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# Social Media Campaign Report

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## 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





Facebook page header for ODISHA MSME TRADE FAIR 2016. The header includes a search bar, a profile picture placeholder, and navigation links for 'Home' and 'zsolthasz'. The main content area features a large graphic with the event title and dates, and a navigation menu at the bottom with options like 'Timeline', 'About', 'Welcome', 'FWB', and 'More'.

**ODISHA MSME TRADE FAIR 2016**  
IDCO EXHIBITION GROUND, UNIT - III  
January 8<sup>th</sup>-14<sup>th</sup>, 2016

**ODISHA**  
MSME TRADE FAIR 2016

Like Follow Message

Timeline About Welcome FWB More

# Target Audience

## Audience Definition



Your audience selection is fairly broad.

### Audience Details:

- Location:
  - India: Orissa
- Excluded Connections:

Potential Reach: 2,600,000 people

People of Odisha

## Audience Definition



Your audience is defined.

### Audience Details:

- Location:
  - India: Bhubaneswar Odisha
- Age:
  - 18 - 65+

Potential Reach: 690,000 people

People of Bhubaneswar

## Social Media Post Categories

About the event

Exhibitors

Benefits or Advantages

Showcase – Events , Daily Photos etc





# Intro Post



## Odisha MSME Trade Fair 2016

Published by Pratik Mohapatra [?] · January 5 · 🌐

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



50,091 People Reached

1,884 Likes, Comments & Shares

1,830 Likes	1,739 On Post	91 On Shares
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14 Comments	11 On Post	3 On Shares
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40 Shares	37 On Post	3 On Shares
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1,372 Post Clicks

688 Photo Views	1 Link Clicks	683 Other Clicks
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**NEGATIVE FEEDBACK**

- 1 Hide Post 0 Hide All Posts
- 0 Report as Spam 0 Unlike Page

# Exhibitors Post



## Odisha MSME Trade Fair 2016

Published by Pratik Mohapatra [?] · January 8 ·

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](#).



**ODISHA**  
MSME TRADE FAIR 2016  
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Community Solar  
Sharing the sun

[Exhibitors](#)  
Solar Equipments



## Odisha MSME Trade Fair 2016

Published by Pratik Mohapatra [?] · January 7 ·

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](#).



**ODISHA**  
MSME TRADE FAIR 2016  
IDCO EXHIBITION GROUND, UNIT - III  
January 8<sup>th</sup>-14<sup>th</sup>, 2016



[Exhibitors](#)  
Textiles , Handicrafts  
and Handloom



## Benefits Post



### Odisha MSME Trade Fair 2016

Published by Pratik Mohapatra [?] · January 13 at 10:25am ·

#BENEFITS Helps exhibitors in creating future leads for their respective businesses #OdishaMSME



Exhibitors Benefits



“ An opportunity towards  
generating future business leads ”

Glimpses

Glimpses of Past Events





**Odisha MSME Trade Fair 2016**

Published by Pratik Mohapatra [?] · January 9 at 8:41am ·

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



**Odisha MSME Trade Fair 2016 Kicks off at IDCO Exhibition Grounds, Bhubaneswar, Odisha Current...**

Report by Ananta Prasad, Bhubaneswar: The Odisha MSME Trade Fair, organised by State MSME department, kicked off at IDCO Exhibito

ORISSADIARY.COM



**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

Album/Photo Post



## Facebook Ads



**Odisha MSME Trade Fair 2016**  
Published by Pratik Mohapatra | Sponsored

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Search Facebook

**dna**  
India World Business Technology Sports Entertainment Lifestyle

SHRIMI CHOUDHARY | Tue, 12 Jan 2016 - 08:46am, Mumbai, dna

Government mulls over another round of tax rate hike to 17.5% from existing 14.5%

Credit card bills, air tickets, restaurants bills and mobile phone bills are among things that are likely to get dearer with the government contemplating another round of service tax rate hike to 17.5% from the existing 14.5%.

Senior officials in service tax department, who are familiar with the developments, told dna that the government will moot the hike in the coming Union Budget, expected to be unveiled by February-end.

"The consultation on service tax rate hike is going on, in view of the transition to the Goods and Services Tax (GST) from the present multi-tax system like excise duty, value-added tax (VAT), etc.," said one of the officials.

Like Comment Share

Sandeep Nayak, Debasish Panigrahi and 11 others like this.

1 share

View previous comments 4 of 11

Avik Sarkar This is confirmed!  
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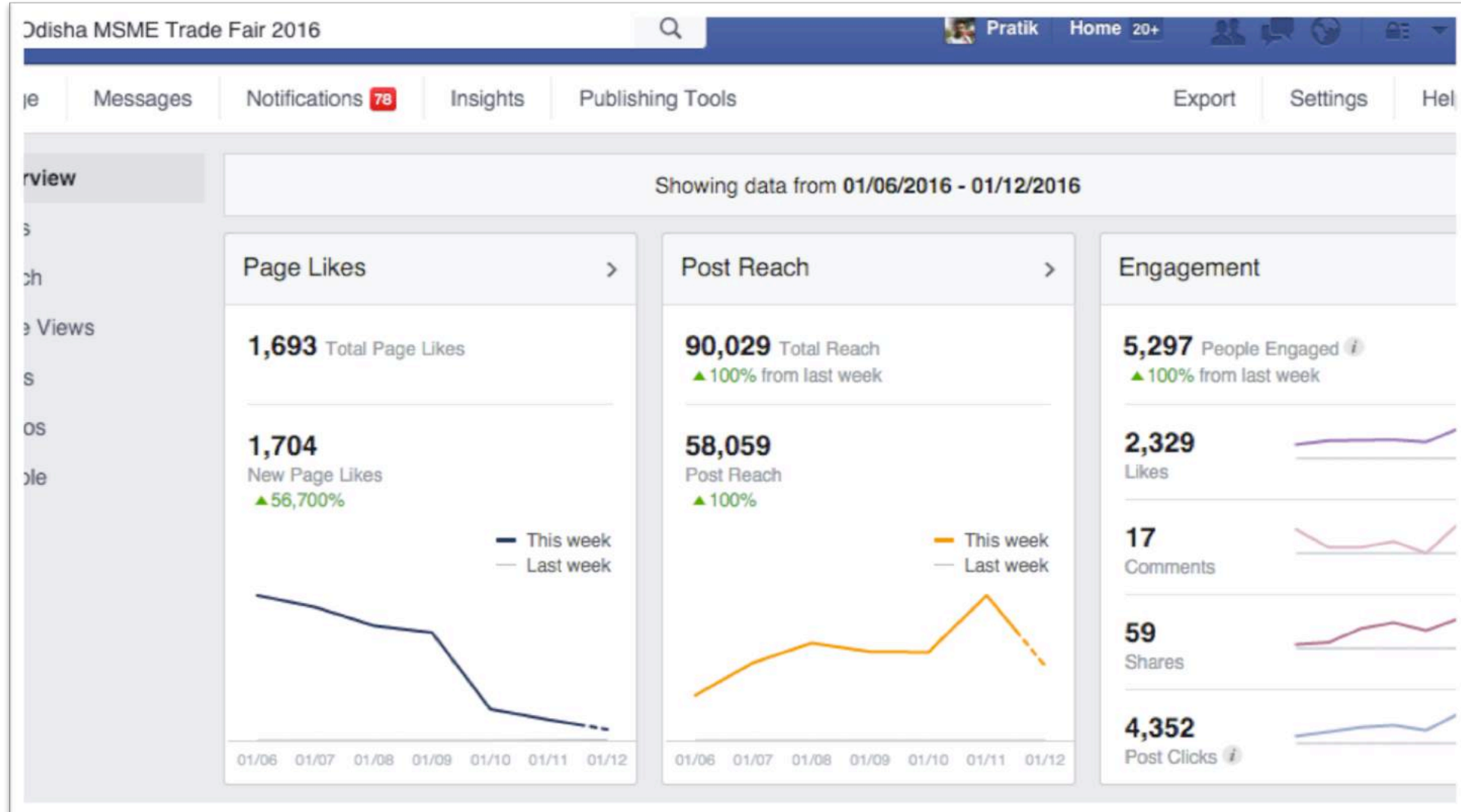


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**Odisha MSME Trade Fair 2016**  
To showcase #Odisha's potential in the micro small and medium enterprises (MSME) sector, G...

1590 10 35

# 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