

E-commerce and Digital marketing turning into a formidable tool in a company's marketing arsenal.

The World Trade Center Goa recently organized a workshop highlighting the significance of digital marketing and e-commerce in today's rapidly evolving business landscape.

Dr. Jennifer Kamat, Former Chairperson - Women's Wing, The Goa Chamber of Commerce and Industry, emphasized that e-commerce and digital marketing are essential for Goan companies aiming to expand across India and globally. She highlighted the importance of thorough market research, understanding customer needs, and addressing challenges like language barriers and cross-border sales early on. Dr. Kamat also noted that leveraging all social media channels effectively is crucial for success in this evolving sector.

Ms. Rahmat Shaikh, Founder, SociAlly, highlighted essential aspects of digital marketing, emphasizing brand-building and strategies like email marketing, paid ads, and blog writing to attract more customers. She noted the importance of understanding which social platforms are most relevant to target consumers for effective outreach. Ms. Shaikh also introduced the acronym BRAINS—Branding, Research, Authenticity, Impact, Networking, and Storytelling—as the core of a successful digital campaign.

Mr. Mohsin Shaikh, Founder, Haztech, discussed 2024 e-commerce trends, emphasizing the importance of strong SEO and teamwork to tap into larger markets. He advised focusing on the "Four P's"—Product, Price, Place, and Promotion—to thrive digitally and highlighted the growing impact of video content for successful marketing. Mr. Shaikh encouraged integrating tools like ChatGPT and social media shopping for effective customer engagement, noting that AI and Google Analytics can enhance business operations by streamlining tasks and tracking consumer behavior.

Mr. Cyril Desouza, Assistant Director - Trade Promotion, WTC Goa, highlighted digital marketing and e-commerce as essential for customer outreach but stressed the need to support local stores and small businesses to ensure they also benefit, fostering job opportunities at the community level.

The workshop was held on August 23, 2024, at Mira Mar, Goa



In Photo: (From left to right) Mr. Mohsin Shaikh, Founder & Director, Haztech; Dr Jennifer Kamat, Former Chairperson - Women's Wing, The Goa Chamber of Commerce and Industry; Ms. Rahmat Shaikh, Founder, SociAlly and Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa.