



# MAXIMISE SALES USING SCARCITY

## PRINCIPLE

Use these scarcities to Boost Your Sales

**A BOOK BY:**

**ADITYA GUPTA**  
**Digital Market AddA**

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## Chapter 1:

# The Power of Scarcity in Marketing

Out of the many sales-boosting strategies, SCARCITY plays the biggest role in impacting sales every single time.



This book will explore the concept of scarcity in marketing, why it works, and how to effectively implement it in your sales strategy.



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## Chapter 2:

# Three Ways to Use Scarcity in Your Marketing

## 1. Time-Based Scarcity

One of the most effective ways to create a sense of urgency in your audience is through time-based scarcity. By putting a timer on your offers that ends in a specific number of hours or days, you create a pressing need for immediate action.

**Example:**

- A countdown timer on a sales page indicating that the discount will expire in 24 hours.

**Hurry Up! Don't Miss The Opportunity**  
 Get 62% Discount Now  
~~₹15,999-~~  
**₹ 5997 only for Today**

00 31 59  
 HOURS MIN SEC

**Yes! I WANT TO BE AN ACCOUNTING & TAX EXPERT**  
 Get Bonuses Absolutely FREE !

- Limited-time offers during a flash sale.

**GREAT SUMMER SALE**  
 4TH - 8TH MAY

Powered by **SAMSUNG Galaxy Book3**

**Last day today**  
**SHOP NOW**

ICICI Bank Summer Bonanza | kotak | 10% Savings\* on Credit/Debit Cards & EMI  
 \*T&C apply

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## 2. Quantity-Based Scarcity


Another powerful method is quantity-based scarcity. This strategy involves highlighting the limited availability of a product to encourage quick purchases.

**Example:**

- Telebrand commercials often emphasize the limited stock by repeatedly mentioning the number of items left, triggering urgency in viewers to buy before the product sells out.



- Amazon product page showing "Only 2 left in stock."




**Pilot Python Design Body Fountain Pen (Medium Nib, Ink - Black)**

★★★★★✓ 1,063

₹1,610<sup>17</sup> excl. GST  
₹1,900 incl. GST

Get it by **Wednesday 31 July**  
FREE Delivery by Amazon  
**Only 2 left in stock.**

Add to cart



**METRON The Bed Wedge Pillows, Wedge Pillow for Acid Reflux GERD Back Support for Inclined sleepin...**

★★★★★✓ 103

**Limited time deal**

₹3,978<sup>81</sup> excl. GST  
₹4,695 incl. GST (₹4,695/count)  
M.R.P: ₹9,450 (50% off)

Get it by **Tuesday 6 August**  
FREE Delivery by Amazon  
**Only 1 left in stock.**

Add to cart

### 3. Limited-Time Bonus Scarcity

Instead of putting a timer on the entire offer, put it on just the bonuses. This creates a sense of urgency without affecting the main product offer.

**Example:**

- "Exclusive Mega Bonuses are expiring today!" ensures that the audience acts quickly to get the additional value.

- A countdown for a bonus webinar or e-book available only for a limited period.



## Chapter 3: Why Use Scarcity in Marketing?

Scarcity creates a feeling of FOMO (Fear of Missing Out) in your audience. This psychological trigger leads them to make immediate purchases to avoid missing out on the benefits or products they desire.

By leveraging scarcity, you can significantly boost your sales and conversion rates.

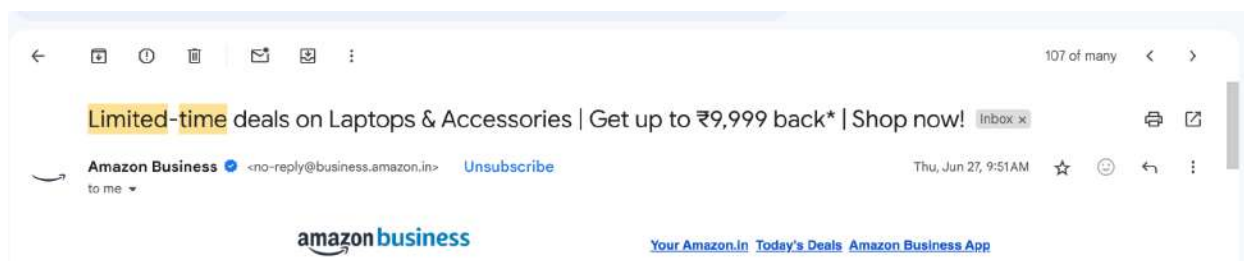


## Chapter 4: The Importance of Honesty in Scarcity

**Always be honest** in your scarcity tactics. If you mention that bonuses will expire after midnight, make sure to follow through and **remove those bonuses at the specified time**. Failing to do so can erode customer trust over time, **harming your brand's reputation and future sales**.

## Chapter 5: Implementing Scarcity in Your Marketing Campaigns

**Emails:** Send out scarcity-based emails highlighting limited-time offers or low-stock alerts.



**Retargeting Ads:** Run retargeting ads that emphasize the scarcity of your offer to those who have shown interest but haven't made a purchase yet.

By incorporating scarcity into your emails and ads, you create multiple touchpoints that remind potential customers of the urgency, increasing the likelihood of conversions.

## #Conclusion

Scarcity is a potent tool in the marketer's arsenal. When used correctly, it can drive sales, create urgency, and compel your audience to take immediate action. Remember to be honest and strategic in your approach to maintain trust and maximize the effectiveness of your scarcity-based marketing efforts.

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