

Digital Marketing Guide

Digital Marketing for Rural Businesses

Reach more customers using WhatsApp, Facebook, and Instagram

WhatsApp Business Marketing

Why WhatsApp Business?

- Free to use
- Most people in India use WhatsApp
- Easy to send photos and messages
- Direct communication with customers

Setting Up WhatsApp Business:

- 1. Download "WhatsApp Business" app (different from regular WhatsApp)
- 2. Create business profile with: Business name, description, address, hours
- 3. Add catalog of your products with photos and prices
- 4. Set up quick replies for common questions

Tips for WhatsApp Marketing:

- Take clear, well-lit photos of products
- Post WhatsApp Status regularly with new products
- Create customer groups (but do not spam)
- Respond quickly to customer messages
- Share customer testimonials and reviews

Facebook Marketing

Creating Facebook Page:

- 1. Create personal Facebook account first
- 2. Click "Create" > "Page"
- 3. Choose "Business or Brand"
- 4. Fill in business details and add profile picture

What to Post:

- Photos of new products

- Behind-the-scenes of making products
- Customer reviews and testimonials
- Special offers and discounts
- Festival greetings with product promotions

Instagram for Visual Products

Best for: Handicrafts, clothing, food items, beauty products

Instagram Tips:

- Use good quality photos (natural lighting is best)
- Use hashtags: #RuralBusiness #MadeInIndia #HandmadeInIndia #WomenEntrepreneur
- Post Stories showing daily work
- Use Reels (short videos) for better reach
- Add location tags to attract local customers

General Digital Marketing Tips

- Post regularly (at least 3-4 times per week)
- Reply to all comments and messages promptly
- Be honest about products - do not make false claims
- Share your business story - people connect with stories
- Ask satisfied customers to share and recommend
- Learn from other successful pages in your field