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Social Panel: Engaging your Business with Social Media

PARTHIV VIKRAM NEOTIA



Director, Ambuja Neotia Hospitality

The hospitality industry does require social media intervention. For F&B industry we are not restricted to only Facebook

and Instagram. We have other options like Zomato, Swiggy and Dine Out. Social media marketing is successful only if we understand the psychology of our target customers. And its not just the young who are heavy social media users these days. The anatomy of social media users is changing. The language and objective of different platforms also vary. I often communicate events on social media. That works best for us. Our target group is high Instagram user and they are always hungry for content. So we make our restaurants and properties Instagramable.

SIMARPREET SINGH



Director, JIS Group Educational Initiatives

We appeared on social media just two to three years ago. We had no official page for our college till then. We decided to use

the positive effects of social media. We never bragged about our products but posted what people are talking about. We decided to be authentic and touch people that way. We congratulated Sourav Ganguly when he became the BCCI president and Abhijit Banerjee when he got the Nobel. We had a panel discussion on teachers for Women's Day and such targeted campaigns started yielding great results for us. Also social media helped us in competition analysis. Now we are also trying to make our campus Instagramable so that students can post pictures. Our teachers use LinkedIn.

PREEYAM BUDHIA



President-Business Development, Patton

When I got involved with our Addlife gym it only had a website. Later we pulled it down and now it has a Facebook and

Instagram page. Its members like to see new exercises. We create interest by engaging them on social media. For Caring Minds we use the jobs page or the booking app. When we opened the ICanFly cafe many bloggers wrote about it and we went viral. They helped spread our message to the world. In case of Patton, my family business, my father and grandfather did not think we needed a social presence. But I opened a Facebook and Instagram page for it. People got to know about our waste management solutions and new products through Whatsapp and Insta stories.