

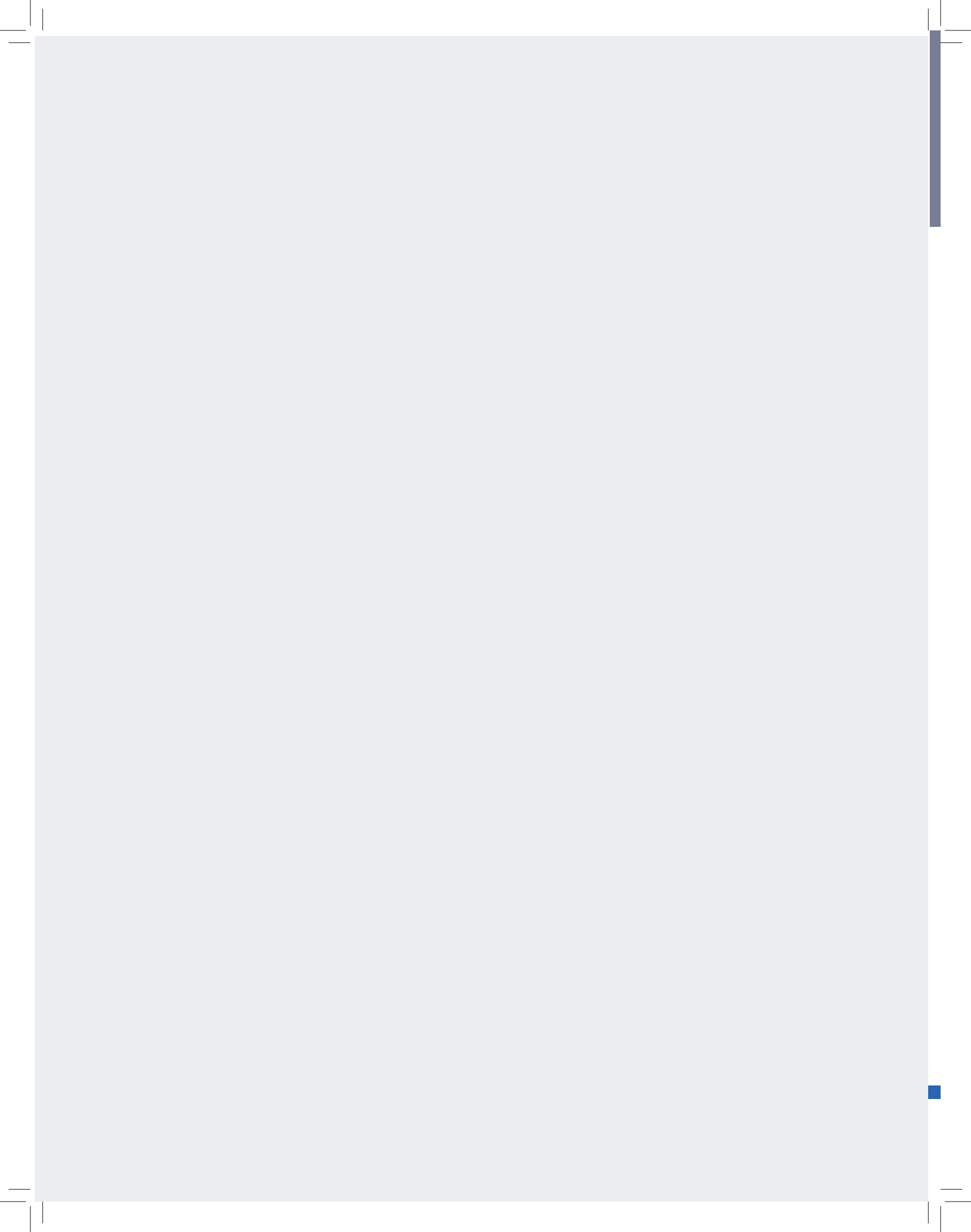
DIGITAL MARKETING

STEP-BY-STEP GUIDE

A COMPLETE HANDBOOK FOR GROWING YOUR BUSINESS ONLINE



MAHRATTA CHAMBER OF COMMERCE,
INDUSTRIES AND AGRICULTURE



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PURPOSE OF THIS GUIDE

This guide has been developed by the MCCIA MSME Helpline to give every Micro, Small, and Medium Enterprise in India a clear, practical, and immediately actionable roadmap for digital marketing. It is built on real-world insights gathered from thousands of MSME consultations conducted across Maharashtra and beyond — addressing the most common gaps in marketing knowledge that hold businesses back from growing online.

What This Guide Is Designed to Do

Every section of this guide is written to be self-contained and actionable. Whether you are a first-time business owner with no prior marketing experience or a seasoned entrepreneur looking to sharpen your digital strategy, this guide gives you:

- **Step-by-step platform instructions** — from setting up your first Facebook Business Page to running your first Google Search campaign, every step is explained in plain language with no assumptions about technical knowledge.
- **India-specific context and budgets** — all strategies, budgets (starting from ₹100), and platform recommendations are tailored to the Indian MSME market, reflecting 2025 pricing, platform usage patterns, and local consumer behaviour.
- **A proven, integrated approach** — rather than treating each platform in isolation, this guide shows how Facebook, Instagram, WhatsApp, and Google work together as a unified marketing ecosystem, with each platform playing a specific role in attracting, engaging, and converting customers.
- **Real-world results and case studies** — each section opens with a verified outcome from an actual Indian MSME, and the guide concludes with a detailed 6-month case study showing exactly how a home bakery in Nashik grew from ₹18,000 to ₹74,000 in monthly revenue using only the strategies in this guide.

Who This Guide Is For

This guide has been written for any Indian MSME owner, manager, or marketing executive who wants to grow their business using digital platforms. You do not need a marketing degree, a large team, or a big budget to benefit from this guide. It is equally useful whether you are:

- **A first-time entrepreneur** who has never run a digital ad or created a business social media account before — every step is explained from scratch.
- **An established business owner** who relies on word-of-mouth or offline channels and wants to expand reach without a large investment.
- **A business already active on social media** but not seeing results — this guide will help you identify what is missing and correct your approach platform by platform.
- **A staff member or associate** assigned to handle marketing for an MSME — this guide can be used as a standard operating reference for day-to-day digital marketing tasks.



HOW TO USE THIS GUIDE: Start with the platform most relevant to your business, follow every step in order, and move to the next section only after posting your first piece of content or running your first ad. Each section builds on the last.

THE MARKETING ECOSYSTEM

FOR MSMEs IN INDIA

India's MSME sector operates in one of the most dynamic marketing environments in the world. With over 7 crore enterprises competing across industries — from manufacturing and textiles to food processing, technology, and handicrafts — the marketplace has never been more competitive, or more full of opportunity. Digital platforms, mobile-first consumers, and direct-to-customer commerce have completely levelled the playing field. The marketing ecosystem available to Indian MSMEs today is vast — but only those who understand and actively use it will grow with it.

The Four Platforms That Define Digital Business Today

Social media has become the most powerful and accessible marketing tool for MSMEs, and four platforms define where business happens online today.

- **WhatsApp Business**

Enables MSMEs to run product catalogues, broadcast offers, and manage customer relationships directly and personally.

- **Facebook**

Reaches buyers aged 30–55 through targeted ads running for as little as ₹200 a day, ideal for building brand trust and local awareness.

- **Instagram**

Drives product discovery — especially for food, fashion, jewellery, and lifestyle — through Reels, Stories, and visual content that outperforms traditional advertising.

- **Google**

Business Profile and Search Ads capture buyers at peak purchase intent — the moment they are actively searching for exactly what you sell.

The Ecosystem Rewards Consistency and Trust

The marketing ecosystem rewards one thing above all else: consistency and trust. Your branding must be uniform across your packaging, storefront, WhatsApp catalogue, Instagram page, and Google listing. Response times on social platforms must be fast, because Indian consumers reward businesses that engage quickly.

45% of purchase decisions today are influenced by online ratings and peer recommendations.

The MSMEs that are scaling today are not the ones that market occasionally — they are the ones that have made marketing a daily, disciplined business function, as fundamental as production and finance.

OVERVIEW OF HELPLINE

The MSME Helpline, launched by MCCIA, is a first-of-its-kind initiative in India, originating in Maharashtra, aimed at bridging the knowledge and advisory gap faced by Micro, Small, and Medium Enterprises (MSMEs). It is designed as a free, expert-driven, and easily accessible platform that provides personalised guidance to enterprises across multiple domains, including finance, compliance, taxation, marketing, exports, and technology adoption.

The initiative operates through a digital-first model, allowing MSMEs to connect via call or WhatsApp and receive expert consultation within 24 hours. It leverages a network of over 100 industry experts to deliver tailored, practical solutions, ensuring that businesses can address specific challenges effectively. Since its pilot phase in January 2025, the helpline has conducted over 7,000 consultations, making a positive impact across more than 200 districts and 25 states across India, including remote and underserved regions where access to expert advisory is typically limited.

A key distinguishing feature of the helpline is its knowledge-driven and data-enabled approach, wherein insights from consultations are systematically recorded to build a repository of sector-specific challenges. This not only enhances service delivery but also supports evidence-based policy advocacy.

Our Key Services

Setting up Your Business

- Business registrations and compliance made simple.
- Get started with confidence.

GST Consultations

- Simplify your GST filings and processes.
- Maximise input tax credits and avoid risks.

Finance Advisory

- Unlock funding opportunities and project proposals tailored for MSMEs.
- Guidance on bank credit, export finance, and schemes.

GeM Consultations

- Access the Government e-Marketplace seamlessly.
- Services include registration, vendor assessment, and tender submissions.

Marketing and Branding

- Build a strong digital presence.
- Tailored marketing strategies for impactful results.

Import & Export Consultations

- Expand globally with expert guidance.
- Assistance with trade policies, documentation, and compliance.

PURPOSE OF THE HELPLINE

The MCCIA MSME Helpline is a free, expert-driven advisory service designed to empower Micro, Small, and Medium Enterprises across India with timely, practical, and personalised business guidance. Accessible via call or WhatsApp, the helpline connects MSMEs with a network of over 100 domain experts across finance, compliance, taxation, marketing, exports, and technology. Its core purpose is to bridge the knowledge gap that limits MSME growth — enabling every enterprise, regardless of size or location, to make informed decisions, navigate challenges with confidence, and achieve sustainable growth.

Key Challenges Faced By MSMEs

- **Complex Regulatory and Compliance Environment:** MSMEs face difficulties in navigating evolving regulations related to GST, taxation, licensing, and legal requirements, leading to risks of non-compliance, penalties, and operational disruptions.
- **Limited Access to Finance:** Many MSMEs struggle to secure timely and adequate funding due to weak financial documentation, lack of creditworthiness, and limited awareness of financing options and government schemes.
- **Lack of Access to Expert Guidance:** There exists a significant gap in access to domain experts, resulting in poor decision-making, missed opportunities, and inefficient problem resolution.
- **Low Adoption of Technology:** MSMEs often lack awareness and the capability to adopt digital tools, automation, and emerging technologies, affecting productivity and competitiveness.
- **Market Access and Competitive Pressures:** Limited knowledge of branding, marketing strategies, and consumer trends restricts MSMEs from expanding their market presence and competing effectively.
- **Skill Gaps and Limited Capacity Building:** Many entrepreneurs and employees lack formal business training, leading to inefficiencies in operations, planning, and strategic decision-making.
- **Urban–Rural Divide in Access to Resources:** MSMEs in rural and semi-urban areas face significant barriers in accessing professional advisory services, networks, and institutional support compared to their urban counterparts.

Helpline Number: **83088 09334** (Call or WhatsApp)

PLATFORM LINKS & RESOURCES

Use these official links to set up and manage each platform. Click any link to open it directly.

Platform	Official Link	Purpose
Facebook Business Page	facebook.com/pages/create	Create your business page
Meta Business Suite	business.facebook.com/latest/home	Manage posts, inbox & ads (Creator Studio no longer available)
Instagram for Business	business.instagram.com	Business account tips & resources
WhatsApp Business App	business.whatsapp.com	Download & set up WA Business
Interakt (BSP)	interakt.shop	WhatsApp API — e-commerce focus
AiSensy (BSP)	aisensy.com	WhatsApp API — affordable entry
Wati (BSP)	wati.io	WhatsApp API — multi-agent support
Gallabox (BSP)	gallabox.com	WhatsApp API — CRM & automation
Google Ads	ads.google.com	Create and manage search ads & Smart Ads — For Local Targeting
Google Business Profile	google.com/business	Free listing on Maps & Search
Google Keyword Planner	ads.google.com/aw/keywordplanner	Research keywords for ads
Canva (Free Design)	canva.com	Design posts, Stories & banners



PRO TIP: Bookmark this page! All links are clickable. Scan them on mobile or type them directly into your browser.

INTRODUCTION: WHY DIGITAL MARKETING MATTERS

Over 700 million Indians are online in 2025. 80% of buying decisions start with an online search or social post. Your competitors are already advertising digitally — a customer who cannot find you online will find someone else. Digital ads cost up to 10x less than print or TV for the same reach. Unlike a pamphlet that reaches 200 people, a well-placed Facebook post or Google ad can reach 20,000 people in your city for as little as ₹100.

Who Should Use This Guide?

- **Retail Shops:** Clothing, footwear, jewellery, electronics, stationery, hardware
- **Service Providers:** Salons, gyms, tailors, tutors, doctors, repair shops, consultants
- **Food Businesses:** Restaurants, cloud kitchens, bakeries, caterers, tiffin services
- **Wholesale / B2B:** Manufacturers, distributors, importers, raw material suppliers

How the Four Platforms Work Together

- **Google Ads:** Customer searches 'bakery near me' and finds your ad first
- **Facebook:** They browse your page, see photos, trust your brand
- **Instagram:** A Reel catches their eye, they follow and see daily Stories
- **WhatsApp:** They message you, you send catalogue, they order — sale done

Your First-Week Checklist

- Set up a Facebook Business Page with photo, bio, and phone number
- Create an Instagram Business account and link it to your Facebook Page
- Download WhatsApp Business, create your profile and add 5 products to your catalogue
- Claim your free Google Business Profile at google.com/business
- Post your first product photo with price and WhatsApp contact on all platforms
- Boost your best post for ₹100–150/day targeting your city for 5 days

Common Mistakes to Avoid

- Post once a month
- Post 3–5 times per week on at least 2 platforms consistently
- Boost with no call-to-action
- Always include price, product name, and 'WhatsApp us to order'
- Same format on all platforms
- Reels for Instagram, text + photo for Facebook, catalogue for WhatsApp
- Ignore messages for days
- Reply within 2 hours — slow replies lose sales directly
- Run ads with no targeting
- Always set your city, age range, and relevant interest keywords

SECTION - A

Facebook Marketing

Brand Building, Paid Ads & Local Reach

Real-World Result : A ladies clothing shop in Jaipur created a Facebook Page, posted 3 photos of new arrivals, and boosted the best post for `700 over 5 days.

Result: 2,400 people reached, 38 WhatsApp enquiries, 14 sales.

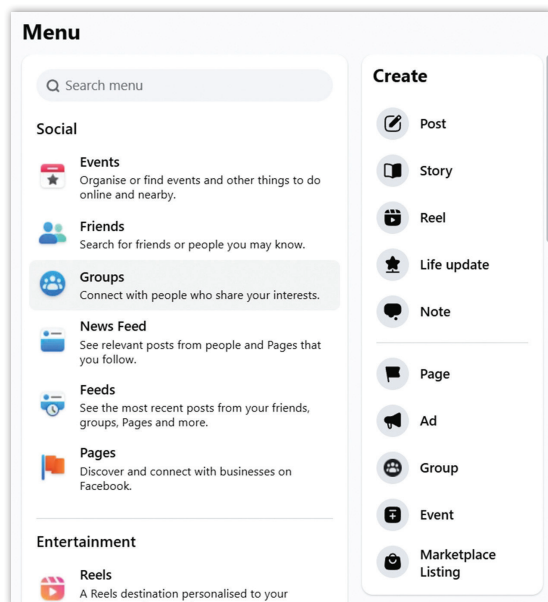
With 400+ million users in India, Facebook is the backbone of digital marketing for local businesses. It works for every type of business and lets you reach exactly the right customers in your city.

Part 1 Creating Your Facebook Business Page

1

OPEN FACEBOOK AND GO TO PAGE CREATION ►►

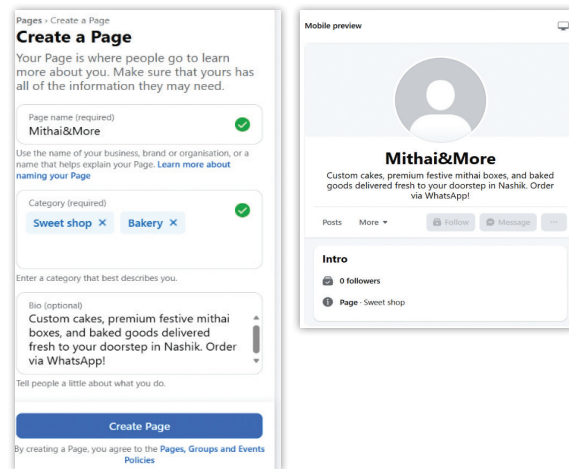
- Open the Facebook app → tap Menu → scroll down → tap Pages → tap + Create New Page.
- Log in with your personal Facebook account — this is required to create a business page.



2

FILL IN YOUR BUSINESS DETAILS ►►

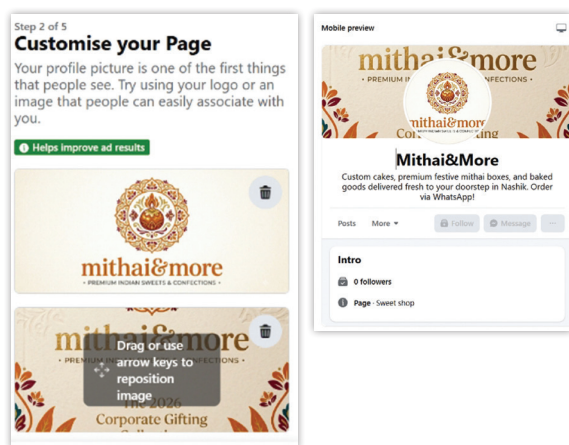
- **Business Name:** enter it exactly as customers know it.
- **Category:** type your business type (e.g., Clothing Store, Restaurant, Salon).
- **Bio:** what you sell + your city in one line. Tap Create Page.



3

ADD LOGO AND COVER PHOTO ►►

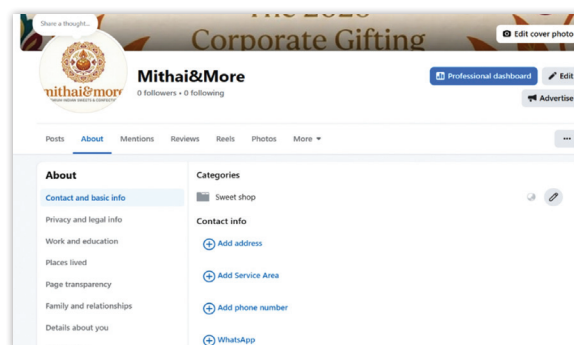
- **Profile photo:** upload your business logo (minimum 500×500 pixels).
- **Cover photo:** upload a banner (1200×628 pixels).
- Use Canva.com (free) if you do not have designed images.



4

COMPLETE BUSINESS INFORMATION ►►

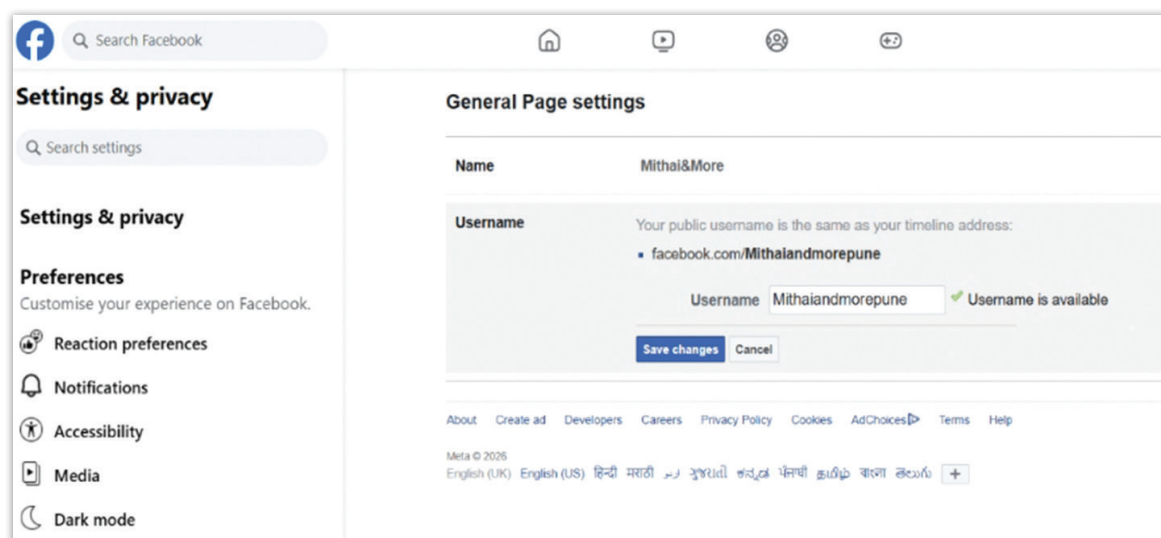
- Go to Edit Page Info → add Phone, Email, Address, Website, and Business Hours.
- Add your WhatsApp number — Facebook will link it so customers can message you directly.



5

SET YOUR PAGE USERNAME ►►

- Settings → Page Info → Username → choose a short handle like @YourShopName.
- **This creates your unique link:** facebook.com/YourShopName — print it on your business card.

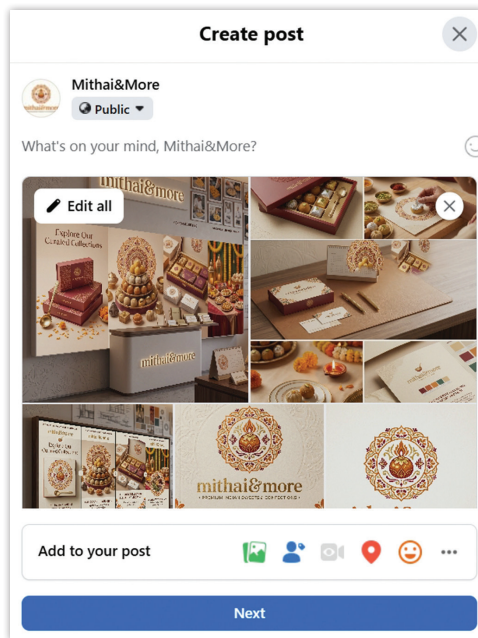


Part 2 Creating and Posting Content

1

CREATE A POST ►►

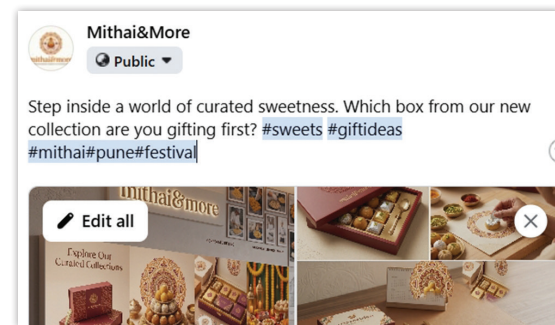
- Go to your Page → tap Create Post → choose Photo / Video.
- Add up to 10 images (carousel) or a video under 60 seconds.



2

WRITE A CAPTION THAT SELLS ►►

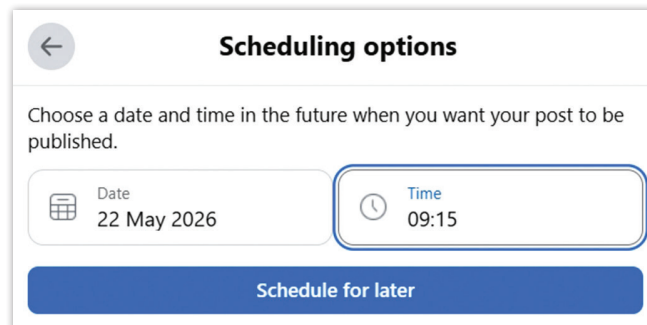
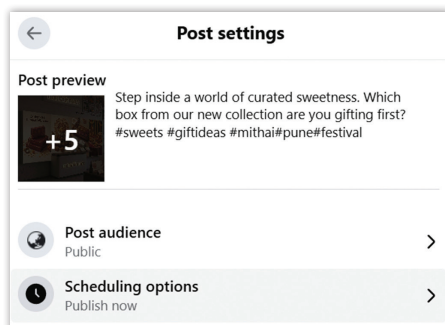
- **Hook:** open with a question or bold statement.
- **Offer:** describe product + price + USP.
- **Action:** tell them what to do — e.g., 'WhatsApp 9XXXXXXX to order'.
- **Hashtags:** 10–15 tags mixing broad + local.



3

SCHEDULE OR PUBLISH ►►

- **Publish Now:** post goes live immediately.
- **Schedule:** pick a date and time — best posting times are 9–11 AM and 6–9 PM.
- Use Meta Business Suite (free) to schedule an entire week in one session.



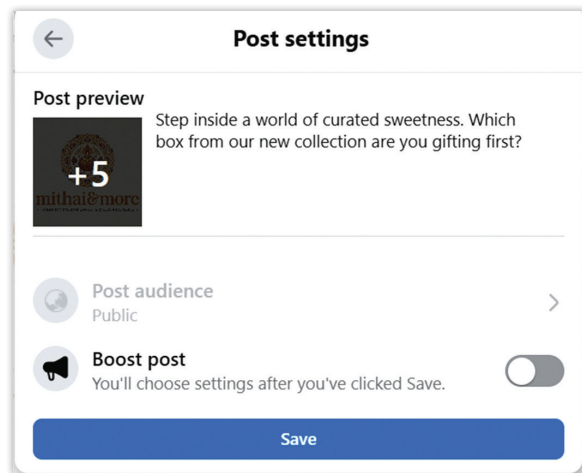
Part 3 Boosting a Post (Paid Promotion)

Boosting pays Facebook to show your post to people who do not follow you yet — targeted by city, age, and interests.

1

SELECT A POST TO BOOST ►►

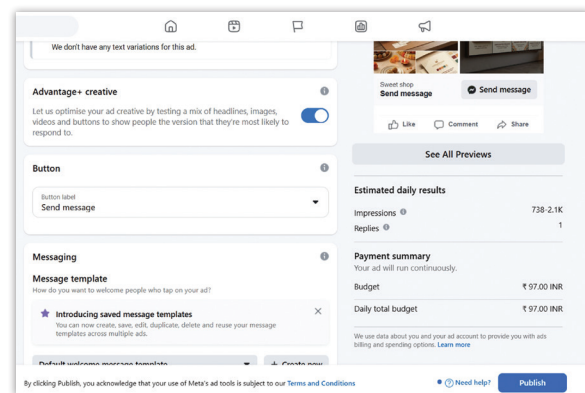
- Go to your Page → find the post → tap the blue Boost Post button.



2

SET YOUR GOAL ►►

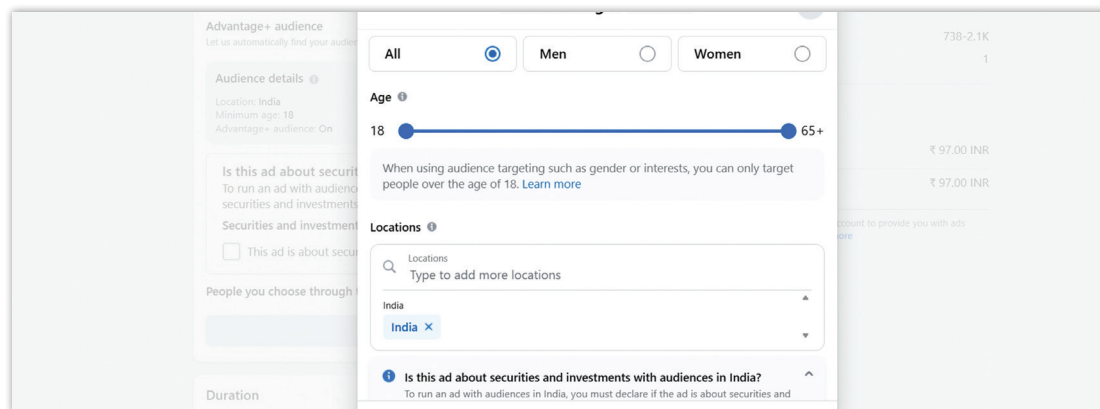
- **More messages** — best for WhatsApp or DM enquiries.
- **More website visits** — if you have a website or Justdial listing.
- **More page likes** — to grow your audience over time.



3

DEFINE AUDIENCE, BUDGET AND DURATION ►►

- **Location:** enter your city or draw a radius (e.g., 10 km around your shop).
- **Age:** set the range matching your typical buyer.
- **Budget:** start with ₹100–150/day for 5–7 days.



4

ADD PAYMENT AND LAUNCH ▶▶

- Add debit/credit card or set up UPI autopay → click Boost Now.
- Facebook reviews and approves within 1–2 hours — you get a notification when live.

Country, currency
US, INR

Change

Introducing daily budget for boosting

Get more control over your ad spend by setting the average amount that you want to spend each day on your boosted content. [More about daily budget](#)

Estimated 738-2.1K impressions per day

₹ 97.00

₹97.00 — ₹5,000.00

Placements

Recommended

Advantage+ placements

Reach more people at a lower cost by letting us show your ad on Facebook, Messenger, Instagram, WhatsApp and Audience Network.

Payment method

Estimated daily results

Impressions 738-2.1K

Replies 1

Payment summary

Your ad will run continuously.

Budget ₹ 97.00 INR

Daily total budget ₹ 97.00 INR

We use data about you and your ad account to provide you with ads billing and spending options. [Learn more](#)

by clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#)

Need help?

Publish



PRO TIP: The single most important habit on Facebook — reply to every comment and message within 2 hours. Pages with fast response times earn a 'Very Responsive' badge, which builds trust and dramatically increases the chance of a sale.



SECTION - B

Instagram Marketing

Visual Content, Reels and Stories

Real-World Result: A home decor seller in Mumbai posted a 30-second Reel showing a product transformation with trending audio and price overlay.

Result: 18,000 views, 340 profile visits, 27 orders — zero ad spend.

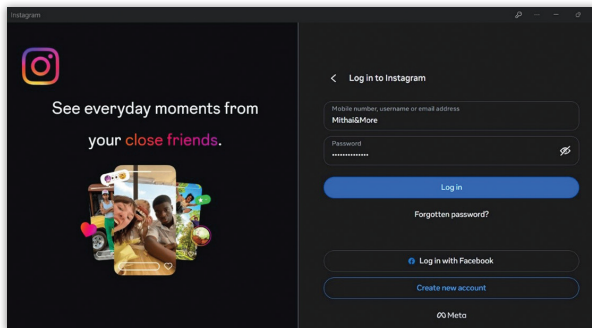
Instagram is India's fastest-growing platform for product-based businesses. If your product looks good, Instagram can sell it for you — often without spending a single rupee on ads.

Part 1 Setting Up a Business Account

1

DOWNLOAD AND SIGN UP ►►

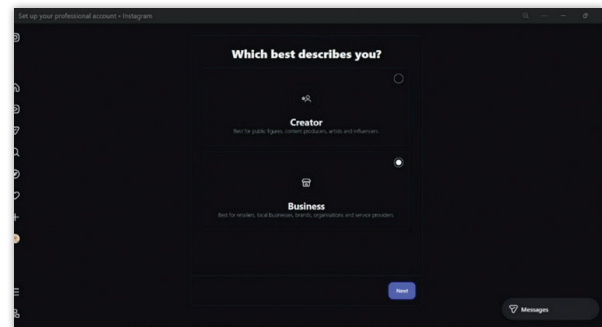
- Download Instagram → tap Sign Up → enter your business email.
- **Username:** use the same handle as your Facebook page (@YourShopName).



2

SWITCH TO A BUSINESS ACCOUNT ►►

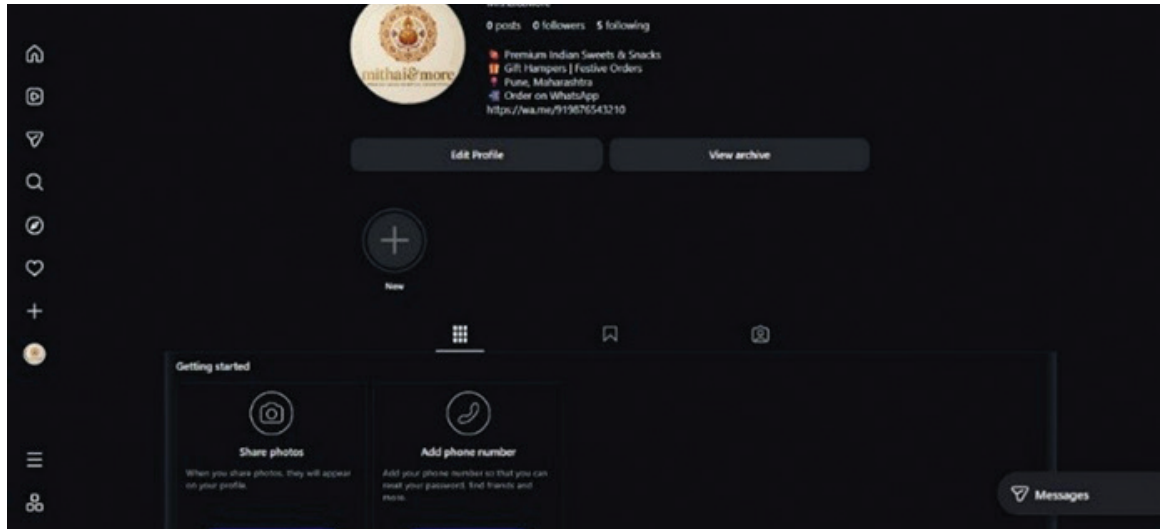
- Profile → tap menu icon → Settings → Account → Switch to Professional Account → Business.
- **Convert your Instagram account from personal to professional account:** Settings → Business Tools and Controls → Select Business Account or Creator Account.
- Without activating this setting, the professional dashboard will not appear on your Instagram profile to run ads, nor will it show the Boost Post button below every content.
- **Unlocks:** Contact button, Post Insights, Boost Post, and Instagram Shopping.



3

COMPLETE YOUR PROFILE ▶▶

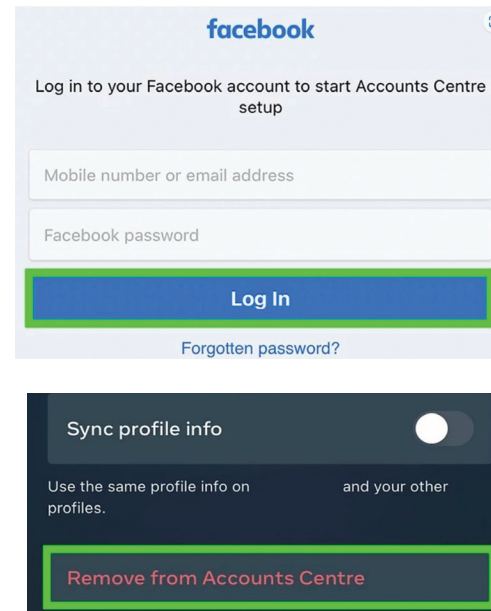
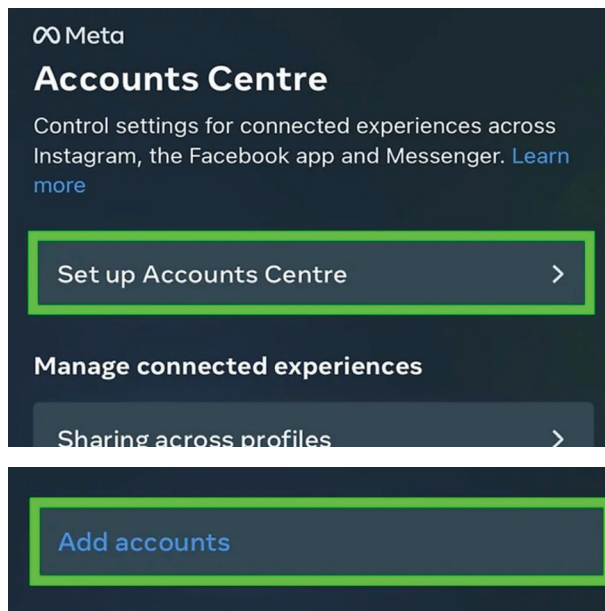
- **Profile photo:** your business logo.
- **Bio (150 chars max):** what you sell + city + how to contact.
- **Bio link:** add your WhatsApp — wa.me/91XXXXXXX — the only clickable link on Instagram.



4

LINK TO YOUR FACEBOOK PAGE ▶▶

- Settings → Account → Linked Accounts → Facebook → connect your Business Page.
- You can now post to both platforms simultaneously, saving time every day.

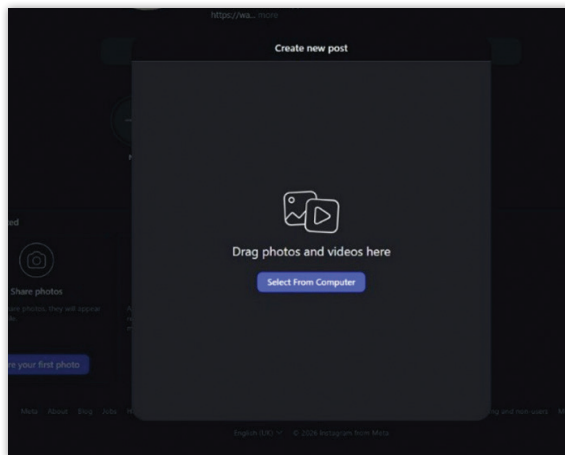


Part 2 Creating Content That Gets Seen

1

REGULAR PHOTO / VIDEO POST ▶▶

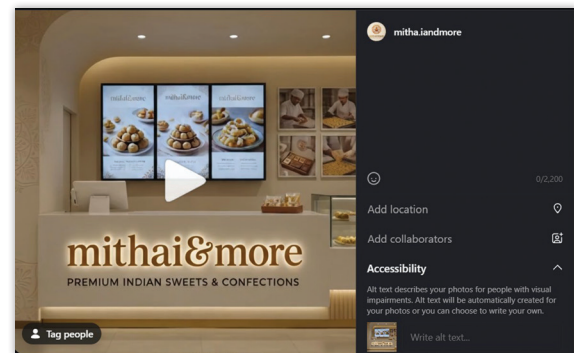
- Tap + → Post → select photo or video → edit (use consistent filter or brightness).
- **Caption:** use the 4-part formula (Hook > Offer > Action > Hashtags).
- Add 10–15 hashtags plus a location tag.



2

REELS — THE HIGHEST-REACH FORMAT ▶▶

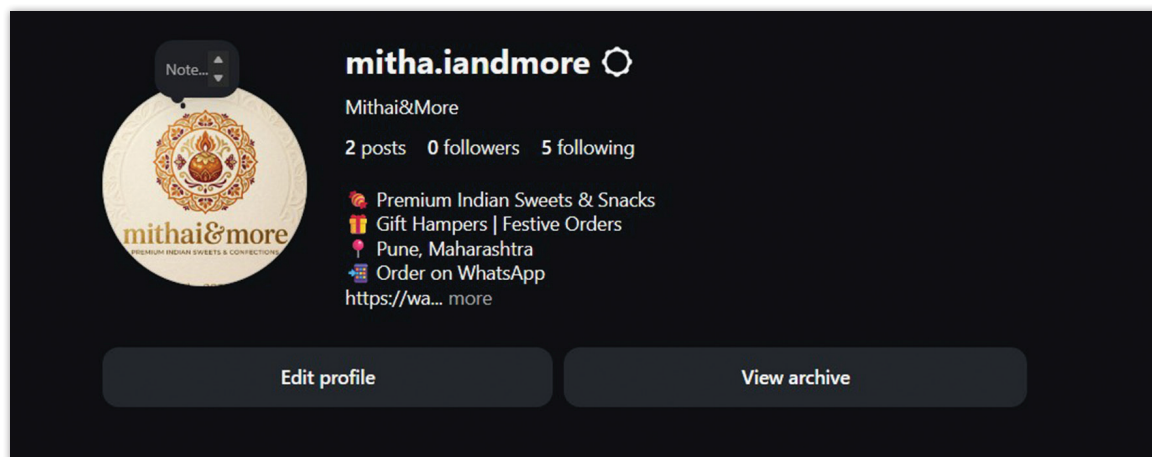
- Tap + → Reel → record 15–60 seconds OR upload from gallery.
- Add trending music (Music icon → search) — trending audio multiplies reach significantly.
- Add text overlay with product name, price, or offer.



3

STORIES — DAILY CUSTOMER TOUCHPOINTS ▶▶

- Tap the + circle → take photo/video or upload.
- **Add stickers:** Poll, Question, Countdown.
- Post every morning — new stock, today's offer, or a customer review screenshot.

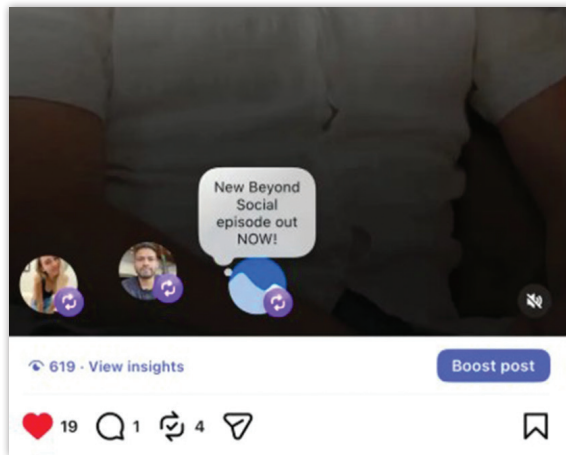


Part 2 Boosting on Instagram

1

SELECT POST AND BOOST ►►

- Go to the post on your profile → tap Boost Post.
- **Choose goal:** Messages, Profile Visits, or Website Traffic.



ADS THAT CAN GENERATE LEADS AND SALES FOR BUSINESSES LIKE BAKERY & SALOON:

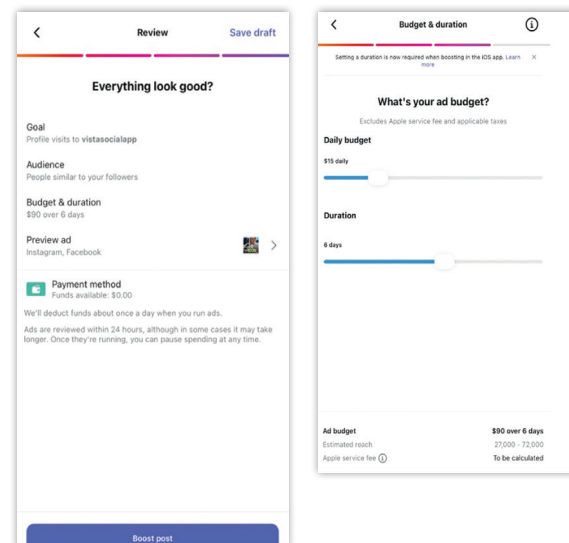
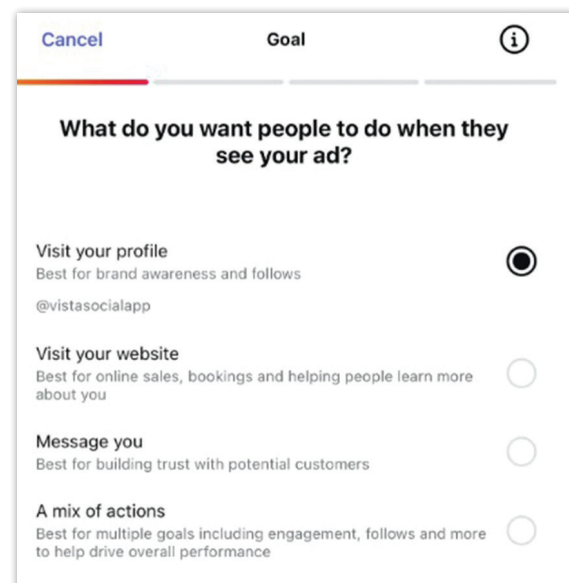
- WhatsApp Message Ads
- Instagram Message Ads
- Google Smart Ads / Google Map Ads
- WhatsApp Status Ads (inside Meta Ads)
- Ads on Reels and Stories with Message Us Call To Action

These ads give direct interaction with customers, and chatbots for services can be implemented successfully with WhatsApp API.

2

AUDIENCE, BUDGET AND LAUNCH ►►

- **Automatic Audience:** Instagram picks the best audience (recommended for beginners).
- **Manual:** set age, gender, location, and interests.
- **Budget:** ₹150/day for 5 days = ₹750 total test budget.



PRO TIP: Post Reels consistently — at minimum 3 per week. Accounts that post Reels regularly grow followers 5–8x faster than those posting only photos. Batch-film 4–5 Reels in one session each week to stay consistent without daily effort.



SECTION - C

WhatsApp Business Marketing

Direct Sales, Broadcasts & the WhatsApp Business API

Real-World Result: A bakery in Pune broadcasts a 'Daily Special' message to 220 saved contacts every morning at 8 AM with a photo and price.

Result: 30–45 orders placed before noon.
Zero ad spend.

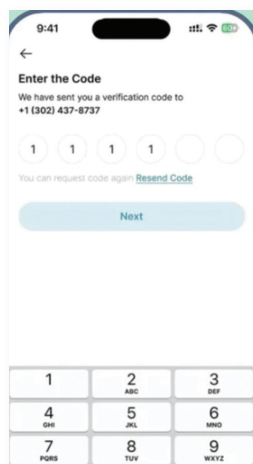
WhatsApp Business is completely free to download and use. With a 95%+ message open rate versus 20–30% for email or SMS, WhatsApp is the most direct channel to reach your customers.

Part 1 Setting Up WhatsApp Business

1

DOWNLOAD AND REGISTER ►►

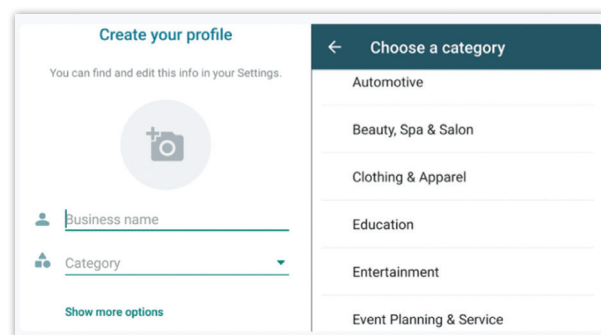
- Download 'WhatsApp Business' from the Play Store or App Store — it is free.
- Open → enter your business phone number → verify with OTP.



2

CREATE YOUR BUSINESS PROFILE ►►

- Tap menu → Settings → Business Profile.
- **Fill in:** Business Name, Category, Description, Address, Email, Business Hours, Website.
- Upload your logo as the profile photo.



3

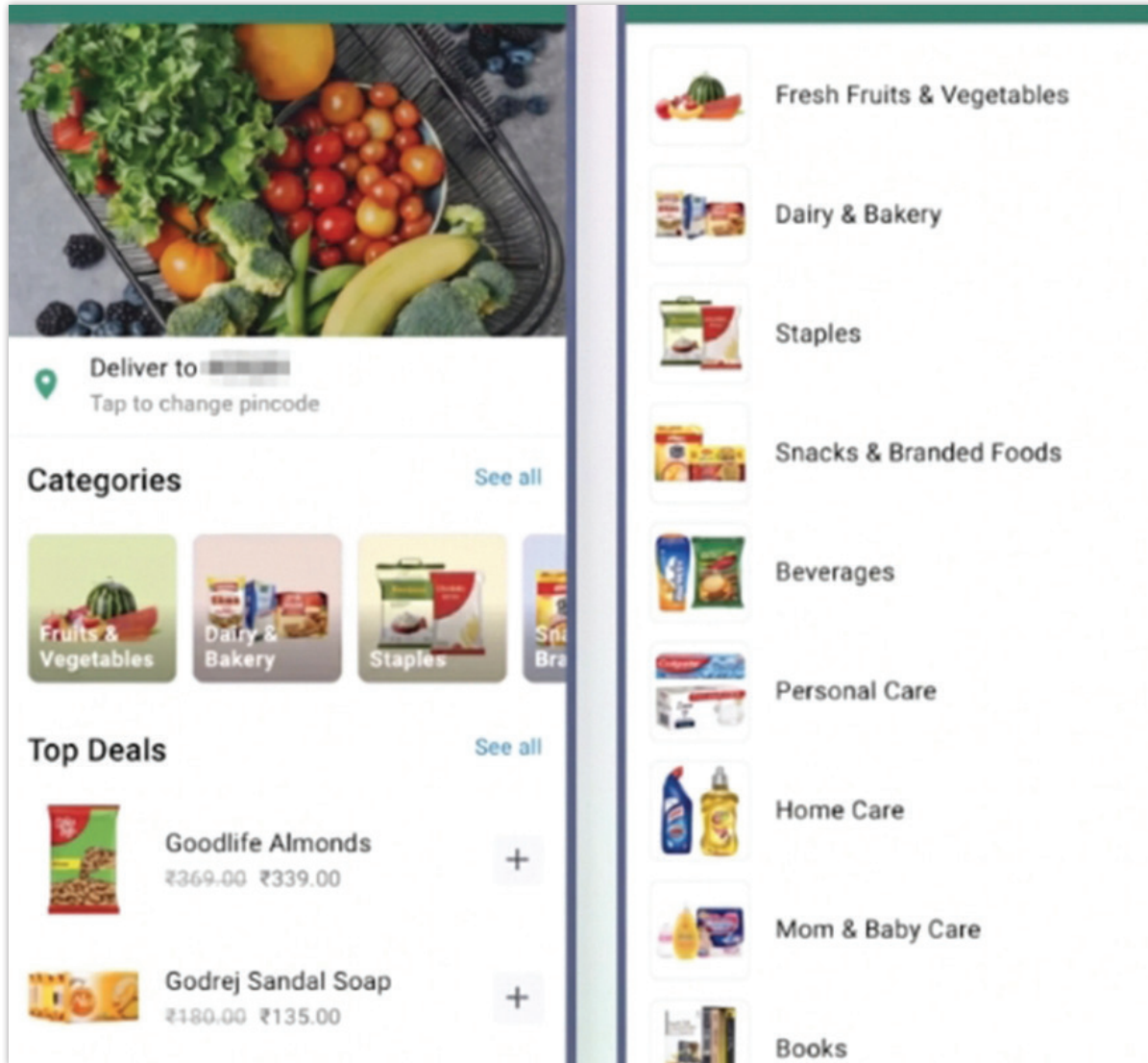
SET UP AUTOMATED MESSAGES ►►

- Business Tools → Greeting Message → write a welcome text sent to every new customer.
- Away Message → auto-reply when offline.
- Quick Replies → shortcuts like /price, /order, /location.

4

BUILD YOUR PRODUCT CATALOGUE ►►

- Business Tools → Catalogue → tap + to add each product.
- **Add:** Name, Price, Description, and a clear photo.
- Customers can browse and order directly inside WhatsApp — no website needed.



Part 2 Marketing with WhatsApp

1

SEND A BROADCAST MESSAGE ►►

- Tap menu → New Broadcast → select up to 256 contacts → type your offer → attach image → Send.
- Each contact receives it as a personal message.
- **Important:** only contacts who have saved your number receive broadcasts.

WHATSAPP BUSINESS API — FOR SCALING TO 10,000+ MESSAGES ►►

The WhatsApp Business API is for businesses that need to send more than 256 messages at a time, automate conversations at scale, or integrate WhatsApp with CRM software. It is accessed through Meta-approved partners called Business Solution Providers (BSPs).

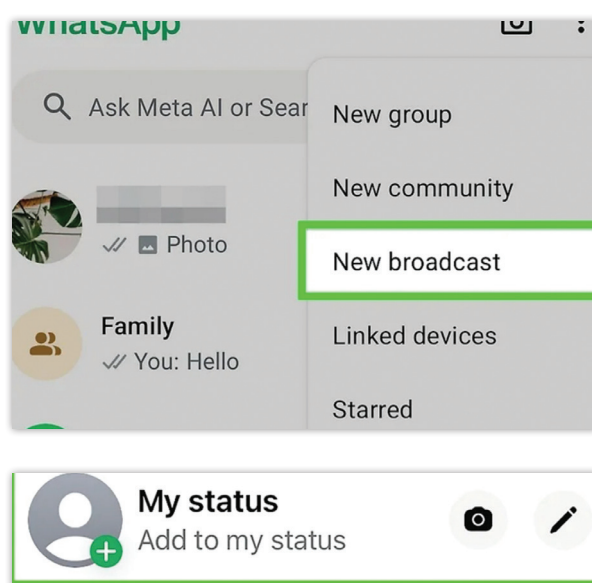
RECOMMENDED BSPS FOR INDIAN BUSINESSES ►►

- **Interakt** — interakt.shop: Best for e-commerce and D2C brands — Shopify integration available
- **AiSensy** — aisensy.com: Affordable entry-level option with good analytics
- **Wati** — wati.io: Popular for small teams needing multi-agent support
- **DoubleTick**: Simple interface, good for field-sales teams
- **Gallabox** — gallabox.com: Strong CRM features and automation flows
- **Karix**: Enterprise-grade — ideal for large corporations

2

POST A WHATSAPP STATUS ►►

- Tap the Status tab → tap the camera or pencil icon → upload photo or video.
- Add text with the price, offer, or a customer review.
- All contacts see it in their Status tab for 24 hours — completely free.



WHATSAPP API PRICING (INDIA — 2025) ►►

- **Marketing (Promotional):** ₹0.58 – ₹0.75 per conversation
- **Utility (Order updates, OTP):** ₹0.10 – ₹0.14 per conversation
- **Service (Customer replies):** Free for 24 hrs after customer messages
- **Platform / Monthly Fee:** ₹1,500 – ₹4,000/month



PRO TIP: Build your broadcast list actively. Every time a customer messages you, ask them to save your number — offer a small incentive like ₹50 off their next order. A list of 500 engaged contacts is worth more than 5,000 random followers.



SECTION - D

Google Ads Marketing

Search Intent, Local Results & Qualified Calls

Real-World Result: An AC repair service in Pune runs a campaign targeting 'AC repair Pune' and 'AC service near me' with a ₹300/day budget.

Result: Ad appears in the top 3 results, 8–12 calls per day, ₹25–40 cost per call.

Google Ads places your business at the very top of search results the moment someone searches for what you sell. Unlike social media, Google captures customers who are already looking to buy.

BEFORE YOU START — GOOGLE BUSINESS PROFILE (FREE)

- Go to google.com/business → sign in with your Google account → enter your business name and address
- Choose your business category (e.g., Bakery, Clothing Store, Electrical Contractor)
- Verify your business — Google sends a postcard or calls your number with a code
- **Add:** business hours, phone number, at least 5 photos, and a description



PRO TIP: A fully completed Google Business Profile gets 7x more clicks than an incomplete one. Encourage every happy customer to leave a Google Review — even 10 reviews make a big difference.

Part 1 Creating Your Google Ads Account

1 SIGN UP ➡

- Go to ads.google.com → sign in with your business Google account → click Start Now.
- Choose the Smart Campaign guided setup (recommended for first-time users).

What's your business name?

Enter your business name (optional)

Where should people go after clicking your ad?

☒ Your website

Consider what you're advertising and enter the most relevant URL. This might be a specific page on your website, your homepage, YouTube channel, or social media page.

☐ Your business phone number

2 ADD BILLING ➡

- Tools and Settings → Billing → Billing Settings.
- Select India → add credit or debit card, or set up UPI autopay.
- You are only charged when someone clicks your ad — not for impressions.

Confirm payment info

United States

(GMT-05:00) New York Time

Time zone applies to your entire account and cannot be changed later.

Introductory offer

Offer code [Apply](#)

Payment profile

[Create new payments profile](#)

Your payment information is saved in a payments profile, which is associated with your Google Account and shared across Google services. [Learn more about payments profiles](#)

Payment method

[Add payment method](#)

Please complete the previous sections before continuing

You'll see a temporary \$50.00 authorization on your card, which is typically removed within a week.

☒ You'll be charged on the 1st of each month or any time your balance exceeds an amount known as your billing threshold. [Learn more about automatic payments](#)

By continuing, you agree to the [Google Ads Terms](#). They include the use of binding arbitration to resolve disputes rather than pay trials or class actions. Please follow the instructions in the terms if you wish to opt out of this provision.

Part 2 Creating a Search Ad Campaign

1 CREATE A NEW CAMPAIGN ▶▶

- Click + New Campaign → Goal: Leads or Website Traffic.
- **Campaign type:** Search → enter your website URL (or your Google Business Profile link if no website).

Tell us about your business
You'll get suggestions based on the information you provide

What's your business name?

Enter your business name (optional)

What should people do after clicking your ad?

☒ Go to my website
Consider what you're advertising and enter the most relevant URL. This might be a specific page on your website, your homepage, YouTube channel, or social media page.

Enter a web page URL*

CD w

Enter a valid website URL (https://www.example.com)

☐ Call my phone number

☐ Go to my app download page

Next

2 SET LOCATION AND LANGUAGE ▶▶

- **Location:** type your city, or set a radius (e.g., 15 km around your shop address).
- **Language:** English + Hindi, or your regional language.

Up next, show your ad in the right places

☐ Advertise near an address

☒ Advertise in specific zip codes, cities, or regions

Baner, Pune X

Koregaon Park, Pune X

Maharashtra (State) X Pune (City) X

Add another zip code, city, state, or country

Your ad shows to people in the locations you set up, and to people interested in these locations. [Learn more](#)

Back Next

3 CHOOSE YOUR KEYWORDS ▶▶

- Keywords are the exact phrases people type into Google — think like your customer.
- Always include your city name for local targeting.
- Add 10–15 keywords per campaign.

Add images for higher-quality ads
Your ads will show on more channels across Google's advertising network

Images

Use images to engage people who are interested in your product or service (1 square, 1 horizontal image required)

CONTENT

CONTENT

+ images

Suggested images

Free stock image

Free stock image

4

WRITE YOUR AD COPY ▶▶

- **Headline 1** (30 chars): Main product — e.g., 'Best Bakery in Pune'.
- **Headline 2:** USP or offer — e.g., 'Custom Cakes | Free Delivery'.
- **Description:** Expand on quality and include a contact number with urgency.

Now it's time to write your ad

The more headlines and description lines you provide, the more combinations will be tested to learn which perform the best over time

Headlines

Adding 3 headlines or more will help your ad performance

Headline 1

0 / 30

Headline 2

0 / 30

Headline 3

0 / 30

Descriptions

Adding 2 descriptions or more will help your ad performance

Description 1

0 / 60

Description 2

0 / 90

☒ Show a call button in your ad

United States ▼

Phone number

Ad Preview

Ad · www.writeyourway.com

Headline 1 | Headline 2 | Headline 3

Description1. Description2.

Assets can be shown in any order, so make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad.

5

SET BUDGET AND LAUNCH ►►

- **Daily budget:** start with ₹200–300/day → **Bidding:** select Maximize Clicks.
- Review summary → click Publish.
- After one week, check which keywords drove calls and pause the rest.

Confirm payment info

United States ▼

(GMT-05:00) New York Time ▼

Time zone applies to your entire account and cannot be changed later.

Introductory offer

Payments profile

Create new payments profile +

Your payment information is saved in a payments profile, which is associated with your Google Account and shared across Google services. [Learn more about payments profile](#)

Payment method

Add payment method +

Please complete the previous sections before continuing

You'll see a **temporary \$50.00 authorization** on your card, which is typically removed within a week.

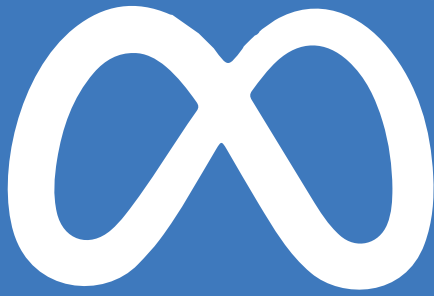


You'll be charged on the 1st of each month or any time your balance exceeds an amount known as your billing threshold. [Learn more about automatic payments](#)

By continuing, you agree to the [Google Ads Terms](#). They include the use of binding arbitration to resolve disputes rather than jury trials or class actions. Please follow the instructions in the terms if you wish to opt out of this provision.



PRO TIP: fGoogle Ads rewards relevance. Make sure your keyword, your ad headline, and the page you link to all say the same thing. If someone searches "birthday cake Pune", your headline should say "Birthday Cakes Pune" and link to your cake page — not your homepage. This alignment lowers your cost per click by up to 50%.



SECTION - E

Running All Platforms Together

Meta Business Suite, Unified Campaigns & Monthly Budgets

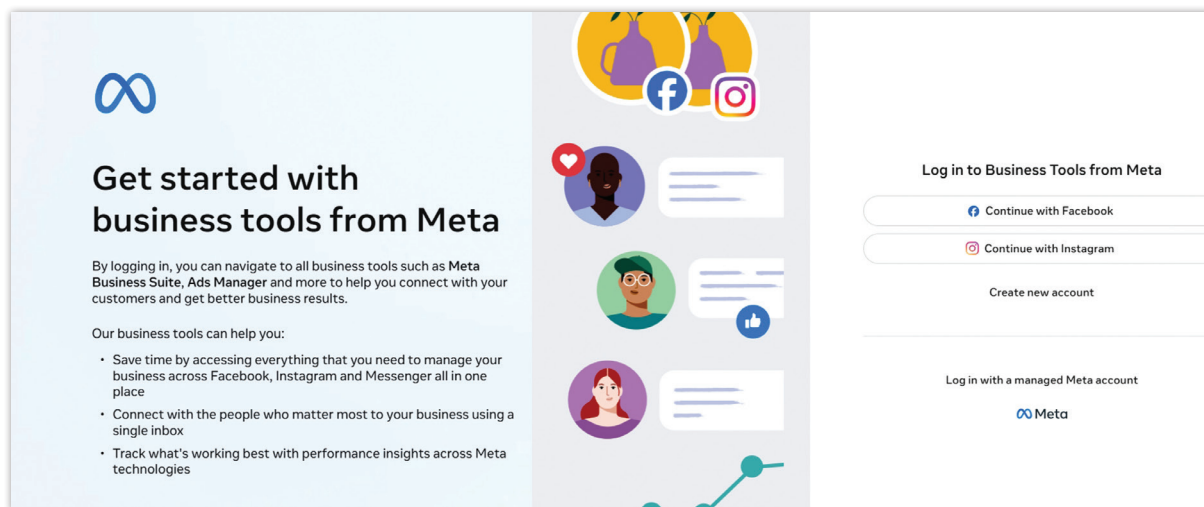
Managing four apps separately is slow and inconsistent. These tools let you run everything from one place — saving hours every week.

Part 1 Meta Business Suite

Meta Business Suite is a free app and website by Facebook. It connects your Facebook Page, Instagram account, and WhatsApp Business number into a single dashboard.

SET UP META BUSINESS SUITE ►►

- Go to business.facebook.com or download the Meta Business Suite app.
- Log in → your Facebook Business Page appears automatically.
- **Connect Instagram:** Settings → Accounts → Instagram → Connect Account.
- **Connect WhatsApp:** Settings → Accounts → WhatsApp → Add Number.



What Meta Business Suite Gives You

Unified Inbox

All messages from Facebook, Instagram and WhatsApp in one place — no more switching apps

Post Scheduler

Write one post and publish to Facebook + Instagram at the same time. Schedule a full week in advance.

Insights

Reach, engagement, and follower growth for both platforms side by side

Ad Centre

Create and manage boosted posts for Facebook and Instagram from one screen

Shop / Catalogue

Set up your product catalogue once — syncs to Facebook Shop and Instagram Shopping automatically

Unified Campaign Workflow — Day by Day

Day 1 — Canva

Design 2–3 images or videos. Square (1080×1080) for feed, tall (1080×1920) for Stories

Day 1 — WhatsApp

Broadcast the offer to all saved contacts. Post it on Status.

Day 2 — Meta Suite

Schedule Facebook + Instagram posts for the week in the Post Scheduler

Day 2 — Facebook

Boost the strongest post — ₹100–150/day, city targeting, relevant age group

Day 3 — Google Ads

Activate a Search campaign with keywords tied to this offer. Add the offer to headlines.

Daily — Meta Inbox

Reply to all messages and comments within 2 hours. Fast replies convert customers.

Week End — Insights

Review reach, clicks, and leads on Meta Suite and Google Ads. Double down on what worked.

Monthly Budget Guide

Facebook Ads

₹1,500 (Starter) → ₹4,000 (Growth)

Instagram Boost

₹750 (Starter) → ₹2,000 (Growth)

Google Ads

₹750 (Starter) → ₹3,000 (Growth)

WhatsApp Business App
FREE always

WhatsApp API (optional)

₹1,500–₹4,000/month platform fee + per-message charges

Total (Starter)

₹3,000/month — ideal for 2 months to test platforms



PRO TIP: Start with the Starter budget for 2 months. Track which platform brings the most enquiries, then move that platform to the Growth tier first. Never spread your budget thin across all platforms at once.

CASE STUDY

How a Small Bakery Grew 4x in 6 Months Using This Guide

Month-by-Month Journey



Month 1

Foundations

The owner, Priya, followed the First-Week Checklist from the Introduction section. She set up a Facebook Business Page (@MithaiAndMore), an Instagram Business account with the same handle, and downloaded WhatsApp Business with a full product catalogue of 12 items. She claimed her free Google Business Profile, added 8 photos of her cakes and mithai, and filled in business hours and her WhatsApp number. Within 10 days, she appeared in local 'bakery near me' results on Google Maps — without spending a single rupee.



PRO TIP:

Key Action (Month 1): Priya saved every customer's name and number in WhatsApp with a label. She asked each one to save her number — offering ₹50 off their next order as an incentive. By end of Month 1 she had 78 contacts who had saved her number.



Month 2

First Paid Boost

Following Section B (Instagram Marketing), Priya filmed her first Reel — a 40-second video showing a chocolate truffle cake being assembled, set to a trending Bollywood audio track. She added a text overlay: 'Custom Cakes from ₹499 | Order on WhatsApp'. The Reel reached 11,400 accounts organically. She then boosted it for ₹750 (₹150/day × 5 days), targeting women aged 22–45 in Nashik and nearby Trimbakeshwar. The boost generated 63 profile visits and 19 WhatsApp messages — 11 became orders.

11,400

Reel organic reach

19

WhatsApp messages received

11

Converted to orders



Month 3

WhatsApp Broadcast System

With her broadcast list now at 156 contacts, Priya followed Section C (WhatsApp Business Marketing) and set up a weekly broadcast schedule. Every Friday at 7 PM she sent a 'Weekend Special' message with a photo, limited-time offer, and a single clear call-to-action: 'Reply 1 to order'. She also set up Quick Replies (/price, /order, /flavours) which cut her response time in half. Automated greeting messages ensured every new customer received an instant welcome even if Priya was in the kitchen.



PRO TIP:

PRO TIP: Result: Average Friday broadcast generated 12–18 orders per week. Monthly revenue crossed ₹38,000 — more than double the starting point — with only ₹1,500 in ad spend.

Business Background

Mithai & More Bakery,

Nashik, Maharashtra

Home bakery selling custom cakes, mithai boxes, and baked goods

AD SPEND: ₹3,500 at peak
(Starter budget — Section E of this guide)

MONTHLY REVENUE

BEFORE

₹18,000

(word-of-mouth only,
~20 orders/month)

AFTER

₹74,000

(80+ orders/month
after 6 months)



Month 4

Google Ads for High-Intent Customers

Following Section D (Google Ads Marketing), Priya launched her first Search campaign with a ₹250/day budget. Her keywords targeted people already searching: 'custom birthday cake Nashik', 'cake delivery Nashik', 'eggless cake near me'. She wrote her ad headlines to mirror the search terms exactly, linking to her Google Business Profile which now had 23 reviews. Her cost per click averaged ₹4.50 — and 1 in every 8 clicks turned into a WhatsApp message.

₹7,500
Ad Spend
(Month 4)

1,680
Clicks

211
WhatsApp
Enquiries
from Ads

38
Orders Closed

₹24,700
(avg order ₹650)
Revenue from
Google Ads

3.3x
Return on Ad
Spend



Month 5-6

Combining All Platforms (Section E)

Priya connected all platforms in Meta Business Suite (business.facebook.com) and began using the Unified Campaign Workflow from Section E. For her Diwali mithai launch, she ran the full 7-day workflow:

DAY 1: Designed 3 product photos on Canva and broadcast to 312 contacts on WhatsApp

DAY 2: Scheduled 5 Facebook + Instagram posts via Meta Business Suite Post Scheduler

DAY 2: Boosted the best Facebook post — ₹150/day for 7 days, targeting Nashik age 25–55

DAY 3: Activated a Google Ads campaign with keywords like 'Diwali mithai Nashik' and 'gift boxes Nashik'

DAILY: Replied to all messages within 90 minutes using Quick Replies

DAY 7: Reviewed insights — Instagram Reels and Google drove the most orders; Facebook drove awareness

The Diwali campaign ran for 3 weeks

₹6,200

Total ad spend

₹41,500

Total revenue from campaign

Every platform played a different role — exactly as described in the 'How the Four Platforms Work Together' table in the Introduction.

Final Results — 6 Month Summary

Metric	Before (Month 0)	After (Month 6)
Monthly Revenue	₹18,000	₹74,000 ▲
Orders per Month	~20	80+ ▲
Instagram Followers	0	2,840
Facebook Page Likes	0	1,120
WhatsApp Broadcast Contacts	0	490+
Google Reviews	0	67
Monthly Ad Spend	₹0	₹3,500
Revenue per ₹1 of Ad Spend	—	₹21.1

Priya's Key Lessons

Consistency over perfection

Priya posted 4x per week even when photos were imperfect. Consistency beat quality every time.

WhatsApp is your highest-ROI channel

₹0 spent, yet WhatsApp delivered the highest number of repeat orders. Build the list relentlessly.

Start small, scale what works

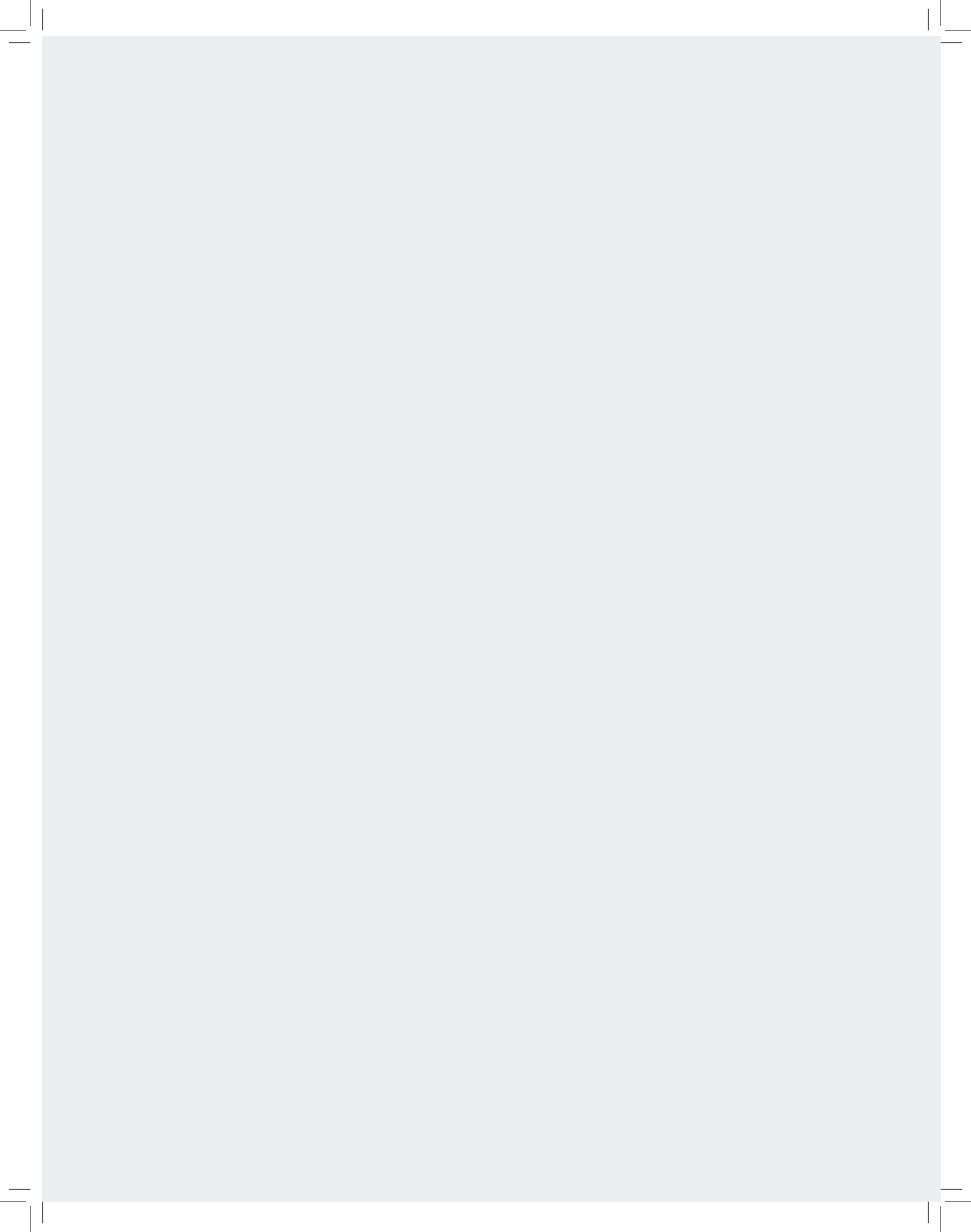
She started with ₹750 boosts and scaled only after seeing results — never wasted money on underperforming platforms.

Reply speed = conversion rate

Priya set a personal goal: reply within 90 minutes. She tracked it and saw direct correlation with order rates.

Google + WhatsApp is a power combo

Google Ads captured high-intent searchers; WhatsApp closed the sale. Running both together was more effective than either alone.



NEED HELP?

Contact your Marketing Consultant.

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MAHRATTA CHAMBER OF COMMERCE,
INDUSTRIES AND AGRICULTURE