Social Media Campaign Report
Campaign Objective

- To Promote the event extensively among various TG
- To invite enterprises to participate
- To showcase the event
Idea

To make people aware of the event and its objectives
How We Did It!
Platforms
Target Audience

People of Odisha

People of Bhubaneswar
Social Media Post Categories

- About the event
- Exhibitors
- Benefits or Advantages
- Showcase – Events, Daily Photos etc
To showcase Odisha's potential in the micro small and medium enterprises (MSME) sector, Govt. of Odisha is organizing the fourth edition of MSME Trade Fair is being held from 8th - 14th January, 2016 at IDCO Exhibition ground in Bhubaneswar.

The fair has twin objectives of marketing MSME products of Odisha and attracting investments in sectors such as Engineering, Chemicals, Metallurgy, IT & ITeS, Tourism etc. The event also provides a platform to demonstrate the best practices on manufacturing and international trade by delegates / participants from overseas.

The focus sectors of the fair are Engineering, Construction, Chemicals & Petrochemicals, Pollution Control Devices, Solar Energy Equipments, Packaging & Food Processing, Information Technology, Handlooms & Handicrafts, Agro Based Industries and many more. #OdishaMSME
Meet the Solar equipment exhibitors at the Odisha MSME Trade Fair 2016 and get solar power solutions for you home, office and even stores etc.

Join us at the Odisha MSME Trade Fair which is being held from 8th - 14th January, 2016 at IDCO Exhibition ground in #Bhubaneswar.

Out of many sectors that would be showcasing their products at the Odisha MSME Trade Fair 2016, several textiles, Handicrafts and handlooms MSME’s would be showcasing their unique work. #OdishaMSME

Join us at the Odisha MSME Trade Fair which is being held from 8th - 14th January, 2016 at IDCO Exhibition ground in #Bhubaneswar.
# Benefits

An opportunity towards generating future business leads

# OdishaMSME
Glimpses of Past Events
The Odisha MSME Trade Fair 2016, organised by State MSME department, kicked off at IDCO Exhibition Grounds here on Friday. Chief Minister Naveen Patnaik inaugurated the seven-day long event which brings together MSMEs, mother plants, Government departments, banks, financial institutions and marketing agencies every year in a single platform. #OdishaMSME

Govt plans to revive MSME sector in Odisha

“A large number of MSME units can come up in different parts of the country through cluster development and use of modern technologies.”

YOURSTORY.COM
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#OdishaMSME
Facebook Ads

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#OdishaMSM
Analytics during the Event
Final Analytics

- No. Of People Reached: 8,01,030 (8 Lakh)
- No. of People Engaged (Weekly): 47,108
- Page Likes: 2378
Thank You