted her in a way leading to a shift in her professional career and exploring the skillset of digital media marketing for the firm that she currently works for. It has not only helped her in the ease of managing of her social media handles but she claims that the program has given her a foundation of social media marketing and presence, which is culminating to be valuable in her current work life.

7.4: Conclusions deriving from Case Studies

EFFECTIVE IMPACT

The Social Champ Training program has positively Impacted Ms. Rucha Phadke and Ms. Vaishali Joshi.

Common pressing point to be considered with the help of these case studies is that both the participants were unaware of the elements involved in social media marketing.

They were still on the path of discovery of understanding the nuances of it. Besides that, new business owners who have no idea or limited idea of promoting their business on social media marketing, Social Champ is the best fit they can find.

It serves and answers the research questions addressed in the study accurately. Maximum positive impact can be gauged from the above cases.

INEFFECTIVE IMPACT

However, businesses which are established, entrepreneurs already have basic knowledge of social media marketing and Social Champ results insufficient in terms of its content.

8. POLICY RECOMMENDATIONS

Policy Recommendations

1. To Impart Digital knowledge
Digital awareness is one of the core aspects which requires immediate intervention by the Government. Training / skilling sessions should be conducted with the motive of providing Digital education to the existing SME owners and aspiring entrepreneurs. Training sessions can be conducted online with help of collaborations with Industry clusters, SME facilitating organizations and Not-for-Profit organizations.

2. Creation of Digital tools
To further the process of social media marketing for small businesses, certain tools such as an 'Introductory manual- To digital marketing' can be developed by the Government in order to promote digitization and enhance marketing digitally especially in the current times.
An authorized mobile app which provides training of social media marketing through various handles depending on the sectoral distribution of Businesses.

3. To subsidize Internet connectivity rates to Promote Small Businesses to adopt Digitization
Government can subsidize internet connectivity rates to boost digital marketing amongst MSMEs. It can partner with service providers in order to collaboratively promote social media marketing.

4. Funding SMEs for Digital Training
The Government can fund SMEs through MSME facilitating organizations and cluster organizations for digital training and handholding support towards digital marketing.

5. Schemes to Promote Digital infrastructure
Various schemes can be launched in order to promote digital literacy and for the procurement of digital infrastructure like smart phones and other devices at subsidized rates.

6. Content curation for SMEs

Content curation in a manner which is best suited as per the needs of SMEs and their business is extremely crucial. The Government can carefully curate the content for a basic preliminary approach towards digital marketing.

7. Interactive Workshops and practical training

Workshops can be organized at regular intervals for SMEs to avail knowledge and benefits from. Practical hands-on training also enables wide outreach of digital marketing.

9. CONCLUSION

Impact Report of training programs helps in the continuous process of monitoring the quality or the standard of the training programs. This Impact Report was aimed at Social Champ Training Program, its purpose in enabling ease for entrepreneurs to manage their social media presence.

With due consideration of the responses received from the survey conducted of the participants, there was a positive change seen in the overall social media visibility/presence of the participating businesses. It can also broadly be interpreted that the content of the program was better leveraged newer businesses and participants who were willing to initiate promotion of their business on social media.

The marketing assessment of participants showcased significant improvement of **26%** from the existing position. The effectiveness of the program can be gauged with the help of the qualitative feedback received from the participants. Intangible elements such as ease, confidence, likes, dislikes of the program are best understood through qualitative responses given by the beneficiaries. Majority of the participants expressed their satisfaction with the program and its content.

Valuable insights and recommendations were also taken into consideration for improved effectiveness of the program in the future. Recommendations such as advanced/ more nuanced learning, workshops and practical illustrations to be included were some of the suggestions given by the entrepreneurs.

To conclude, the impact report showcases that there has been a significant increase in the awareness amongst the participants of the importance of social media marketing for small businesses. This report also outlines the enhancement seen in the social media marketing skills of the participants.

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