

**Revolutionary
Marketing
Hacks
For
Business
owners**

□Marketing Tip #1□

□Always work on creating great offers because people are addicted to offer's.

If you have a product or a service rebrand it with offers like

- ✂ Buy 2 and get 1 Free
- ✂ Limited Time Heavy Discount
- ✂ Free Product only Shipping charges

Here is a great example:

When you buy a single burger at McDonald's it's only of \$1 - \$3 and the company suffers a loss.

But as you go on the counter the attendant always upsells you Fries, Coke , smoothies etc this is where they make money and overall cost of meal Becomes \$5+ and they make a big profit

□Marketing Tip #2□

□Always try to represent your Product or Service a Premium segment because nowadays people are used to buy premium product or service.

□If you are selling a product represent your product as one of the best product under its category, recommended by professionals, selling only limited quantities and it's not for everyone. If you use this simple conception while marketing of product you can charge a high price for the same product.

□□If you are selling a service to create a market positioning of working only with a limited number of clients, you choose clients not clients to choose you, Delivering only quality and associated with the Top Professionals. If you can create a strong positing people are ready to pay you a premium price.

☐☐ Example for Product Positioning:

↘ When Manyavar an Premium Indian Clothing Brand started operations their range of clothing was 10X costly than products of the same category but they went on positioning that Manyavar clothes are only for High-End Parties and Family Occasion. It's not a daily clothing brand and that's why people buy an on an \$2000+ gown on their wedding.

☐☎ Example on Positioning of Service:

↘ In service, we get leads and often when we get on the phone with leads they think that we are typical salespeople selling some lame products. So here's a hack when you are in the service industry always give a call to your prospect representing it a premium consultation call. Tell your prospect you charge 'X' amount for consultation but for him/her it's "FREE". That's how your prospect will never drop a Call.

□Marketing Tip #3□

□First of all Let's see how much it cost for different marketing activities in U.S

1. Newspaper Front Page Ad (\$5000 - 1,25,000) commitment of minimum 3 Jacket
2. Billboards on Prime Spot of Big Size (\$550 - \$17,500 / 4 Weeks) per month depending on Location.
3. T.V Ads costs \$200 to \$1500 for a 30 second commercial as of local television station. A 30 second spot broadcast nationally averaged around \$1,23,000 as of 2016. It can go Upto 4 million for a Super Bowl Ads

□Now if you are Average Business owner its nearly impossible to invest such heavy Budget on marketing as the result are very uncertain so what's the solution..

▶ □ The Solution for the Problem is "DIGITAL MARKETING (DM)". In DM you can start your marketing within a minimum budget of *Rs. 1000* and start getting your Leads, Brand Engagement, Sales on an E-commerce website, Messages and 10X increase in Brand Visibility.

□ In DM we leverage the power of Internet to get great results at a minimum budget better than your expectation and YES everything is tracked like the amount of money spent, the ROI generated and engagement of Geographics

□Marketing Tip #4□

In this Post, we will let you know the right social media channels

There are mainly 4 Channel

- Facebook and Instagram Marketing
- Google AdWords Marketing
- LinkedIn Marketing
- Inbound Marketing

☑ Facebook & Instagram Marketing - It's one of the best marketing through which you can get Potential customer Leads , Website Visit, Sell you product over e-commerce, get video views and best of all connect with your audience.

☑ Google AdWords Marketing - It's marketing done specifically to promote your website and get leads. It works in a way that when a customer types for specific search your result is displayed on Top. YouTube marketing is also a part of Google.

☑ LinkedIn Marketing: If your B2B company and looking to get a Very High Quality Leads for growing your business then LinkedIn is a right Platform. It has only Professionals over its platform.

☑ Inbound Marketing - It's a type of marketing involved with activities like sending emails, WhatsApp Messages, Retargeting Ad to bring Audience in your existing marketing channel's.

□Marketing Tip #5□

If you ask me what are Limits to sell a product or service online my straight forward answer will be "NO LIMITS"

Because you can sell anything online From Online Courses to Consultation, From Product To Service.

□The 3 Pillars of Online selling are Well Defined.

✓ □Positioning and Target group determination:

This is one of the most important steps you should be very clear about your product or service.

While starting focus on a very small pool of people to sell your product.

Example : If your selling clothes online then identify your core funnel like this

Clothes >>> T-shirt >>> Only Cotton Printed T-shirts
>>> For Boys only >>> Living in Mumbai.

This is how you become very clear about your product and Target audience to sell.

✓ Platform and System:

You should be Omnipresent when you are just starting out.

Get Registered on all E-commerce site, create your own online website, create channel partners, Affiliate, etc. You should always make money through your systems.

✓ Inventory management: This is simply controlling your Business structure, you can sell anything but real problems arise when you need to manage it.

You should be ready with your courier's partners, Payment Processes and Invoice Management, Customer service and Refund management.

□Marketing Tip #6□

Marketing Initially can be #FREE and if you read this small post you will learn the DIY strategy.

□Use Campus Ambassador and Interns :
You can easily use college students and teenagers to promote your product to your specific audience and can provide a commission based on sales. There are multiple websites to get interns.

□Use WhatsApp Marketing :
Create a Viral message and then ask your contacts to share it. It's a basic marketing channel.

□Leverage Facebook and Telegram group :
If you are a service then join multiple groups with multiple FB Id and then start creating engaging post over to group members.

□ Use Google My Business (GMB): These days you don't even need a website as GMB is free to create and it serves all purpose to skyrocket your business. You can add a phone number, Website address, social post and best of all create a website also.

□ Going to Networking event and Business meetup :

This is one of the best strategies as there are higher chances of getting Business in this way. Start sharing your business cards, helping people and ask for referrals.

□Marketing Tip #7□

In 2018 a research showed that 3 out of 4 Indians selected Domino's as their first choice of Pizza restaurant.

But question is How Domino's received this massive success? The answer is in Product Positioning and Unique Selling Point (USP).

Domino's pizza when started operations and marketing in India they never said
✘They have the Best Pizza in world✘

But they focused on 2 great USP :

□ Domino's pizza will be Free delivered in only 30 minutes.

□If the Pizza is not received on time then you will get it for absolutely Free.

So you can learn that 'The service or product you sell should have a selling point totally different than your competitors'.

□Marketing Tip #8□

Getting leads from online channel's is easy in the service industry but if you want to make money then you need to focus on conversion.

Here are some Tips for conversion :

✓ Pre - Position a client: Before getting on a call or meeting with client get a ton of knowledge and create a basic information cheat sheet to represent

✓ Always gift before a meeting: Your Clients are human and they also love emotions you can create an edge over a client.

✓ Consistency is key: Be consistent in your follow-up, be consistent in providing an edge class content that's helpful for your client, always be ready with your Proposal.

This was some tips for conversion in Service based industry.

□Marketing Tip #9□

The initial contact is important but success lies beyond an initial phone call or email. Sales Reps who make multiple attempts to contact a buyer have a "70% Higher Contact Rate". Thumb rule - A salesperson should make a minimum 5 attempts.

Communicate with your leads on their preferred channel like phone, email or text. Based on studies or multiple sales representative:

- Wednesday and Thursday were the best days to try and call a lead
- Mondays after 3:00 PM is a good time to follow-up using Emails
- Qualifying rates are better between 4-5 PM
- The best time to call is between 4-5 PM
- The second best time to call is 8-9 AM

Millennials business owners and executives prefer Email or Text based follow-ups and Traditional business owners prefer calls
Emails are crucial because "63% of companies" requesting information on your B2B services will purchase anything for 3 Months and another 20% will not purchase anything for 12 month's.

A study says,

- 44% of sales reps people give up after one "NO"
- 22% of sales reps give up after two "NO"
- 12% of sales give up after three "NO"

That simply means 8% of B2B salespeople are closing 80% of sales.

Texting follow up has increased dramatically with monthly text's to follow-up have increased by 770% per month

Top strategies for Follow-up :

- Be Persistent (But Don't Pester Them)
- Fast Call Backs (Taking longer than 10 Minutes can decrease the odds of landing a sale by 400%)
- Build Rapport

The Universal Rule of Success in B2B is that a sales rep will need to reach out in different ways

Sent that email, make the call, and if a little extra help is needed, use specialized tools like CHATBOTS to automate the routine texts.

□Marketing Tip #10□

Video Marketing is ruling the Internet and the majority of customers are making their buying decisions after looking at a video review.

A study says,

By 2020, online videos will make up more than 80% of all consumer internet traffic(85% in the US). (Cisco)

Companies that use videos in their marketing have 27% higher clickthrough rate and 34% higher conversion rates than those that don't. (Buffer)

So, produce as much video content as you can and DOMINATE the thinking of your customers