Business

Basic Social Media Marketing Course – Sialkot Chamber
🗓️ **Duration: 5 Days**

www.xportgrow.com

Mian Muhammad Khalil
Chairman Committee

Ikram Ul Haq
President SCCI

Basic Social Media Marketing Course
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From Skill to Success —
Build Your Business

Fizan | SCCI

www.xportgrow.com

Course Outline

- How to Choose the Right Product
- Finding and Targeting Potential Customers
- Writing Professional Emails and Social Media Messages
- Basics of Export Documents (PSW)

Digital Tools List

1. Mobile Phone
2. Gmail
3. ChatGPT
4. Canva
5. Business WhatsApp
6. Instagram
7. Facebook Page
8. LinkedIn Profile and Page
9. YouTube Channel

Why Product Knowledge is Necessary?

1. Builds Confidence
2. Earns Customer Trust
3. Improves Communication
4. Supports Effective Selling
5. Handles Objections
6. Enhances Professionalism
7. Boosts Customer Satisfaction
8. Encourages Repeat Business
9. Drives Innovation
10. Strengthens Brand Image

ON WHICH FACTORS CAN YOU CHOOSE A PRODUCT?

Personal Factors

Personal Factors
- Your interests
- Your family's product expertise
- Your friends' and their families' product expertise
- Your skills = Your product
- Your professional education

Market Factors

Market Factors
- Products available in the market
- Research of the international market
- Demand and trends
- Customer pain points (what problems need solving?)
- Competition level (saturated vs. open markets)

Profitability Factors

Profitability Factors
- Mass product
- Niche product
- High-profit product
- Scalability (can it grow over time?)
- Cost of production vs. selling price (profit margins)

Practical & Strategic Factors

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- Availability of raw materials or resources
- Ease of logistics and supply chain
- Compliance and regulations (local & international)
- Sustainability and eco-friendliness (future demand driver)
- After-sales service and customer support needs

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(future demand driver)

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    needs

MY RECOMMENDATIONS –
HOW TO CHOOSE THE RIGHT PRODUCT

Step 1:
Identify a Micro NicheFocus on a small, specific market segment instead of going too broad. Micro niches often have less competition and more loyal customers.
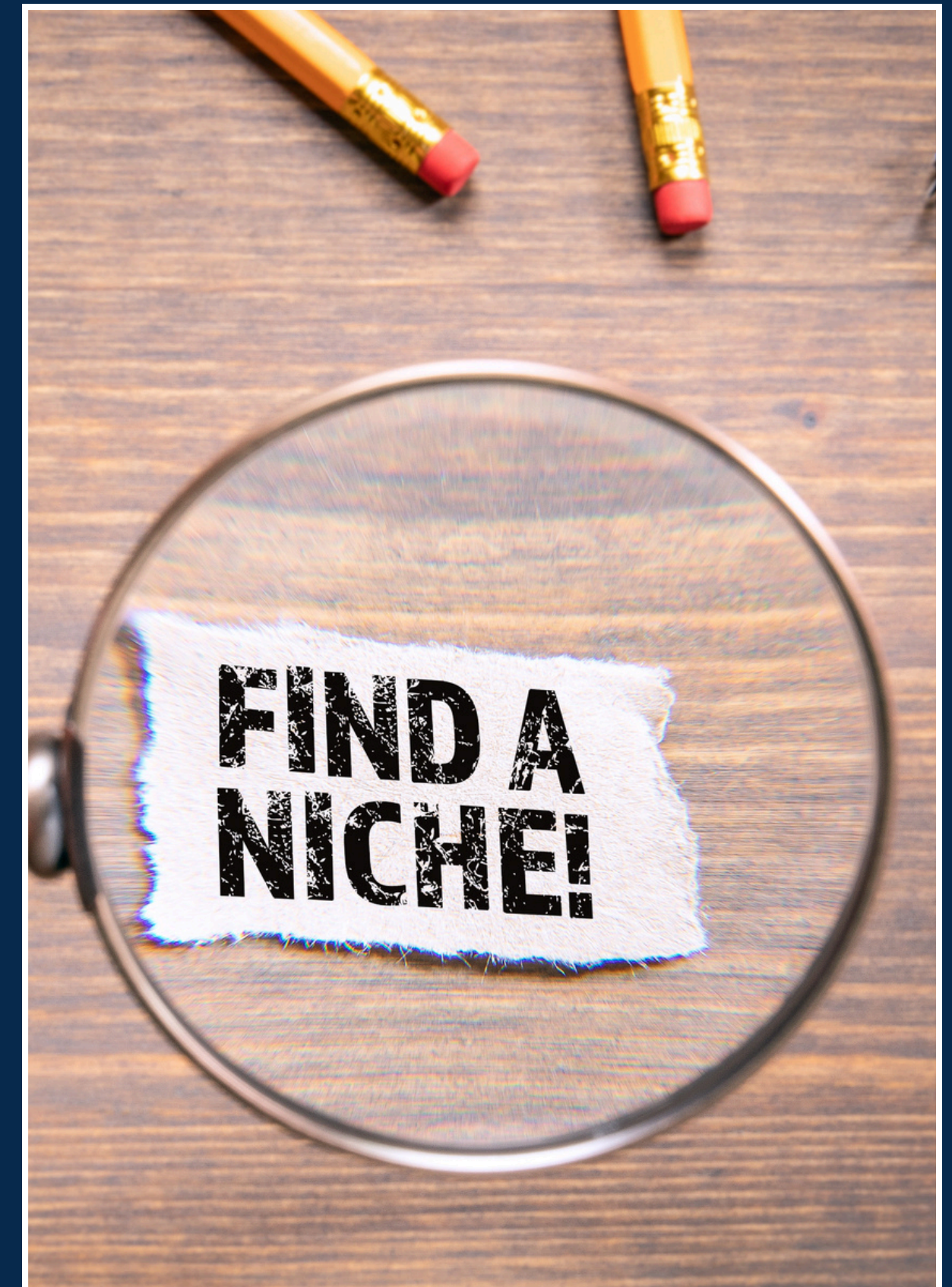
MY RECOMMENDATIONS – HOW TO CHOOSE THE RIGHT PRODUCT

Step 2:
Match with Your Experience
Select a product you already have experience with. Practical exposure reduces mistakes and speeds up growth.

MY RECOMMENDATIONS – HOW TO CHOOSE THE RIGHT PRODUCT

Step 3:

Use Your Expertise & Skills
Choose a product where you have technical knowledge or professional skills. Strong expertise gives you a competitive edge.

MY RECOMMENDATIONS –
HOW TO CHOOSE THE RIGHT PRODUCT

Step 4:
Leverage Your Networking
Pick a product where you already have industry contacts, suppliers, or potential customers.
Networking shortens the journey to success.

MY RECOMMENDATIONS – HOW TO CHOOSE THE RIGHT PRODUCT

My Recommendations:
- **Start with small orders.**
- **Test your product on Daraz, Alibaba, eBay, Etsy, Facebook, and Instagram.**

TRADE BARRIERS AND COMPLIANCES

1. DUTIES
- Customs duties
- Import duties
- Export duties

2. CERTIFICATIONS
- Quality certifications (ISO, CE, FDA, etc.)
- Safety certifications
- Country-specific approvals

3. TARIFFS
- International tariffs
- Free Trade Agreements (FTAs)
- Regional tariff differences

4. PACKING
- Standard packing requirements
- Export packing compliance
- Eco-friendly and sustainable packaging

5. PACKAGING-RELATED ITEMS
- Labeling requirements
- Barcodes & QR codes
- Country of origin marking
- Handling & hazard warnings

HOW TO CHOOSE THE RIGHT COMPANY NAME

- Keep it simple & memorable
- keyword base
- Reflect your business
- Make it unique & brandable
- Easy to spell & pronounce
- Future-proof the name
- Check domain & social media availability
- Avoid legal issues
- Ensure cultural sensitivity
- Emotional & professional appeal
- Test it

"ChatGPT will help suggest the company name; however, it should be checked with SCCI, Google, domain name availability, Facebook, Instagram, and LinkedIn."

Keyword

Checklist for Choosing and Verifying a Company Name

Step 1: Generate Ideas
- Use ChatGPT to suggest creative company names.

Step 2: Verify with SCCI
- Check with the Sialkot Chamber of Commerce & Industry (SCCI) to ensure the name is not already registered.

Step 3: Google Search
- Search the name on Google to check for existing businesses with the same or similar names.
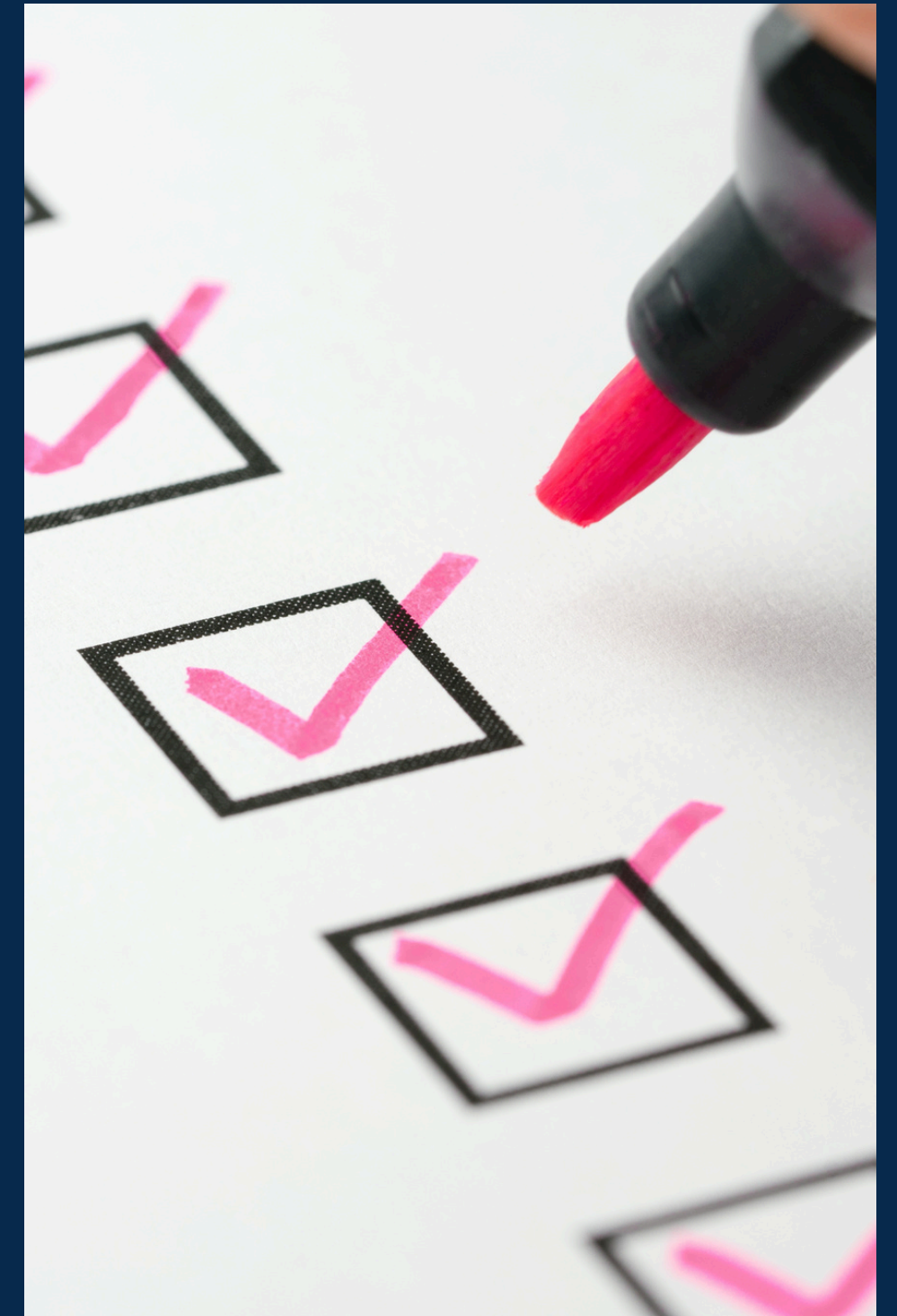
Step 4: Domain Availability
- Check if the .com

Step 5: Social Media Availability
- Verify the name on: Facebook, Instagram, LinkedIn

Step 6: Final Selection
- Choose the name that passes all checks and matches your branding vision.

Logo Checklist

Simplicity – Is the logo clean and easy to recognize?

Relevance – Does it reflect your business, product, or industry?

Memorability – Is it unique enough to be remembered easily?

Scalability – Does it look good in small and large sizes

Versatility – Can it work in color, black & white, and on different backgrounds?

Typography – Are fonts clear, readable, and aligned with your brand tone?

Color Psychology – Do colors match your brand message and target audience?

Originality – Is it free from copyright issues and not copied from others?

Timelessness – Will it still be relevant 10 years from now?

Digital & Print Ready – Can it be used on websites, social media, packaging, and official documents?

LOGO
Brand story

Brand Colors Checklist

- Relevance –Do the colors reflect your industry or product type?
- Psychology – Do the colors create the right emotions.
- Consistency – Are the same colors used across logo, website, packaging, and marketing?
- Contrast – Do the colors provide good readability
- Accessibility – Are the colors clear for people with color vision deficiencies?
- Cultural Meaning – Do the colors have positive meanings in your target markets?
- Balance – Is there a good mix of primary, secondary, and accent colors?
- Flexibility – Can the colors work in both digital and print formats?
- Timelessness – Will the palette remain relevant in the long term?
- Uniqueness – Do the colors make your brand stand out from competitors?
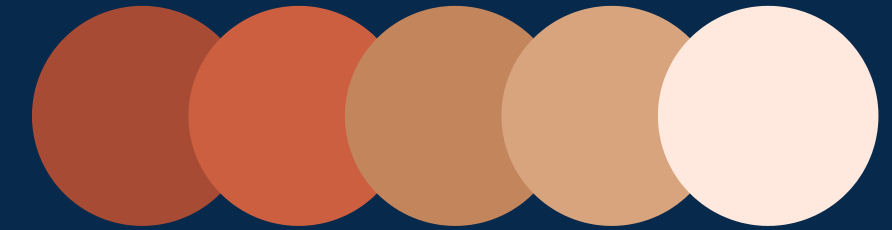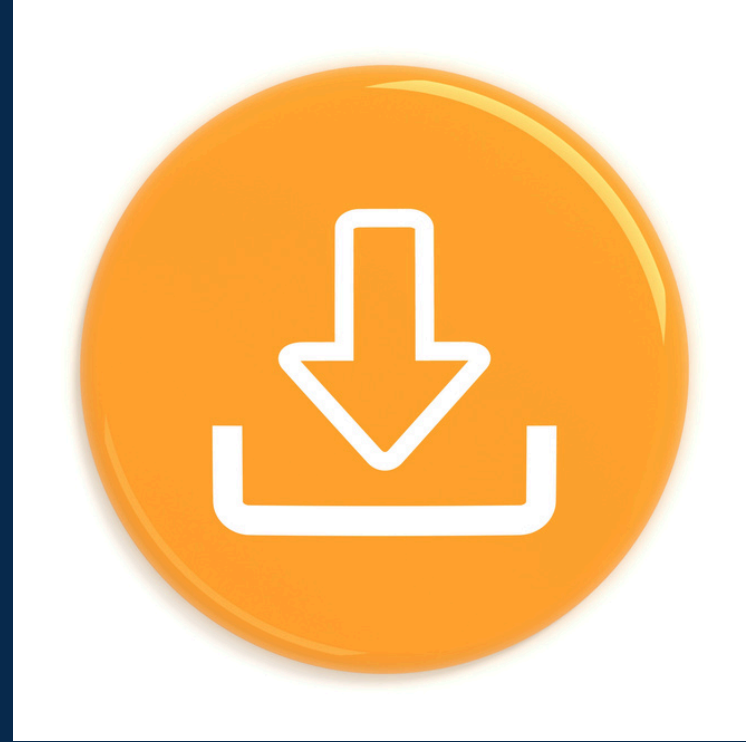
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