



**-Report On-  
 Online Workshop:  
 Venture Base Camp on Digital Marketing and Branding for  
 Beginners  
 28 Jan – 19 Feb 2022  
 by Ms. Madhuri Bogawat & Ms. Ronita Gosh  
 - Organized by BRBC -**



Online Workshop:  
**Venture Base Camp on Digital Marketing and Branding for Beginners**  
 - Organized by BRBC -

**Session 1:**

**Digital Marketing, Web designing and development, media planning and basics of social media**  
 - By Madhuri Bogawat



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**Session 2:**

**How Impact Enterprises can tell their stories**  
 - By Ronita Gosh

Impact Business Model Canvas Template

Your Venture Central:  
 Your Legal Structure Hypothesis:

Problem Statement

Mission Statement



This workshop is an online Venture Base Camp (VBC) aimed at startups across various stages of product development (ideation to commercialization) who wish to put together a plan for coordinating multiple and diverse activities involved in development, defining milestones and targets in a realistic manner, tracking status and progress of milestones, ensure optimal utilization of manpower and successfully meet deadlines. Understand Business Development (BD) context for science startups, market segmentation, customer development, digital marketing, entrepreneurial sales, Go-To-Market partnerships, BD team building & culture.

BIRAC Regional Bio Innovation Centre (BRBC) is a joint initiative of BIRAC and Venture Center. It focuses on filling up a few key innovation's ecosystem gaps in India for biotech/biomed startups specifically relating to mentoring, regulations, fund raising and Bio Incubation practice.

Venture Base Camps are high intensity, focused, theme-based camps intended to take a startup from point A to point B in their entrepreneurial journey, prior to their execution on key goals of the company.



#### The focus of this Venture Base Camp:

This event will include sessions addressing Digital marketing strategies, Web designing and development, media planning and basics of social media. Understanding importance of influencers and key opinion leaders (KOL). New-age marketing and ROI related issues will also be touched upon considering entrepreneurs and expanding business horizons. For individuals who are passionate about their business but require guidance in terms of the best marketing techniques, this insightful and interactive base camp will help you design a digital marketing strategy for your business.

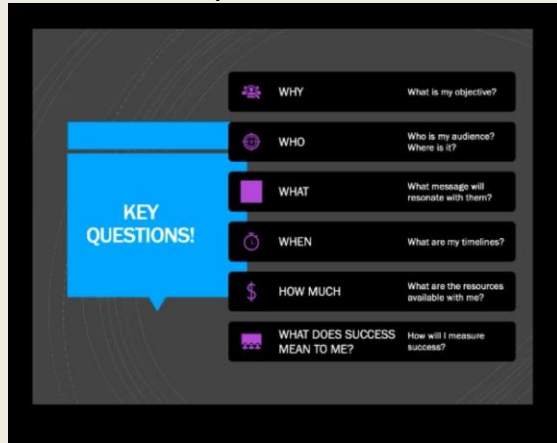
**Course Description:** The base will have one day of insightful and interactive talks followed by assignments that will be given to selected participants. Participants and speaker (mentors) will meet after one week to discuss the progress and suggestions.

**Attendees: Total 35 participants attended the venture base camp Session 1 & 30 Participants attended Session 2**

Workshop Schedule			
DAY 1: 28 January 2022 – Friday			
Time	Duration	Session title	Lead
03:00 – 5:00 pm	120 mins	Opening Remarks & Introduction to Speakers	Smita Kale
		Session 1: Digital Marketing, Web designing and development, media planning and basics of social media	Madhuri Bogawat
05:00 - 06:00 pm	60 mins	Session 2: How Impact Enterprises can tell their stories	Ronita Ghosh
		Q & A - Closing remarks	Smita Kale
DAY 2: 19 February 2022- Saturday			
Time	Duration	Session title	Lead
11:00 am – 12:00 pm	60 mins	Session on how to run Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads	Madhuri Bogawat
12:00 pm – 01:00 pm	60 mins	Reviewing Of Assignments one-one discussions!	Madhuri Bogawat



Session 1 gave participants overview of budgeting for their digital marketing needs & Lifecycle.



Participants also understood how to work on Impact Business Model Canvas and how they should focus on positive aspects of the Impact of their business

**Impact Business Model Canvas Template**

Your Venture Center:  
Your Legal Structure Hypothesis:

Problem Statement				
Mission Statement				
Key Partners	Key Activities	Value Proposition	Stakeholder Relationships	Stakeholder Segments
	Key Resources		Channels	

Session 2 Covered how to run Paid Promotions like Google, LinkedIn ads and how to analyze the google analytics report and how to use that information for lead generation for your business/Startup!

Platform	B2B		B2C	
	High Value	Low Value	High Value	Low Value
Google Search	✓	✓	✓	✓
Google Display Campaigns	✓	✓	✓	✓
Mobile Websites & apps		✓	✓	✓
<b>Social Media</b>				
Facebook		✓	✓	✓
Instagram			✓	✓
LinkedIn	✓	✓		
<b>Forums</b>				
Reddit	✓		✓	
Quora	✓	✓	✓	✓
Email Marketing	✓	✓	✓	✓
E-commerce	✓	✓	✓	✓

**Lead Generation**



## Feedback & Evaluation Result:

(28 Jan 2022) e-Venture Base Camp on Digital Marketing and Branding for Beginners	
Rating Scale: 1 Bad   2 Well below average   3 Below average   4 Average   5 Good   6 Very Good   7 Excellent	
Category	Avg (Max-Min) Count
<b>Section 1 - Event and Sessions</b>	
Overall Satisfaction with Event	6(5,7)11
Satisfaction with Content	6(5,7)11
Satisfaction with Speakers/mentors etc	6.1(5,7)11
Satisfaction with structure, design and pace of event	6(5,7)11
Digital Marketing, Web designing and development, media planning and basics of social media	6.1(5,7)11
How Impact Enterprises can tell their stories	5.9(4,7)11
<b>Please Provide any other suggestions, comments etc here</b>	
Planning a launch of medical device in market	
Workshop on analysis of websites through actual 3-4 case studies picked up at random from the participants	
Market research / Financial analysis	
Anything about how to sell technology driven medical devices in India.	
design of website by own to startup	
Hands on google analytics course, Hands on Ads process on FB, LinkedIn etc	
where and how to find good technical and business consultant	
Always making cohorts of homogeneous segments (Healthcare / Medical devices / Agriculture) makes a better interaction rather than involving speakers who are clued on to different backgrounds.	
More practical approach	
From the medical devices startup perspective we still need to adopt traditional approach of marketing and selling products. Venture center can keep series of lectures where companies have gain substantial traction in the beginning by using one or the other innovative solutions of selling products.	
using standard template the website can be designed	
The first session was excellent, informative and helpful for us, second session was good. Conduct such workshops regularly so that we can be updated with the digital marketing trends.	
<b>How did you hear about the event</b>	
Whatsapp	1
Email	10
LinkedIn	0
Others	0



**(19 Feb 2022) e-Venture Base Camp on Digital Marketing and Branding for Beginners**

**Rating Scale: 1 Bad | 2 Well below average | 3 Below average | 4 Average | 5 Good | 6 Very Good | 7 Excellent**

Category	Avg (Max-Min) Count	
<b>Section 1 - Event and Sessions</b>		
Overall Satisfaction with Event	5.7(3,7)7	
Satisfaction with Content	5.8(3,7)7	
Satisfaction with Speakers/mentors etc	5.7(3,7)7	
Satisfaction with structure,design and pace of event	5.8(3,7)7	
Digital Marketing, Web designing and development, media planning and basics of social media	6.2(6,7)7	
<b>Please Provide any other suggestions,comments etc here</b>		
Youtube Campaigns		
Session on Zoom etiquettes		
Social Media Paid Add Promotions		
More sessions on the same topic		
Interested in knowing on campaigns over other platforms and forum		
Great Event		
Could include screenshots of real-life campaigns and their hit rate/ reach etc.		
<b>How did you hear about the event</b>		
Whatsapp	4	
Email	3	
LinkedIn	0	
Others	0	

Report By –  
Neha K  
BRBC Team