

Increasing chamber of commerce outreach & the power of social media

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Traditional Outreach: The Town Crier Model



- ❖ **Limited reach**
- ❖ **High cost**
- ❖ **One-way communication**
- ❖ **Printing technology, telephony and television are improvements but they too suffer from the same limitations although to a lesser degree**

Modern Town Crier Model: Different Channels

❖ **Print publications:**

Newsletters, journals, studies etc.

❖ **PR & Media outreach:**

Press Release & Press
Conference

❖ **Events**

❖ **Mail & Telephony**

❖ **Advertising:**

Print & electronic



New Age Infobahn Outreach: The Digital Drummer Model

- ❖ **Based on Internet – the info superhighway or infobahn**
- ❖ **Nearly 100% Reach**
- ❖ **At minimum or no cost**
- ❖ **Allows 2-way communication**



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New Age Infobahn Outreach: Internet as a game changer

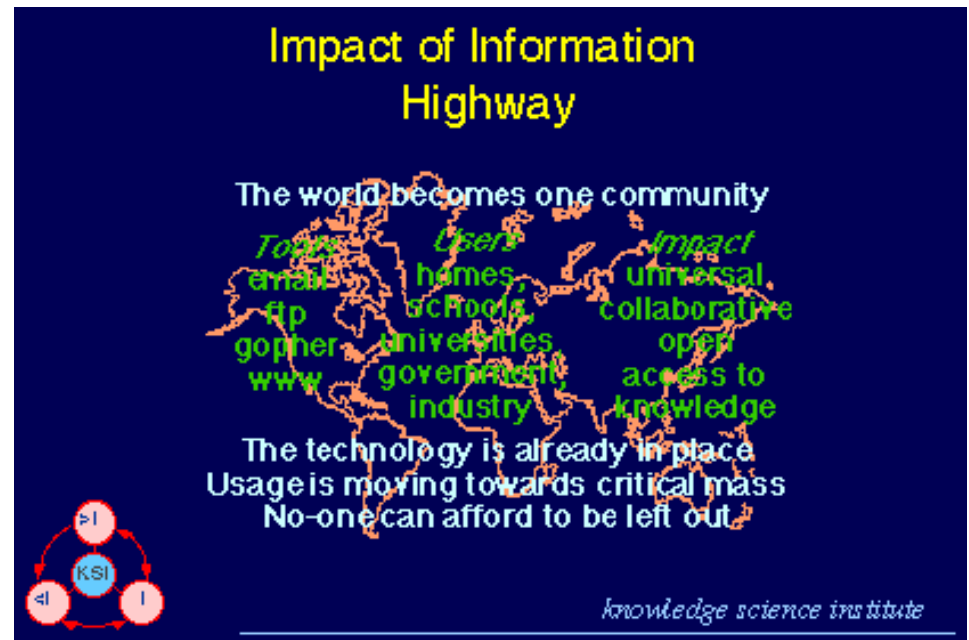
**“The Internet is
becoming the town
square for the global
village of tomorrow”**

– Bill Gates



New Age Infobahn Outreach: Internet as a game changer

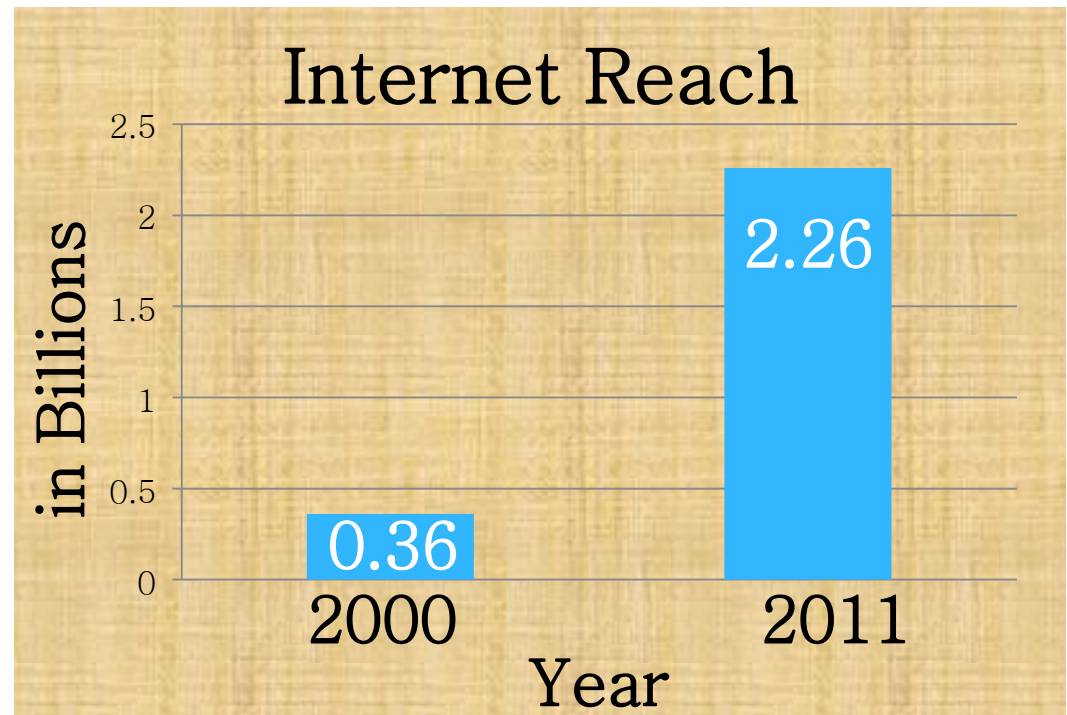
- ❖ **Printing technology, telephony and television replaced the town crier**
- ❖ **The Internet is fast replacing all previous known forms of communication**



Internet as a game changer: Mushrooming Network

❖ **Internet users
have grown from
360 million in
2000 to 2.26
billion in 2011**

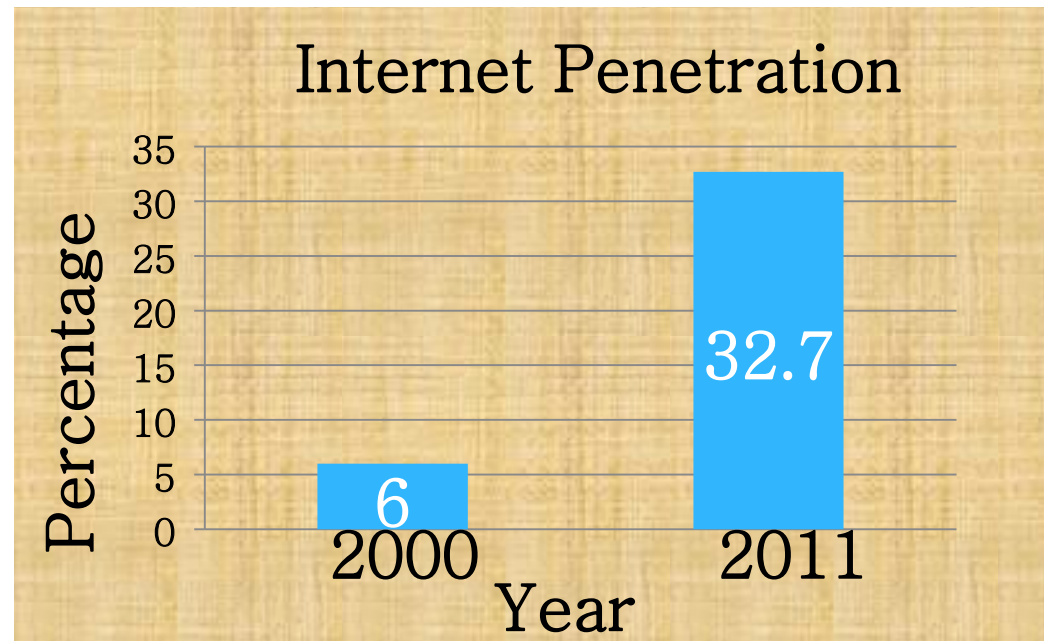
❖ **A growth of
528.1% & still
growing**



Internet Is The Future: Rapidly moving towards 100% Reach

❖ **Internet Penetration
up from 6% to 32.7%
of global population
in 11 yrs**

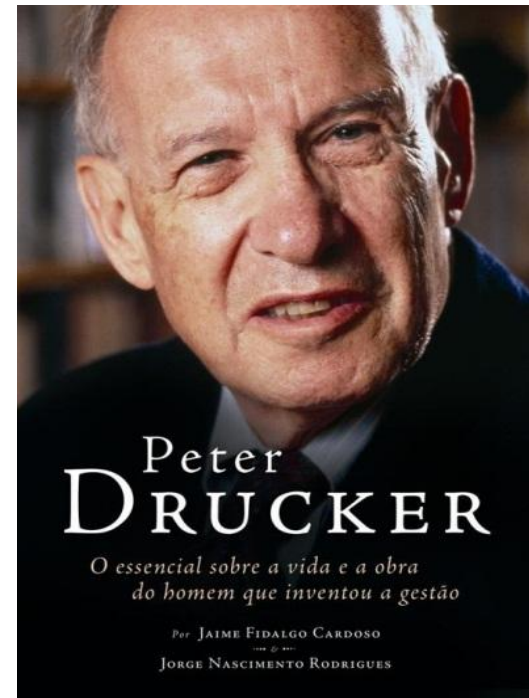
❖ **All Indian industrial
MSMEs – FISME's
target group – likely
to have Internet
access by 2015**



Internet Is The Future: Costless Communication

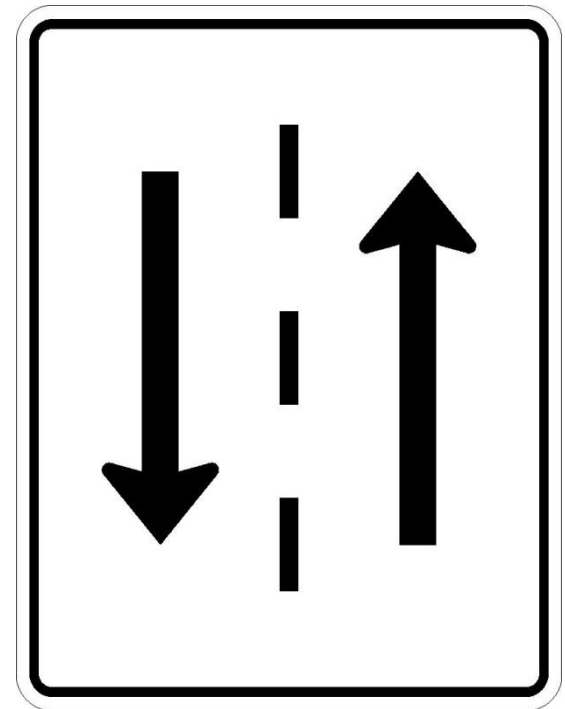
“The new information technology... Internet and e-mail... have practically eliminated the physical costs of communications”

- Peter Drucker



Internet Is The Future: Two-way Street

- ❖ **Internet allows two-way communication that was impossible in The Town Crier Model**
- ❖ **Social Media best platform for conversations**



The Digital Drummer Model : Different Channels

- ❖ **E-mail**
- ❖ **E-Newsletters & E-Publications**
- ❖ **Websites**
- ❖ **Social Media**



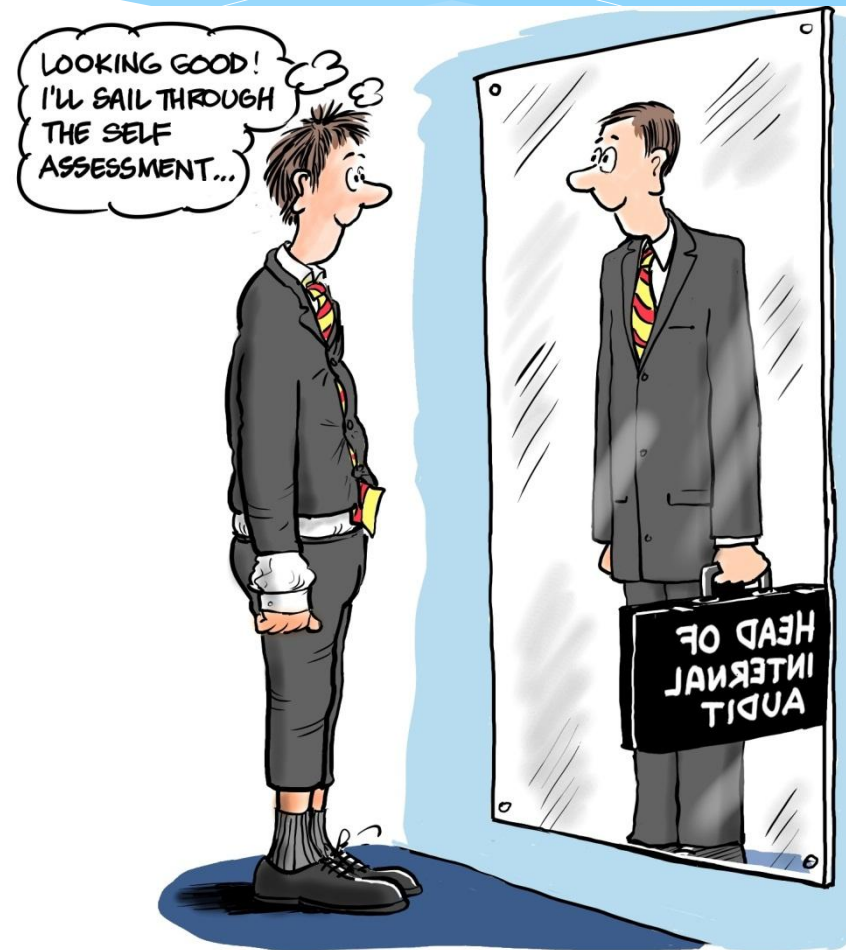
FISME's Outreach Strategy: Challenges

- ❖ **Enhance Image**
- ❖ **Enhance Influence**
- ❖ **Reach A Vast Universe**
- ❖ **At minimum cost**
- ❖ **With maximum speed**
- ❖ **With limited resources**



FISME's Outreach Goals: Enhancing Image

- ❖ **Image can be enhanced with one-way communication**
- ❖ **Reach more and more people**
- ❖ **Send out positive messages**



FISME's Outreach Goals: Enhancing Influence

- ❖ **Enhancing Influence requires building relationships and consensus**
- ❖ **Possible only through two-way conversations**



FISME's Outreach Goals: Reach A Vast Universe

- ❖ **FISME's outreach universe is vast - nearly 13 million industrial MSMEs**
- ❖ **Impossible to reach via Town Crier model**
- ❖ **Even if we can reach a part via Town Crier model, costs would be prohibitive**



FISME's Outreach Experience

Solving The Reach Problem: E-newsletter

- ❖ **E-newsletter: Already reaching 2,00,000 Indian MSMEs**
- ❖ **Target: 1 million in next 2 months**
- ❖ **Very low cost**
- ❖ **Can be done with minimal editorial & design resources**



FISME's Outreach Experience

Solving The Reach Problem: Website

❖ Website made more dynamic, attractive & useful to visitors

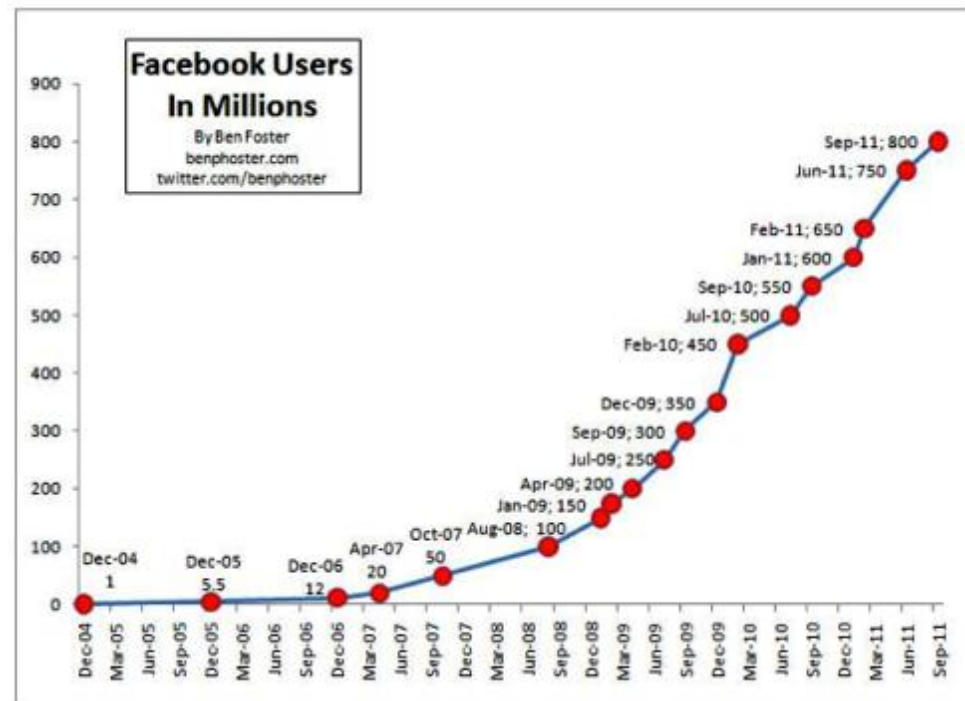
❖ Website reaching 100 million Indian users & 2.2 billion across the world



FISME's Outreach Experience

Solving The Reach Problem: Social Media

- ❖ Facebook already reaches 900 million users globally & growing
- ❖ Over 45 million users in India
- ❖ Roughly 50% of all Indian Internet users are also on Facebook/LinkedIn



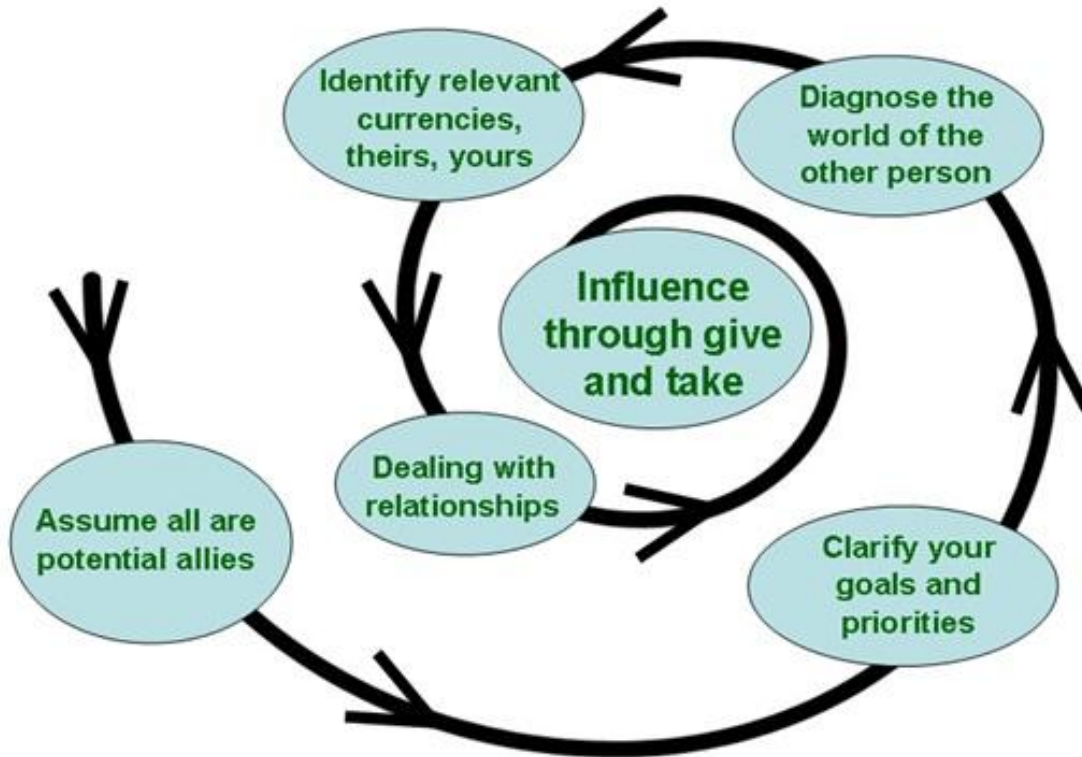
FISME's Outreach Experience: Solving the Conversation problem

- ❖ **Launched Social Media initiative**
- ❖ **Focus now more on Facebook & LinkedIn**
- ❖ **Google+, Blog, Twitter, YouTube, ShareSlide etc. also there**



Influence = Relationship Building = Social Media

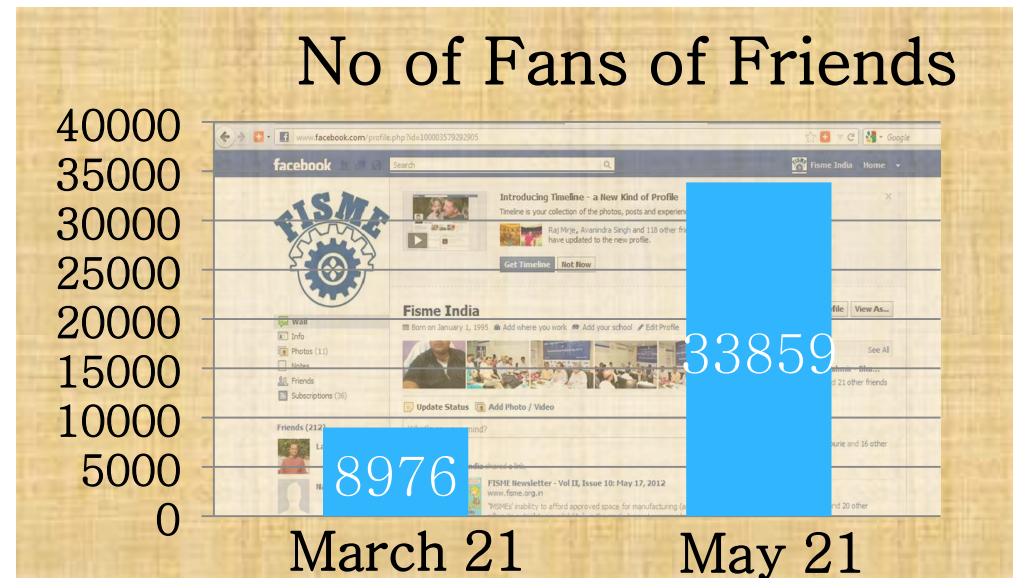
Cohen Bradford Influence Without
Authority Model



**Social Media
allows us to
do all these
things at a
rapid pace**

Power of Social Media: FISME's Experience of Facebook

- ❖ **Rapid growth with minimum cost/effort**
- ❖ **No. of Fans & Friends already 317**
- ❖ **No. of Fans of Friends up from 8,976 on Mar 21 to 33,868 On May 21**
- ❖ **Number of cities we reach out to – 16**

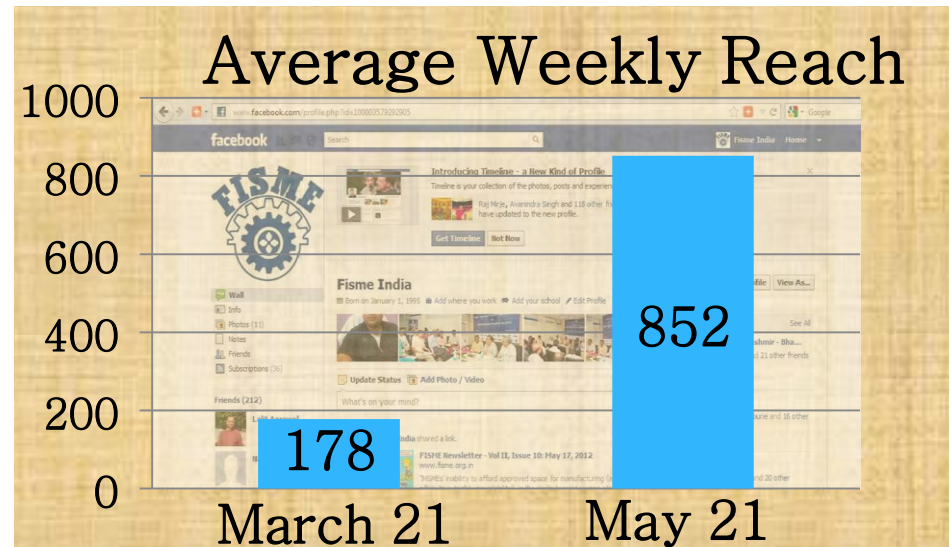


Power of Social Media: FISME's Experience of Facebook

❖ **Average weekly reach has gone up from 178 to 852**

❖ **Analytics show conversations and engagement is taking place**

❖ **Content is King**



Power of Social Media: FISME's Experience of LinkedIn

- ❖ **Number of connections on our profile – 256**
- ❖ **Number of members on MSME India group created by us – 69**
- ❖ **Connections we are reaching out to through our network – 1,05,700**

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 5,207,800+ professionals — here's how your network breaks down:

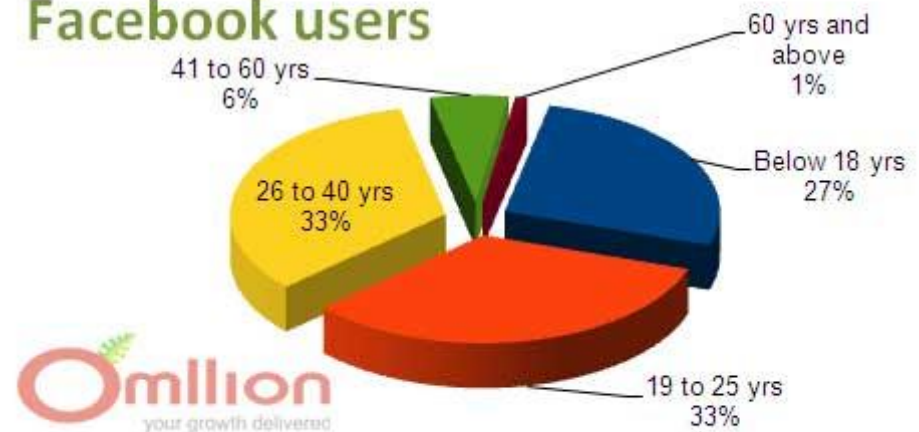
1	Your Connections Your trusted friends and colleagues	256
2	Two degrees away Friends of friends; each connected to one of your connections	105,700+
3	Three degrees away Reach these users through a friend and one of their friends	5,101,800+
Total users you can contact through an Introduction		5,207,800+

22,959 new people in your network since May 18

Power of Social Media: Taking Care of Demographics

- ❖ **By 2020, the average Indian will be only 29 years old, compared to 37 years in China and US; 45 years in West Europe; and 48 years in Japan**
- ❖ **Social Media also helps to reach future entrepreneurs and young entrepreneurs**

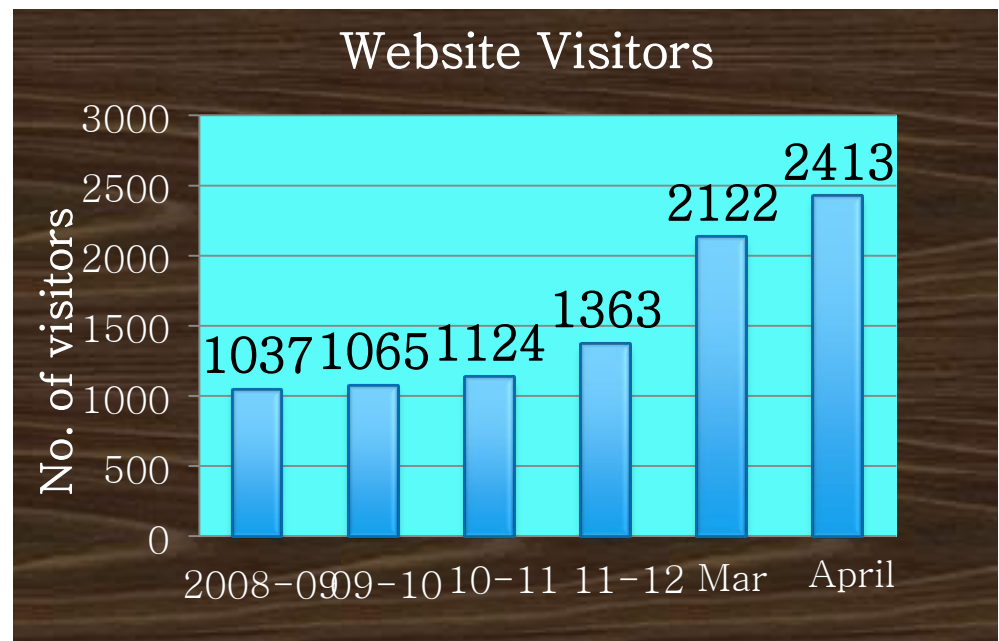
Agewise distribution of Indian Facebook users



FISME's Experience of Social Media: Achieving Reach & Influence

❖ **Greater reach via
e-newsletter &
social media
driving up website
traffic**

❖ **More & more
people joining
FISME's network**



Social Media: Ease of Use

- ❖ **No training required**
- ❖ **Internet users already know how to use Social Media**
- ❖ **To overcome initial fear of new technology one hand-holding session is good enough**



Using Social Media: Marketing Vs Outreach

- ❖ Marketing brands & products is complex & controversial
- ❖ Elected leadership need not bother about this unless they wish to learn for their own businesses
- ❖ Simple outreach requires little technical expertise
- ❖ Understanding what interests target groups is enough



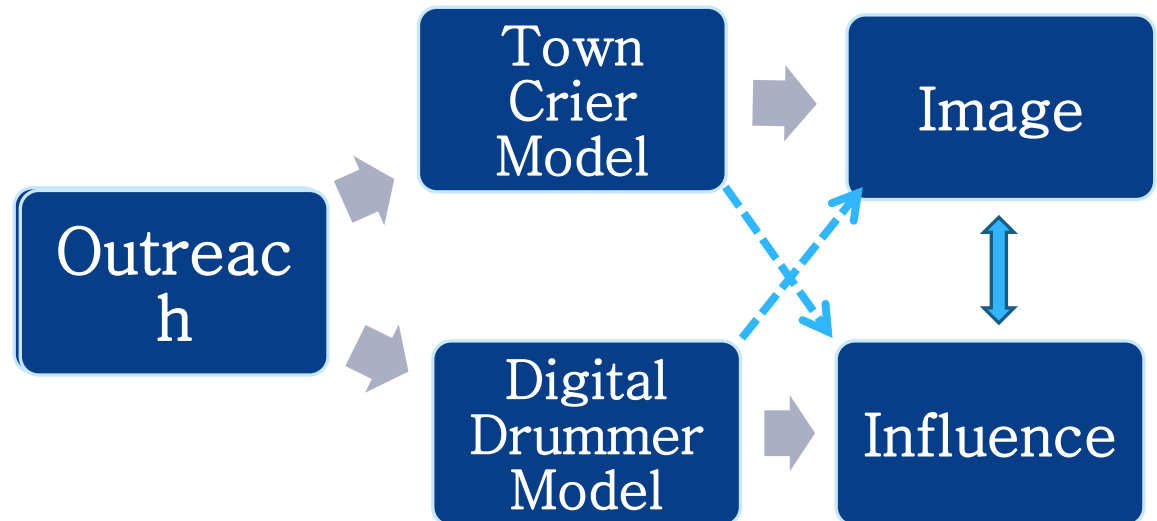
Using Social Media: Town Crier Model has its uses

- ❖ **“Hard copy” has its uses:**
- ❖ **Greater shelf-life**
- ❖ **Greater impact on Image enhancement**
- ❖ **Better for serious discourse**
- ❖ **Greater brand recall**
- ❖ **Better documentation**



FISME's Outreach Strategy: Walking on Two Legs

- ❖ **Use Social Media primarily for greater outreach and for enhancing Influence**
- ❖ **Use Town Crier Model for Image & Brand Building**
- ❖ **Use both to make Mass Media to come to you instead of vice-versa**
- ❖ **Use online news tracking tools to identify Mass Media targets**
- ❖ **Work on Mass Media Targets online & offline**





Thank You!