## The Smarketing Playbook

**Rohas Nagpal** 



Mike Tyson once said that everybody has a plan until they get punched in the mouth.

The coronavirus has punched us all – humans and businesses.

We need a new plan.

The old sales & marketing techniques are not going to survive 2020.

Welcome to the world of Smarketing – smart aligned sales & marketing.

## Disclosures

I am NOT paid for recommending any of the third-party products and services mentioned in this article.

I am recommending them only because I have personally used them and found them useful.

I am the co-founder of *meraQR* and *Primechain Technologies*.

## Copyright

Copyright (c) 2020 Rohas Nagpal.

This document is available under the Attribution 4.0 International (CC BY 4.0) License.

This means you can distribute, remix, adapt, and build upon my work, even commercially, as long as you credit me for the original creation.

So please distribute, remix, adapt, and build upon this.

View License Deed here:

https://creativecommons.org/licenses/by/4.0/

View Legal Code here:

https://creativecommons.org/licenses/by/4.0/legalcode

The front cover image is a copyright of *Freepik Stories*.

## Boring legal stuff

## I have to tell you this. My scary lawyers insist....

No investigation has been made of common-law trademark rights in any word. Words that are known to have current trademark registrations are shown with an initial capital and are also identified as trademarks.

The inclusion or exclusion of any word, or its capitalization, in this book is not, however, an expression of the author's opinion as to whether or not it is subject to proprietary rights, nor is it to be regarded as affecting the validity of any trademark.

This book is provided "as is" and the author makes no representations or warranties, express or implied either in respect of this book or the software, websites and other information referred to in this book.

By way of example, but not limitation, the author makes no representations or warranties of merchantability or fitness for any particular purpose or that the use of licensed software, database or documentation will not infringe any third party patents, copyrights, trademarks or other rights.

The chosen case scenarios are for instructional purposes only and any association to an actual case and litigation is purely coincidental. Names and locations presented in the case scenarios are fictitious and are not intended to reflect actual people or places.

Reference herein to any specific commercial products, processes, or services by trade name, trademark, manufacturer, or otherwise does not constitute or imply its endorsement, recommendation, or favouring by the author, and the information and statements shall not be used for the purposes of advertising.

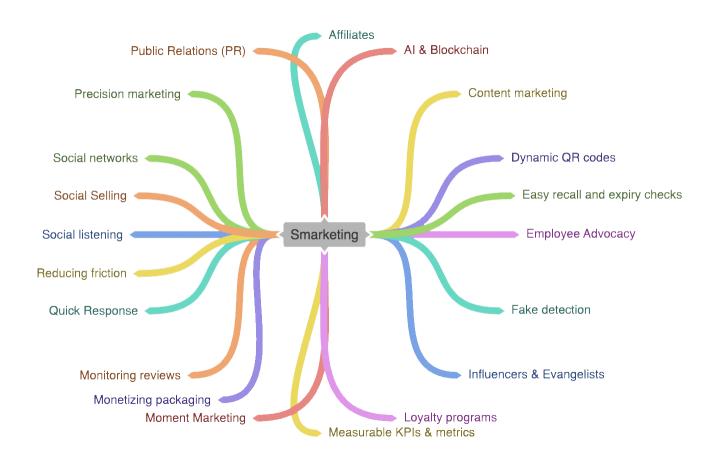
## Contents

Getting started	10
Understand what you are selling	12
Understand whom you are selling to	15
Do competitive analysis	18
Do social listening	
Preliminary questions	
Don't spray and pray	
Set measurable KPIs	
Set relevant social media metrics	30
1. Design your smarketing funnel	33
B2B funnel	35
B2C funnels	37
Alcoholic Beverages	
Appliances & gadgets	38
Art	39
Banking and Fintech services	40
Books	42
Clothes, shoes & accessories	43
Cosmetics	45
E-learning	47
OTC drugs	49
Fast-moving consumer goods (FMCG)	50
2. Build & optimize your Website	52
3. Build & optimize your Blog	62

4. Build & optimize your Content	66
1. eBooks	66
2. Email newsletter & drip campaigns	69
3. Free courses	
4. Videos	74
5. Webinars	78
6. Others	80
5. Build & optimize your Landing Pages	81
6. Reduce Friction	87
7. Monitor reviews	88
8. Leverage Facebook	91
9. Leverage Instagram	95
10. Leverage IGTV	98
11. Leverage Reels	99
12. Leverage Facebook Messenger	100
13. Leverage WhatsApp	101
14. Leverage LinkedIn	103
15. Leverage Twitter	108
16. Leverage YouTube	111
17. Leverage Quora	114
18. Leverage Telegram	116

19. Leverage niche social platforms	118
20. Leverage the power of Quick Response	123
21. Leverage Social Selling	124
22. Leverage Employee Advocacy	126
23. Leverage Influencers & Evangelists	127
24. Leverage Affiliates	129
25. Leverage Public Relations (PR)	131
26. Leverage Moment Marketing	133
27. Leverage dynamic QR codes	137
28. Leverage Artificial Intelligence	140
29. Leverage Blockchain technology	142
30. Monetize product packaging	145
31. Nurture customer relationships	148
Smarketing Tools	149
What next?	154

## Some of the core components of Smarketing



## Getting started

*Mary Clare Novak* puts it very well when she says that sales and marketing is "the ultimate interest-creating, revenue-generating, relationship-building power couple. The Beyonce and Jay-Z of business".

**Marketers** create and execute effective marketing plans by conducting situation analyses, defining buyer personas, determining goals, ideating tactics, executing and evaluating. The **Sales** team generates, connects & qualifies leads, gives value demonstrations, handles objections, closes deals and nurtures relationships. (Source: G2.com)

Smarketing is a smart and integrated approach to sales and marketing. Its primary goal is the effective alignment of sales and marketing.

This alignment is critical. Imagine if Jack Bauer and the 3 letter organizations in the TV series 24 had been aligned. They would have busted the bad guys in 1 episode every time instead of 24 episodes!

Mike Volpe defines smarketing as "a partnership between sales and marketing that uses a number of different techniques to align sales and marketing better".

The **coronavirus pandemic & the resulting economic lockdowns** have reduced the effectiveness of many traditional marketing, sales, and lead generation techniques.

- People have started to go "contactless". That reduces the effectiveness of newspaper & magazine ads.
- People spend more time **indoors**. That reduces the effectiveness of billboards.

- People have started working from home and following social distancing. That reduces the effectiveness of conferences, tradeshows, and face-to-face meetings.
- Platforms like Netflix and Amazon Prime are gaining enormous popularity. That reduces the effectiveness of TV ads.
- Cold calls and emails are very irritating. OK, this has nothing to do with the pandemic. They were always irritating.
- Our **attention spans** are also getting shorter. Studies have shown that since the year 2000, the average human attention span has dropped from 12 seconds to 8 seconds. That's less than that of a goldfish!

The importance of historical trends has reduced dramatically. Instead of monthly / quarterly data, marketers must look at **real-time data at a granular level**. The distinction between "above the line" and "below the line" marketing is also blurring rapidly.

## All businesses must embrace smarketing or face extinction.

The Smarketing Playbook is full of actionable insights and action points to help you leverage smart sales and marketing techniques for super success.

## How to leverage *The* Smarketing Playbook

- Start this Playbook on a Saturday morning. Check out all the links and footnotes. Don't forget to try all the *To-Dos*.
- You will be a much better Smarketer by Monday morning.
- If so, don't forget to buy me a cappuccino. If not, I will buy you two ☺

## Understand what you are selling

There is a cliché that goes "people don't buy products or services, they buy solutions to their problems".

Think about it.

Does someone buy hair color or do they buy a solution to look younger? For me it's the latter. What about you?

It doesn't matter whether it's B2B or B2C or any other abbreviation, it's always about the solution and not about the product or service.

A classic example of this is the blockchain industry. For years, startups, and even large companies, have tried to sell "blockchain-based solutions" and have met with very little success. But the world's first blockchain solution - bitcoin - has done exceedingly well for itself. The reason - bitcoin solves a massive problem for a ton of people. A company will pay for a blockchain solution only if it solves a big problem.

So the first step is to understand what you are selling.

Next, write great **product descriptions** that explain what the product is and why it's worth purchasing. A great product description must supply important information about the features and benefits of the product and must be compelling.

*WordStream* has put together a list of questions to answer before your create the product descriptions.

Who will buy and/or use this?
What ordinary problems do they deal with on a daily basis? How could this product solve them?

☐ What makes this product different from other products on the market?	
☐ What else might someone buy to solve their problem? What are they currently using, if anything?	
☐ What makes this person happy? Afraid? Excited? Worried?	
☐ What does this person value?	
☐ What information, and how much, do they need to make a smart purchase decision?	
☐ What can you do that would surprise them?	
☐ What should your product make the buyer feel? How can your product description make them feel that without telling them to feel that?	
☐ How can you ask your real customers directly what their needs and pain points are?	
Action points for product descriptions that sell:	
Action points for product descriptions that sell:	
Action points for product descriptions that sell:  ☐ Focus on your ideal buyer, and anticipate & address her pain points.	
<ul> <li>□ Focus on your ideal buyer, and anticipate &amp; address her pain points.</li> <li>□ Focus on benefits and not features. A feature is something your product is or has. A benefit is the expected outcome or result that someone will</li> </ul>	
<ul> <li>□ Focus on your ideal buyer, and anticipate &amp; address her pain points.</li> <li>□ Focus on benefits and not features. A feature is something your product is or has. A benefit is the expected outcome or result that someone will get by using your product or service. We buy for benefits, not features.</li> <li>□ Avoid using cliché phrases like "excellent quality", "world class". Most people will just roll their eyes! Words like "patented", "lab-tested", "best</li> </ul>	
<ul> <li>□ Focus on your ideal buyer, and anticipate &amp; address her pain points.</li> <li>□ Focus on benefits and not features. A feature is something your product is or has. A benefit is the expected outcome or result that someone will get by using your product or service. We buy for benefits, not features.</li> <li>□ Avoid using cliché phrases like "excellent quality", "world class". Most people will just roll their eyes! Words like "patented", "lab-tested", "best seller" work better.</li> </ul>	

Ч	Use social proof e.g. photos and testimonials of nappy customers,
	references to press mentions.
	Educate the customer. Even if she doesn't buy the product, she should
	learn something from the product description.

## For more information and interesting examples, see

- https://www.wordstream.com/blog/ws/2019/06/26/product-descriptions
- https://www.bigcommerce.com/blog/perfect-product-description-formula

### Also see this list of mistakes to avoid, see:

https://www.shopify.com/blog/copywriting-mistakes

## For details on benefit driven marketing, see:

https://www.wordstream.com/blog/ws/2017/02/21/features-vs-benefits

## For a huge list of power words, see:

https://smartblogger.com/power-words

- Look around you. Choose something interesting an appliance, a gadget, some clothes, whatever.
- Go online and find its product description.
- Then improve upon the description in your own style.

## Understand whom you are selling to

Once you have understood what you are selling, the next step is to understand whom you are selling to.

In the B2C world, it's usually easy to understand the buyer.

In some cases the buyer is the consumer e.g. a teenager buying a guitar. In some cases the buyer and consumer may be different people e.g. a mother buying diapers for her baby. If it's a "free" app or service, the consumer is not the buyer, the advertiser is.

Things are a little tougher in the B2B world. Many people have really fancy designations, but it's unclear what they do. Some examples - *Digital Overlord*, *Dream Alchemist*, *Conversation Architect*, *Director of Fun*.

To add to your troubles, B2B purchase decisions are made by multiple people. These could be Primary Decision Makers, Technical Buying Influencers, and Internal Influencers.

The 2019 B2B Buyers Survey Report by DemandGen has covered this issue in depth.

Some extracts are mentioned below.

**Primary Decision Makers** have a major hand in all aspects of the purchase decision. They usually participate in each part of the buying journey including:

- communication with outside sales reps,
- engaging in calls/demos, and
- seeking RFP / competitive bids / pricing info from selected vendors.

**Technical Buying Influencers** have a smaller stake in the end-to-end sales cycle. Most of their time spent in the purchase decision was involved in:

- evaluating which solutions would fit well with existing partners,
- speaking with the sales rep at the selected vendor, and
- accepting outreach from vendors and engaging in calls and demos.

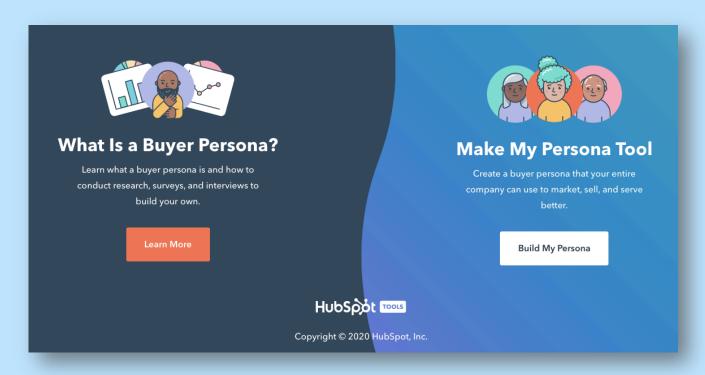
**Internal Influencers** or **Champions** have a heavier hand in the earlier parts of a purchase decision, such as:

- speaking to and engaging with sales reps,
- developing informal lists of potential providers, and
- seeking input from peers / existing users in the community.

While creating buyer personas, you need to consider details such as:

	Age
	Location
	Language
	Spending power and patterns
	Interests
	Challenges
	Stage of life
	Pain points
	Goals
	Preferred social platforms
П	Preferred method of communication

- 1. Use Hubspot's Make My Persona Tool to create buyer personas.
- Signup for a 1-month free trial of LinkedIn Sales Navigator to identify the right people in the right organizations. Buy a paid plan if you find it profitable.
- 3. Sign up for the free plan of Audiense Insights to identify relevant audiences, and to discover actionable insights. Upgrade if you find it profitable.



You can use the free Hubspot's Make My Persona Tool to create buyer personas: <a href="https://www.hubspot.com/make-my-persona">https://www.hubspot.com/make-my-persona</a>



You can use the freemium Audiense Insights to identify relevant audiences, and to discover actionable insights:

https://audiense.com

## Do competitive analysis

It is critical to analyse your competitors and see how they stack up against you.

Remember that the definition of "competitor" is not that simple. Who is the competitor for a chocolate seller? Other chocolate sellers? Local sweet-sellers? Ice cream sellers?

One of the best ways to identify your competitors is to do a Google search for keywords that are relevant to your business. See which businesses popup. In all probability they are your competitors.

This is also a great way to identify influencers and evangelists.

# For your competitors you should identify and analyse: Which social platforms they are on. The quality and quantity of their social media posts. Their smarketing strategy and ways in which it is better than yours. The quantity and quality of content they are creating and distributing. The metatags used in their websites. The quality of their website. The quality and quantity of their blog posts. The influencers and evangelists they are working with. The kind of brand mentions they are getting in the media.

The hashtags they use.

## To Do

Do an analysis of your competitors.

- What are they doing right?
  What are they doing wrong?
- What can you learn from them?

## Do social listening

Social listening is the process of monitoring social media channels, blogs and media sites for mentions of:
Your brand name and handles including common misspellings.
Your product name(s), including common misspellings.
Your competitors' brand names, product names, and handles including common misspellings.
Industry buzzwords.
Your key employees.
Your competitors' key employees.
Relevant keywords and hashtags.

- 1. See: https://blog.hootsuite.com/social-listening-business
- 2. Set up *Google Alerts* for relevant words and phrases. These are the recommended options to select while creating these alerts:
- How often: As-it-happens
- Sources: Automatic
- Region: Any Region
- How many: Only the best results

## Preliminary questions

A Smarketing Strategy can be designed for a business as a whole or for specific time-bound campaigns. Either way, the questions that need to be asked (and honestly answered) before designing a Smarketing Strategy are:

u	What are the <b>objectives</b> of the Smarketing Strategy? Be as specific as possible.
	On what <b>parameters</b> would the performance of the Smarketing Strategy be measured?
	What is the <b>budget</b> and <b>time-scale</b> of the Smarketing Strategy?
	Have all <b>stakeholders</b> agreed to these objectives, parameters, budget and time-scale?
	Define the <b>personnel</b> who will be working on implementing the Smarketing Strategy. How many <b>man-hours</b> (women-hours?) will be devoted to implementing the Smarketing Strategy?
	What are the current sales & marketing funnels?
	What are the current Key Performance Indicators (KPIs)?
	What are the current social media metrics?
	How often are website audits conducted? Where are the reports?
	Where are the reports of website monitoring activities?
	How often is the official <b>blog</b> updated? How has the subscriber and view count performed statistically? How much revenue / cost saving can be attributed to it?

What is the inventory of the eBooks, free courses, videos and other <b>content</b> ? How have they performed statistically? How much revenue / cost saving can be attributed to them?
How many online and offline <b>events</b> (webinars, conferences, etc.) have been conducted so far? How have they performed statistically? How much revenue / cost saving can be attributed to it?
How have <b>landing pages</b> performed statistically? How much revenue / cost saving can be attributed to them?
What are the points of <b>friction</b> that leads, customers, employees and vendors face while interacting with the organization? (Tip: Ask them) How much revenue loss / additional costs can be attributed to this friction?
How have <b>email newsletters and drip campaigns</b> been leveraged so far? How have they performed statistically? How much revenue / cost saving can be attributed to them?
How have the following <b>social platforms</b> been leveraged so far? How have they performed statistically? How much revenue / cost saving can be attributed to them?  - Facebook - Instagram - IGTV - Reels - Facebook Messenger - WhatsApp - LinkedIn - Twitter - YouTube
- Ouera

Telegram

Niche social platforms

☐ How is <b>Quick Response</b> ensured? Who responds to social media engagement? How often? How much revenue / cost saving can be attributed to Quick Response?
☐ How is <b>Social Selling</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be attributed to it?
☐ How is <b>Employee Advocacy</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be attributed to them?
☐ How are <b>Influencers &amp; Evangelists</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be attributed to them?
☐ How are <b>Affiliates</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be attributed to them?
☐ How is <b>Public Relations (PR)</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be specifically attributed to PR activities?
☐ How are <b>reviews</b> and <b>online reputation</b> being monitored? What are the performance statistics? How much revenue / cost saving can be attributed to it?
☐ How is <b>Moment Marketing</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be attributed to it?
☐ How are <b>QR codes</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be attributed to them?
☐ How is <b>product packaging</b> being monetized? What are the performance statistics? How much revenue / cost saving can be attributed to it?
☐ How is <b>Social Proof</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be attributed to them?
☐ How is <b>Artificial Intelligence</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be attributed to them?

How is <b>Blockchain technology</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be attributed to them?
How can customers verify the <b>genuineness</b> of products? Is this process as efficient and hassle-free as possible? How much revenue / cost saving can be attributed to <b>anti-counterfeiting</b> processes?
How can customers carry out recalls and expiry checks? Is this process as efficient and hassle-free as possible? How much revenue / cost saving can be attributed to this?
Are <b>loyalty programs</b> being leveraged? What are the performance statistics? How much revenue / cost saving can be attributed to them?
How are <b>customer relationships</b> being nurtured? What are the performance statistics? How much revenue / cost saving can be attributed to them?
Are <b>warranty management</b> and <b>servicing</b> processes as efficient and hassle-free as possible? How much revenue / cost saving can be attributed to them?
Is the <b>customer service</b> process as efficient and hassle-free as possible?
Are <b>precision marketing</b> techniques being used to retain, cross-sell and upsell existing customers? What are the performance statistics? How much revenue / cost saving can be attributed to them?
What are the <b>tools</b> being used by Smarketing teams? How much revenue / cost saving can be attributed to them?

- 1. Ask the right people these questions.
- 2. Get honest answers.
- 3. Document the answers.
- 4. Repeat this process regularly.

## Don't spray and pray

Advertising started off 6000 years ago with papyrus and rock painting.

Modern advertising began in the early 16th-century with newspapers and magazines. In 1836, a Paris newspaper became the first to rely on paid advertising to "lower its price, extend its readership and increase its profitability".

For thousands of years advertising has been "spray and pray".

Businesses advertise everywhere they can afford in the hope that potential customers will notice them. Classic examples are ads in newspapers, magazines, TV shows, billboards, etc.

Millions of people are "sprayed" with these ads but only a small fraction are actual potential customers. And even they tend to ignore the ads.

Think about it. Do you like getting pesky phone calls, emails and text messages from marketers? Well, most people don't.

Spray and pray marketing is easier but very ineffective and can even lead to **brand over-exposure** where your potential customers start to ignore all your content.

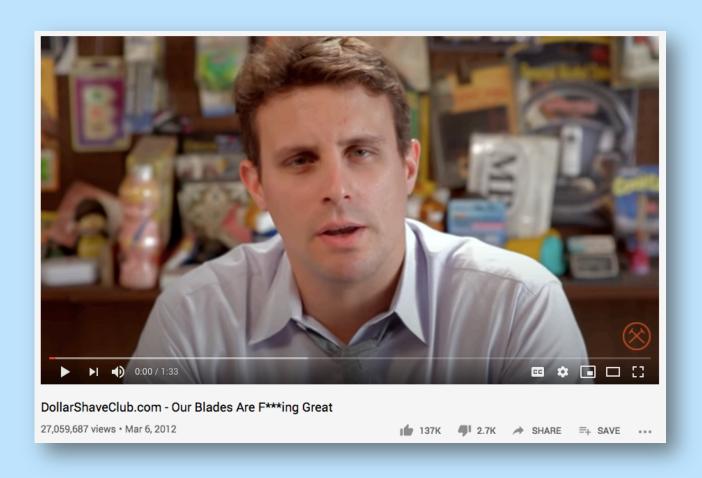
And while we are on the topic, don't make ads that look like ads.

We are all bombarded with ads... all the time... everywhere. If you must advertise, then get creative.

## To Do

Go looking for ads. Yes, really! Look at newspapers, magazines, billboards, TV channels, websites, social networks. Even look for product placement in movies.

- 1. How many of these ads do you think are memorable?
- 2. What makes an ad memorable?



This Dollar Shave Club ad is one of my favourites. Started in 2011, the company was acquired by Unilever for a billion dollars.

## Check it out on:

https://www.youtube.com/watch?v=ZUG9qYTJMsI



One of the best product placements I have ever seen is Season 6, Episode 16 of the TV show *Modern Family*.

The episode was shot entirely using Apple products and revolved around the family communicating via iPhones, iPads and a MacBook.

## Set measurable KPIs

Set the relevant clearly measurable Key Performance Indicators (KPIs from the list below:	
	Average revenue per account
	Average sales cycle length
	Churn rate
	Cost per lead
	Customer acquisition cost
	Customer lifetime value
	Customer retention rate
	Form conversion rate
	Gross profit margin
	Lead to customer ratio
	Marketing ROI
	Net promoter score
	Sales closing ratio
	Sales growth
	Sales revenue
	Total revenue

- 1. See <a href="https://learn.g2.com/sales-and-marketing">https://learn.g2.com/sales-and-marketing</a>
- 2. Select the KPIs that are relevant for your business.

## Set relevant social media metrics

Depending upon your business and the social networks relevant to it, you should choose which social media metrics to measure.

Audience Growth Rate – this is a measure of how quickly you are

_	gaining followers on the relevant social networks.
	<b>Content reach</b> – this is a measure of how many people have seen specific content – posts, articles, videos etc.
	<b>Like rate</b> – this is a measure of how many people have liked specific content – posts, articles, videos etc.
	<b>Comment rate</b> – this is a measure of how many people have commented on specific content – posts, articles, videos etc.
	<b>Amplification rate -</b> this is a measure of how many people have shared specific content – posts, articles, videos etc.
	<b>Engagement Rate</b> - this is a measure of how many people have engaged with specific content (liked, shared, commented, etc.) – posts, articles, videos etc.
	<b>Virality rate -</b> this is a measure of how many people have shared specific content compared to the number of views.
	Click-Through Rate – this is a measure of how many people click on a link in your content. To measure the clicks, use a URL shortening service like <a href="www.bitly.com">www.bitly.com</a> so that every click can be analysed.
	<b>Conversion rate</b> – this is a measure of how many people click on a link in your content to take some action e.g. subscribe to a newsletter, download a file, register for a webinar, etc.

- 1. See: <a href="https://blog.hootsuite.com/social-media-metrics">https://blog.hootsuite.com/social-media-metrics</a>
- 2. Select the social media metrics that are relevant to you.
- 3. Check out a spreadsheet for calculating metrics at: <a href="https://bit.ly/3oalH0P">https://bit.ly/3oalH0P</a>



## 1. Design your smarketing funnel

A traditional marketing funnel describes the customer's journey from becoming aware of a product / service to purchasing it.

It was first proposed in 1898 (yes, 122 years ago!) and is known as the AIDA-model, an acronym for Awareness, Interest, Desire, and Action.

It's been more than a century since this model was first proposed. It does not have much relevant in today's digital and highly complex world.

AIDA is a relic from a time before the Internet, globalization, digital marketing, freemium services, "free" services, SAAS, complex supply chains, subscription models and so much more.

## I propose the following 7-stage smarketing funnel:

**Awareness**: the customer becomes aware of the existence of a product / service e.g. by watching a video or reading a social media post or blog.

**Interest**: the customer actively expresses an interest e.g. by signing up for an email newsletter or mailing list.

**Evaluation:** the customer evaluates or tries the product / service e.g. by taking a test drive or signing up for a demo or trial.

**Decision**: the customer decides to purchase the product / service.

**Purchase / consumption**: the customer buys or consumes the product (in case it's free).

**Nurturing the relationship**: the business nurtures the relationship with the customer.

**Re-purchase / upsell / cross-sell**: This is where the customer buys / consumes more of the same or related products or buys an upgrade e.g. an in-app purchase, extended warranty.

<u>Note:</u> All products & services will not follow these stages. A mobile app may have just stage 1 and 5. A complex industrial or military product may have additional stages.

Н	Awareness	
П	Interest	
	Evaluation	
	Decision	
	Purchase / Consumption	
	Nurturing	
	Repurchase / upsell / cross-sell	

## B2B funnel

Note: This is an indicative funnel. Awareness Affiliates ☐ Content (Blog, Infographics, Landing Pages, Videos, Website) ■ Dynamic QR codes ■ Employee Advocacy ■ Influencers & Evangelists ■ Moment Marketing ☐ Public Relations (PR) ■ Quick Response ☐ Social networks (Facebook, LinkedIn, Twitter, YouTube, Niche social platforms) Interest □ eBooks □ Drip email campaigns ■ Email newsletter □ Free courses Quick Response □ Quora □ Webinars **Evaluation** □ Demo Personalised demo Quick Response ☐ Trial account Webinars Decision Quick Response ☐ Reviews, case studies, testimonials

Pu	rchase / consumption			
	Dynamic QR codes			
	Quick billing			
	Quick contracts			
	Quick Response			
Nurturing the relationship				
	Drip email campaigns			
	Dynamic QR codes			
	Easy recall and expiry checks			
	Efficient servicing			
	Email newsletter			
	Fake detection			
	Loyalty programs			
	Quick Response			
	Warranty management			
	Webinars			
Re-purchase / upsell / cross-sell				
	Dynamic QR codes			
	Email newsletter			
	Drip email campaigns			
	Special schemes & offers			
	Quick Response			
	Loyalty programs			
	Precision marketing to retain, cross-sell and unsell			

## Alcoholic Beverages

Note: This is an indicative funnel. Awareness, Interest, Evaluation & Decision Affiliates □ Content (Videos) ■ Dynamic QR codes ■ Employee Advocacy ■ Influencers & Evangelists Moment Marketing ■ Niche social platforms ■ Public Relations (PR) Reviews □ Social networks (Facebook, Instagram, IGTV, Reels, Messenger, WhatsApp, Twitter, YouTube, Telegram) **Purchase** Dynamic QR codes ■ Fake detection ■ Loyalty programs Quick Response □ Social Selling ■ Subscription model Nurturing the relationship ☐ Content (Videos, Website) Dynamic QR codes ■ Loyalty programs Re-purchase / upsell / cross-sell Dynamic QR codes ■ Loyalty programs ☐ Precision marketing to retain, cross-sell and upsell ■ Special schemes & offers

# Appliances & gadgets

Note: This is an indicative funnel. Awareness, Interest, Evaluation, Decision Affiliates ☐ Content (Videos, Website) ■ Dynamic QR codes on product & packaging ■ Employee Advocacy ■ Influencers & Evangelists Moment Marketing ■ Niche social platforms ■ Public Relations (PR) Quick Response Reviews □ Social networks (Facebook, Instagram, IGTV, Reels, Messenger, WhatsApp, Twitter, YouTube, Quora, Telegram) **Purchase** Dynamic QR codes on product & packaging Quick Response Social Selling Nurturing the relationship Dynamic QR codes on product & packaging ■ Loyalty programs □ Servicing ■ Warranty management Quick Response Re-purchase / upsell / cross-sell Dynamic QR codes on product & packaging ☐ Precision marketing to retain, cross-sell and upsell Quick Response ■ Special schemes & offers

## Art

Note: This is an indicative funnel.

	areness, Interest, Evaluation & Decision
	Affiliates
	Content (Photos, Videos)
	Dynamic QR code on the frame of painting or on the sculpture.
	Influencers & Evangelists
	Niche social platforms for artists & collectors e.g. <i>DeviantArt</i> .
	Public Relations (PR)
	Social networks (Facebook, Instagram, IGTV, Reels, Messenger,
	WhatsApp, YouTube)
	Online portfolio
_	
Pu	rchase
	Dynamic QR codes
	Fake detection
	Quick contract
	Quick Response
_	Quick (Yesponse
Nii	rturing the relationship
	Content (Photos, Videos)
	Dynamic QR codes
	·
	Loyalty programs
	Social networks (Facebook, Instagram, IGTV, Reels, Messenger,
_	WhatsApp, YouTube)
	Subscription model
	. ,
	-purchase / upsell / cross-sell
	Dynamic QR codes
	Content (Photos, Videos)
	Loyalty programs
	Online portfolio
	Chariel ashamas 9 offers
	Special schemes & offers

Artists can also generate revenues from merchandise, paid online courses and reprints.

# Banking and Fintech services

Note: This is an indicative funnel. **Awareness** Affiliates ☐ Content (Landing Pages, Videos, Website) Dynamic QR codes on the back of credit / debit cards ■ Employee Advocacy ■ Influencers & Evangelists Moment Marketing ■ Niche social platforms ■ Public Relations (PR) Quick Response □ Social networks (Facebook, Instagram, IGTV, Reels, Messenger, WhatsApp, LinkedIn, Twitter, YouTube, Quora, Telegram) Social Selling Interest, Evaluation & Decision ☐ Content (Blog, eBooks, Email newsletter, Email drip campaigns, Free courses, Landing Pages, Videos, Website) ■ Demo / Personalised demo Quick Response ☐ Reviews, case studies, testimonials □ Trial account □ Webinars **Purchase / consumption** Quick billing Quick contracts Quick Response

Nu	rturing the relationship
	Drip email campaigns
	Dynamic QR codes on the back of credit / debit cards
	Email newsletter
	Loyalty programs
	Quick Response
	Webinars
Re	-purchase / upsell / cross-sell
	Dynamic QR codes on the back of credit / debit cards
	Email newsletter, Drip email campaigns
	Special schemes & offers
	Quick Response
	Loyalty programs
	Precision marketing to retain, cross-sell and upsell

## Books

Note: This is an indicative funnel.

rareness & Interest, Evaluation & Decision
Affiliates Content (Blog, Infographics, Landing Pages, Videos, Website) Dynamic QR codes on book covers Influencers & Evangelists Moment Marketing Niche social platforms Public Relations (PR) Reviews Social networks (Facebook, Instagram, IGTV, Reels, Messenger, WhatsApp, LinkedIn, Twitter, YouTube, Quora, Telegram)
rchase Dynamic QR codes on book covers Quick Response Subscription model
rturing the relationship  Dynamic QR codes on book covers  Loyalty programs  Niche social platforms  Social networks (Facebook, Instagram, IGTV, Reels, Messenger, WhatsApp, LinkedIn, Twitter, YouTube, Quora, Telegram)
-purchase / upsell / cross-sell  Dynamic QR codes on book covers  Loyalty programs  Precision marketing to retain, cross-sell and upsell  Special schemes & offers

# Clothes, shoes & accessories

Note: This is an indicative funnel. Awareness, Interest Affiliates ☐ Content (Blog, Videos, Website) Dynamic QR codes on the product, tags, packaging ■ Employee Advocacy □ Fake detection ■ Influencers & Evangelists ■ Loyalty programs Moment Marketing ■ Niche social platforms ■ Public Relations (PR) □ Social networks (Facebook, Instagram, IGTV, Reels, Messenger, WhatsApp, YouTube) Social Selling **Evaluation & Decision** Reviews Social Selling ☐ Trial **Purchase**  Dynamic QR codes on the product, tags, packaging Social Selling Quick Response Subscription model

Nu	rturing the relationship
	Content (Blog, Videos, Website)
	Dynamic QR codes on the product, tags, packaging
	Loyalty programs
	Social networks (Facebook, Instagram, IGTV, Reels, Messenger,
	WhatsApp, YouTube)
Re	-purchase / upsell / cross-sell
	Dynamic QR codes on the product, tags, packaging
	Loyalty programs
	Precision marketing to retain, cross-sell and upsell
	Special schemes & offers

# Cosmetics

Note: This is an indicative funnel.

	areness, Interest, Evaluation & Decision		
	Affiliates		
	Content (Blog, Landing Pages, Videos, Website)		
	Dynamic QR codes on products & packaging Employee Advocacy		
	Influencers & Evangelists		
	Moment Marketing		
	Niche social platforms		
	Public Relations (PR)		
_	Reviews		
	Quick Response		
	Social networks (Facebook, Instagram, IGTV, Reels, Messenger,		
	WhatsApp, YouTube, Telegram)		
Pu	rchase		
	Dynamic QR codes on products & packaging		
	Easy recall and expiry checks		
	Fake detection		
	Loyalty programs		
	Quick Response		
	Social networks (Facebook, Instagram, IGTV, Reels, Messenger,		
	WhatsApp, YouTube, Telegram) Social Selling		
_			
Nu	Nurturing the relationship		
	Dynamic QR codes on products & packaging		
	Easy recall and expiry checks		
	Loyalty programs		
	Quick Response		
	Social networks (Facebook, Instagram, IGTV, Reels, Messenger,		
	WhatsApp, YouTube, Telegram)		
	Subscription model		

Re-purchase / upsell / cross-sell	
	Dynamic QR codes on products & packaging
	Loyalty programs
	Precision marketing to retain, cross-sell and upsell
	Quick Response
	Social Selling
	Special schemes & offers

# E-learning

Note: This is an indicative funnel.

Aw	areness, Interest, Evaluation & Decision
	Affiliates
	Content (Blog, eBooks, Email newsletter, Email drip campaigns, Free courses, Infographics, Landing Pages, Videos, Website)
	Employee Advocacy
	Influencers & Evangelists
	Moment Marketing
	Niche social platforms
	Public Relations (PR)
	Quick Response
	Reviews, case studies, testimonials
	Social networks (Facebook, Instagram, IGTV, Reels, Messenger,
	WhatsApp, LinkedIn, Twitter, YouTube, Quora, Telegram)
	Webinars
Pu	rchase
	Quick Response
	Social Selling
	Subscription model
_	
Nu	rturing the relationship
	Content (Blog, Email newsletter, Email drip campaigns, Free courses,
	Infographics, Videos, Website)
	Quick Response
	Loyalty programs
	Social networks (Facebook, Instagram, IGTV, Reels, Messenger,
	· · · · · · · · · · · · · · · · · · ·
	WhatsApp, LinkedIn, Twitter, YouTube, Quora, Telegram) Webinars

Re-purchase / upsell / cross-sell	
	Quick Response
	Loyalty programs
	Precision marketing to retain, cross-sell and upsell
	Special schemes & offers

## OTC drugs

■ Special schemes & offers

Note: This is an indicative funnel. Awareness, Interest, Evaluation, Decision Affiliates ☐ Content (Videos, Website) Dynamic QR codes ■ Employee Advocacy ■ Loyalty programs Moment Marketing ■ Niche social platforms ■ Public Relations (PR) Reviews □ Social networks (Facebook, Instagram, IGTV, Reels, Messenger, WhatsApp, Twitter, YouTube, Quora, Telegram) **Purchase** ■ Easy recall and expiry checks □ Fake detection Dynamic QR codes Social Selling ■ Subscription model Nurturing the relationship ☐ Content (Videos, Website) ■ Easy recall and expiry checks Re-purchase / upsell / cross-sell Precision marketing to retain, cross-sell and upsell Quick Response

# Fast-moving consumer goods (FMCG)

Note: This is an indicative funnel. Awareness, Interest, Evaluation, Decision □ Affiliates ☐ Content (Videos, Website) Dynamic QR codes ■ Employee Advocacy ■ Influencers & Evangelists ■ Moment Marketing □ Public Relations (PR) □ Reviews □ Social networks (Facebook, Instagram, IGTV, Reels, Messenger, WhatsApp, LinkedIn, Twitter, YouTube, Telegram) Social Selling **Purchase / consumption** Dynamic QR codes Quick Response ■ Subscription model Nurturing the relationship Dynamic QR codes ■ Loyalty programs Quick Response Re-purchase / upsell / cross-sell Dynamic QR codes Precision marketing to retain, cross-sell and upsell ■ Special schemes & offers Subscription model

Design the smarketing funnel for your product / service.

# 2. Build & optimize your Website

For most businesses, the primary website is its most important digital property. All your smarketing assets should be accessible from your website. While building, optimizing and maintaining your website, ensure you comply with the following:

☐ The content of each page has been checked to ensure that there are no

#### Page content and images

spelling / grammatical errors.
The content of each page is simple to understand for the target audience.
The content of each page is relevant, engaging and fresh.
Each page uses adequate high-quality relevant images. You can find these for free on <i>Unsplash</i> and <i>Freepik</i> .
Use high-quality product mock-ups if relevant. You can find these for free on <i>PSDmockups</i>
The site is useful for humans (not bots) and information-rich.
Don't embed important text inside images.
Give your images detailed, informative filenames e.g. my-new-black-kitten.jpg instead of IMG00023.JPG
Create good alt text e.g. <img alt="Tiny dog trying to intimidate a full grown cow" src="dog.jpg"/>
Images should be placed near the relevant text.
Specify the width and height for all images.

	Make a list of the words and phrases users would type to find your pages. Make sure these are included in relevant pages.		
	Use text, and not images to display important names, content, or links because search engine crawlers don't recognize text contained in images. If you must use images for textual content, consider using the ALT attribute to include a few words of descriptive text.		
	Text is split into columns or grids to make it easy for readers.		
	The headers and footers contains company name, logo, social media profile links, navigation menu and email address.		
	The content of each page is in inverted pyramid format with the most important content on top and least important at the bottom.		
	All sentences are adequately short and the words used are simple to understand. Unless you're writing for experts and geeks.		
	All paragraphs are adequately short.		
	Content focuses on the benefits to the users instead of the features.		
Du	Duplicate content		
	Duplicate content does not exist on different sub-domains.		
	Duplicate content does not exist on different domains owned by the same organisation.		
	Duplicate content does not exist on the secure (https) version of the site.		
	Duplicate content does not exist on the 'printer friendly' version of the site.		
Page Design			
	Each page has sufficient white space so that the page does not appear cluttered.		
	Each page is designed to maximize user attention.		

Each page has only 1 main heading (with the H1 html tag) and adequate sub-headings.
Where relevant, bulleted / numbered lists are used to make the content easy to read.
There is a clear distinction between the header, content and footer sections on each page.
The color scheme of all pages is consistent.
Each page is responsive and displays well on mobile devices. You can use the free <i>Geekflare</i> full-page screenshot service to see how your site renders globally.
The use of pop-ups is minimum.
It is easy for a visitor to share site content on social media. <i>ShareThis</i> has an excellent free service for share buttons, follow buttons, and reaction buttons.
Flash is not used.
Line spacing and paragraph spacing is adequate.
Padding in all the web pages as well as tables is adequate.
Menus and sub-menus are easy to navigate, especially on mobile devices.
Breadcrumbs are used to guide users, especially if the site has many categories and sub-categories.
Fonts are suitable and of ideal size.
All links, internal and external, are regularly checked to ensure the absence of dead-links. You can use the free <i>Geekflare Broken Link Testing tool</i> to check if your website contains broken links.
Arrows or other icons are used to direct users towards call-to-action.

	Every call-to-action is clear to understand. Passive words such as 'Submit' are not used in a call-to-action.
	Most webpages are designed to serve as good landing pages.
	Colors are used to organize information.
Pa	ge Links
	Each page contains a link to the homepage.
	Each page contains social media icons, which are linked to the relevant social media assets.
	Each page contains a prominent call-to-action to subscribe for the mailing list.
	If relevant, each page contains a link to the blog.
	Every page should be reachable from at least one static text link otherwise it may not get indexed by search engines.
	If your site is large and complex, build a site map with links that point to the important parts of the site.
	The logo on the top of each page is linked to the homepage.
Pa	ge keyword
	Each page is optimized around 1 primary-keyword.
	The title of each page is relevant, less than 70 characters and contains the primary-keyword.
	The meta description contains the primary-keyword.
	The primary keyword is used adequately in the page content.
	The primary keyword is 'bold' at least once in the page.

	The primary keyword is used in the main heading on the page.
	At least one link uses the primary-keyword as its anchor text.
	At least 1 image is named using the primary-keyword.
	The 'alt text' of at least 1 image includes the primary-keyword.
Ab	out us page
	The organisation's mission.
	Overview of the products / services with links to detailed pages / microsites for each product and service.
	The organisation's achievements with timeline.
	Testimonials from happy customers, evangelists and influencers.
	Success stories and case studies.
	Links to other organisational websites.
	Details of founders and key employees.
Со	ntact us page
	Official email addresses
	Physical addresses
	Official phones numbers
	Details for contacting through Facebook Messenger, Line, Skype, Telegram, Viber, WeChat and WhatsApp.
Otl	ner pages
	The updated 'anti-spam policy' page is reachable from a static text link in the footer of each page.
	The updated 'terms of use' page is reachable from a static text link in the footer of each page.

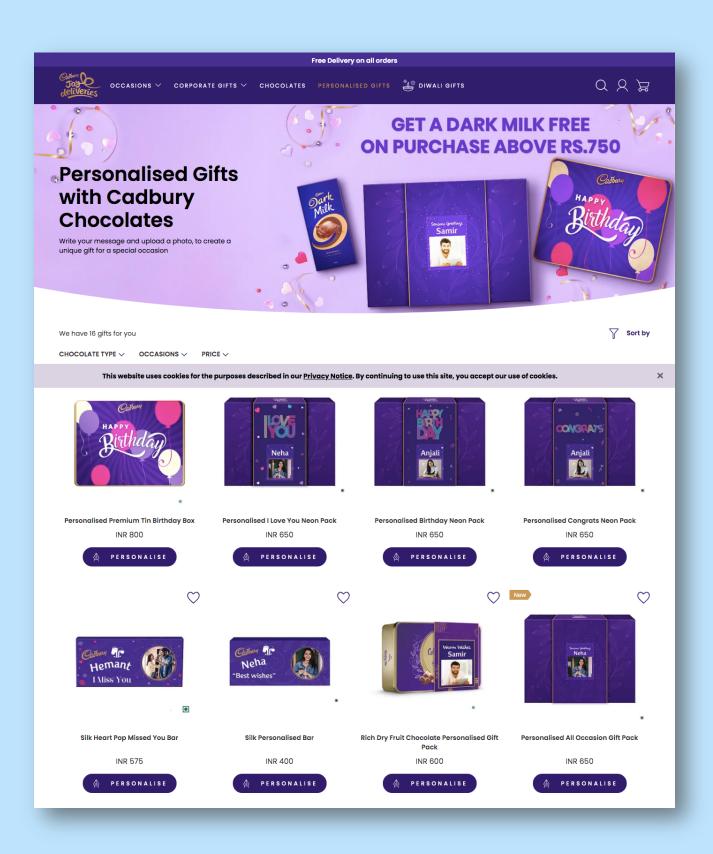
	The updated 'privacy policy' page is reachable from a static text link in the footer of each page.
	The updated 'copyright policy' page is reachable from a static text link in the footer of each page.
Ted	chnical Guidelines (Geek alert!)
	Ensure that your site uses https. You can get a free TLS certificate from LetsEncrypt.
	Content shows properly even if the JavaScript, cookies, and CSS are turned off.
	Navigation links work even if the JavaScript, cookies, and CSS are turned off.
	Sign up for a free <i>Google Analytics</i> account for getting data related to visitors and how they interact with your website. Insert the tracking code on all pages.
	Sign up for a Google Search Console account and connect your site to it. This will provide tools and insights for better visibility and search engine presence.
	Ensure that all of your website's assets, e.g. CSS, JavaScript files, etc. can be crawled by search bots without session IDs.
	Ensure that the If-Modified-Since HTTP header is supported.
	Ensure that your site has a robots.txt file that is properly configured.
	Ensure that your website appears correctly in different browsers. You can use the free <i>Geekflare</i> full-page screenshot service to see how your site renders globally.
	Regularly monitor your website's performance and optimize its load times. You can use the free <i>Geekflare</i> Website Audit for Best Practices, Performance, and SEO. You can also use the free <i>Hubspot Website Grader</i> .

	Relevant metatags and Open Graph (OG) tags are used.
	Use <i>MetaTags.io</i> for checking shareability.
	Ensure that no URL contains excessive parameters or session IDs. Search engines don't handle dynamic pages very well.
	Ensure that all URLs exposed to search engines are static.
	Ensure that schema markup (e.g. a rich snippet) is added to a website to help search engines return more informative results for visitors.
Se	arch Engine Optimization
tha	arch engines ( <i>Google</i> , <i>Bing</i> , <i>DuckDuckGo</i> ) are the most important way it people will find your website. An SEO (Search Engine Optimization) dit is done to improve a website from a search engine point of view.
	Ensure that your regularly conduct SEO audits comprising:
	Search Engine Indexation Analysis: This helps to find out which of your web pages are not being indexed by search engines.
	HTTP Status Code Analysis: This ensures that all web pages give the correct HTTP codes. The most important ones are:
	<ul> <li>404 (page not found error) – a page is failing to deliver content to visitors.</li> </ul>
	<ul> <li>301 (moved permanently) – the requested resource has been permanently redirected. This code requests search engines to update their index for the original page.</li> </ul>

- 302 (found) directs a browser to a new URL but does not instruct search engines to update the page index.
- 503 (service unavailable) informs search engines that the processing of the requested resource was deliberately stopped and requests the search engine not to de-index the page.
- 410 (gone) causes search engines to remove the resource from their index.

Page Speed Analysis: Page speed is a ranking factor for search engines and visitors tend to abandon slow websites.
☐ URL Structure Analysis: Uniform Resource Locators (URLs) are the building blocks of an effective site hierarchy and direct users to their desired destinations.
☐ Robots.txt files analysis: A robots.txt file tells search engine crawlers which resources they can or can't request from your website.
☐ XML Sitemap generation: An XML sitemap enables search engines to find and crawl all the important resources on a website. It also helps search engines to understand the structure of the website.
☐ Canonical Tags Analysis: Canonical tags prevent the problems caused by identical or "duplicate" content which appears on multiple URLs.
☐ Crawlability Analysis: Crawlability is a search engine's ability to access and crawl all the content on a website.
☐ Mobile SEO analysis: A website should be optimized for mobile devices otherwise it will not be ranked well by search engines.
☐ International SEO analysis optimizes a website to enable search engines to identify which countries and languages you want to target.
☐ Site Content Structure: The site structure of a website shows search engines which pages of your website are most important. This helps to influence which pages will rank highest in the search engines.
☐ Keyword Research: Keyword research helps to identify what your potential customers are searching for and the format in which they want the information.
■ Meta Data Analysis: Accurate and well-written metadata (such as page titles, meta descriptions, heading tags, etc.) improves search engine rankings and increase the likelihood of a visitor clicking through to your webpage.
☐ Crawl Budget Analysis: Crawl budget is the frequency with which a search engine's spiders & bots go over your webpages.
☐ User Agent Analysis: User agent signifies the web browser, operating system, and device type of your website visitors.

- 1. See how your website fares on all the issued mentioned in this section. Ask your tech team to make relevant improvements.
- 2. See how your website performs with these tools:
  - ☐ Geekflare Website Audit for Best Practices, Performance, and SEO
  - ☐ To test how your site renders globally, try the free full-page screenshot service offered by *Geekflare*.
  - ☐ The Geekflare Broken Link Testing tool to check if your website contains broken links.
  - ☐ The Hubspot Website Grader.



"Personalised Gifts with Cadbury Chocolates" is an interesting example of a brand leveraging its website <a href="https://www.cadburygifting.in/personalised-gifts.html">https://www.cadburygifting.in/personalised-gifts.html</a>

# 3. Build & optimize your Blog

Every business MUST have a blog. This should be the primary repository of all your content – eBooks, videos, infographics, presentations etc. Why? Because it's the one platform you own on the Internet.

Every other platform - LinkedIn, Facebook, Instagram etc. - is owned by someone else. Third party platforms can ban you for many reasons and sometimes for ridiculous things. And you wont get a chance to appeal! Relying only on them is like building your house on rented land.

So whenever you create solid new content, first post it on your blog. Then post it on social media. At the end of each social media post write that the content was first posted on your blog and add a link back to the relevant blog page.

#### **Action Points:**

- □ The blog is setup on the primary domain of the business e.g. if the primary website is <u>example.com</u>, the blog would be on <u>example.com/blog</u>
- ☐ The blog is setup using the open-source *Wordpress* platform.

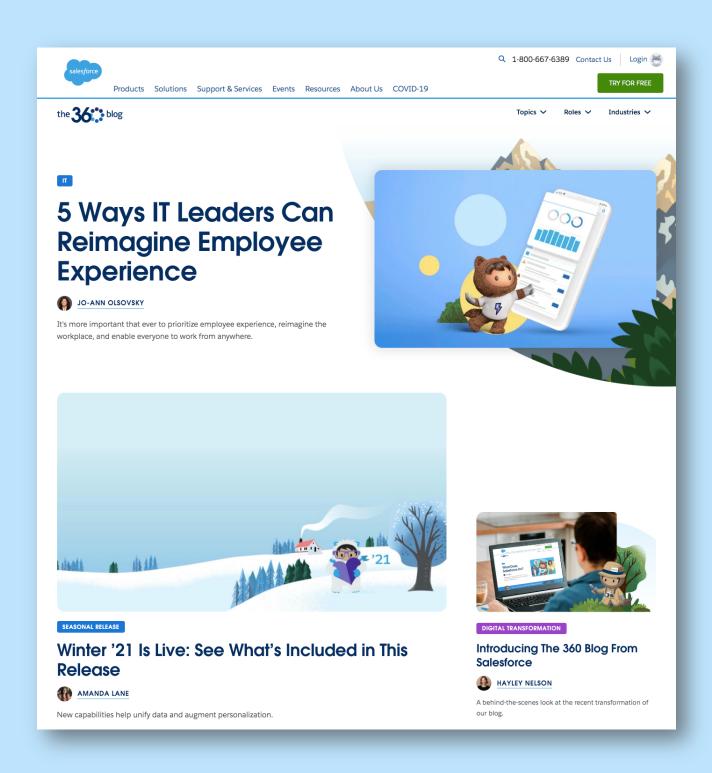
  Wordpress has thousands of themes (for the look of your blog) and plugins (for adding powerful functions and features).
- □ The Wordpress theme is customised to reflect your brand colors and designs.
- ☐ The following free *Wordpress* plugins are installed:
  - Jetpack WP Security, Backup, Speed, & Growth to increase the security and performance of your blog.
  - WP Super Cache that speeds up your blog by generating static html files from your blog.

- UpdraftPlus WordPress Backup Plugin to quick backup and restoration of your blog files and database
- Google XML Sitemaps to create special XML sitemaps to enable search engines to better index your blog.
- Broken Link Checker to monitor and test all internal links & external links.
- Google Analytics Dashboard Plugin to use Google Analytics on your blog.
- Rank Math to optimize your blog content with built-in suggestions.
- Share This Share Buttons to embed sharing buttons for social networks, SMS and WhatsApp.

All content is first published on the blog and then posted on social media.
Link all social media posts to its corresponding blog post.
For blog post ideas use the free services from <i>AnswerTheRespublic</i> and <i>UberSuggest</i> .
Canonical metatags are used so that search engines treat the blog pages as the original / master copy of the content.
Regularly update blogs so that they appear "fresh" to humans and search engines.
Build a solid pillar post and then create multiple posts around it.
Use Grammarly for Chrome to fix your spelling and grammar.
Use the freemium <i>Headline Studio</i> for writing better headlines. It also has a free Chrome extension.
Consider replicating your blog content on Quora Spaces and Medium.

Go through blogs managed by your competitors.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?



SalesForce is an example of a corporate blog done well. https://www.salesforce.com/blog

# 4. Build & optimize your Content

### 1. eBooks

eBooks are specially created documents, optimized for viewing on computers, tablets, and mobile phones. If done well, eBooks are the BEST methods of building credibility and establishing yourself as an expert.

#### **Action Points:**

Before you begin planning your eBook, read other books and eBooks on the same topic.
Set a reasonable deadline. Remember that you can always improve the eBook in future editions.
Don't try to be perfect. Perfection is a myth.
The cover should be great looking. We say that you shouldn't judge a book by its cover. But we all do.
Give your eBook a great title.
If your eBook is meant for online viewing only then each page should have less text per page than a conventional book. Use great-looking relevant images. And make it available in multiple formats - PDF, AZW, MOBI, EPUB.
If you expect and want readers to print your eBook, then design it like a typical book with fewer images and little to no coloured fonts. Make it available in PDF form.
Use bullet points, lists, and short sentences.

Don't over-use jargon and technical words.
The bulk of your text should be left aligned and not justified.
Choose the font, font-size and font colors carefully.
Pay attention to word, line and paragraph spacing.
The table of contents should be detailed.
Page numbering should be clearly visible.
Choose the copyright license under which you will publish the eBook.
Hire a professional editor. Don't be your own editor.
Hire a professional proof-reader. Don't be your own proof-reader.
Update the eBook regularly - at least every year. Clearly mention the last updated date on the cover.
Mention your contact information clearly on the back cover.
Have clear calls-to-action. What do you want a reader to do next?
Email-gate the eBook. Make people fill a short form before they download your eBook – name and email address should be enough in most cases. If you really need more information (location, company, job title etc.) then ask for it.
Use the free <i>HemingwayApp</i> to improve the quality of your writing.

Go through eBooks created by your competitors and by industry experts.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

Recent ▼ Showing 1 - 15 of 190 (Show 45)



#### A Beginner's Guide to Social Media -Workbook

This workbook includes additional readings and activities that will help you digest the information covered in each section of HubSpot's fre...

Ebook



#### Instagram for Business

With 400 million users and over 80 million posts per day, Instagram has become an essential element of social media marketing for business.

Ebook



#### Customer Service Metrics Calculator

Easily determine your business's key metrics and KPIs for customer support, service, and success with this free calculator template.

Ebook



#### How to Reach & Engage Your Audience on Facebook

Learn how to maximize the value of your marketing and ad spend on Facebook.

Ebook



#### 22 SEO Myths You Should Leave Behind in 2019

With every search engine algorithm update comes a change to the way we think about SEO. Over the past decade, SEO has undergone a radical ev...

Ebook



#### A Marketer's Guide to Facebook Live

If you've been on Facebook in the past six months, you've likely seen Facebook Live in action. Social media works best when we're in the mom...

Ebook



#### The State of Customer Service in 2020

Discover customer service industry trends on everything from technology usage to evolving customer expectations in 2020.

Ebook



#### How to Advertise on Instagram

Learn everything you need to know about making the most of your Instagram ads.

Ebook



#### Awesome About Us Page Examples

Get inspired by these awesome 'About Us' page examples and learn how to make yours great, too.

Ebook

Hubspot has created a great collection of eBooks <a href="https://www.hubspot.com/resources/ebook">https://www.hubspot.com/resources/ebook</a>

### 2. Email newsletter & drip campaigns

Email newsletters are a great way of regular information sharing with customers, employees, and leads.

Drip emails are a set of marketing emails that are sent out automatically on a schedule e.g. 1 email as soon as someone signs up, another after 4 days, another on the following weekend. Drip emails can also be triggered by user actions e.g. when a purchase is made.

#### **Action points:**

The "from" address is recognisable and working (NEVER use a "do-not-reply" email address).
The "from" name is recognisable and relevant.
The "reply to" address is recognisable and working. (NEVER use a "do-not-reply" address).
The subject line is short and engaging.
The subject line is personalised.
Content in the email is clear and in inverted pyramid format - the most important information is on top.
Social sharing buttons are included in the email.
A link to view the web version of the email is right on top.
A link to unsubscribe from the mailing list is included in the footer of the email.
Your physical address and contact information is included in the email.
The subscribers in the mailing list have been segmented so that they only receive emails relevant to them.
The content is proofed to ensure that there are no grammatical or spelling errors.

Ч	Proper details are used in the alt tag of each image in the email.
	The email is sent in html and plain text format.
	While scheduling the email, the right time as well as holidays are taken into account.
	The email is manually checked by sending it to a test list that mimics the fields in the actual mailing list.
	Use a professional service like <i>SendGrid</i> or <i>SendInBlue</i> for sending out your emails.

Sign up for email newsletters and drip campaigns conducted by your competitors and industry experts.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

### 3. Free courses

Free courses can be of great value to your customers especially if your product / service is complex and requires expertise to use. You can also provide free / paid certificates to motivate learners. These courses can be on-demand or in scheduled batches.

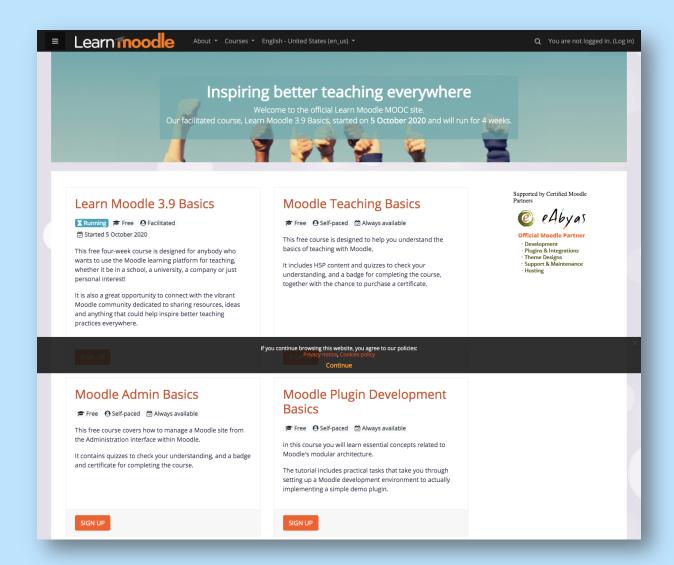
			4
$\Lambda ct$	IOD	noi	nte
<b>7</b> 01	1011	POI	nts:

Before you begin planning your course, check out other courses on the same topic.
Set a reasonable deadline. Remember that you can always improve the course in future editions.
Don't try to be perfect. Perfection is a myth.
Give your course a great title.
Course length should be minimum 3 hours and maximum 16 hours.
All content need not be original. You can add curated content. But remember to attribute the original creators.
Cover at least 50% of the content through videos.
Keep at least one 30-minute live session. This is your opportunity to build a strong connection with participants and drive your sale.
Use gamified content e.g. quizzes and challenges. Check out some Khan Academy courses for good examples of gamification in education.
Add practical to-do activities to the course.
Keep a 15 to 60 minute test at the end. The test should not be too easy or too difficult.
If the test is multiple choice based, use a learning management system for delivering and managing your course. My personal favourite is the open-source <i>Moodle</i> platform. An alternative is the premium <i>LearnDash plugin for Wordpress</i> .

If your course has a practical assignment as the test, you can create the course directly as a Facebook event or a LinkedIn event. All the content can be put as posts on the event page.
Choose the copyright license under which you will publish the course.
Update the course regularly - at least every year.
Have a clear call-to-action. What do you want a reader to do next?
Email-gate the course. Make people fill a short form before they can access your course – name and email address should be enough in most cases. If you really need more information, like location, company and job title, then ask for it.
Issue a nice looking digital certificate of course completion.
Make it easy for people to showcase their certificates on social networks.
Make it easy for people to share your course with their networks.

Enroll for free courses created by your competitors and by industry experts.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?



Moodle, my favourite open source Learning Management System has a nice collection of free online courses

https://learn.moodle.org

### 4. Videos

**Action points:** 

Videos are one of the most important smarketing assets. They can build trust, boost sales and influence buying decisions. Videos also rank high on Google and perform well as on social networks.

Plan and story your video before you being shooting.
Pay careful attention to lighting. Natural light works best for morning and evening shoots. Afternoon sunlight can cast shadows.
Use a clear background. Too much clutter can ruin the look of the video. Consider using green-screens.
You do not need a high-end video camera. Most modern smartphones can be used to create high-quality videos.
Strange as it may sound, audio quality is more important in videos. Use a good mic and record in a silent location.
Avoid shaky footage by using a tripod.
For live videos you can use Facebook Live, YouTube Live or Instagram Live. You can also use a streaming service like Restream.io.
For screen recordings, use Camtesia.
For explainer and how-to videos, you can use the premium services offered by <i>Powtoon</i> , <i>Animoto</i> or the whiteboard video making software <i>Videoscribe</i> .
For promotional videos use <i>Lumen5</i> . It uses artificial intelligence Al to storyboard your ideas, fit your content to a layout, and find music and visuals that enhance your message.
For long-form videos that showcase how your product / service solves user problems you can use <i>Camtesia</i> or <i>iMovies</i> .

Use an attention grabbing video intro and thumbnail.
Each video should end with a clear call-to-action.

Go through videos created by your competitors and by industry experts.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?



Check out the video that started the whiteboard animation genre <a href="https://www.youtube.com/watch?v=zDZFcDGpL4U">https://www.youtube.com/watch?v=zDZFcDGpL4U</a>



The live stream of Will Smith bungee jumping over the Grand Canyon had 300,000 concurrent views.

https://www.youtube.com/watch?v=7uilQxtVvpQ

### 5. Webinars

Webinars are undeniably the most powerful digital marketing tools in the COVID era. They can position you as an expert and thought leader. But webinars also involve the maximum friction, as viewers are required to spend quite some time at a fixed schedule.

	The best platforms for webinars, in alphabetical order are Facebook Live, Google Meet, Instagram Live, YouTube Live, WebEx, and Zoom.
	Announce your webinar well in advance on your website and blog.
	Inform attendees whether you will take questions on the fly or in advance. Make it easy for attendees to post questions.
	Create a <i>LinkedIn Event</i> well in advance. This will create a dedicated page where people can register and the organizers can post relevant information. Send connection requests to all attendees who are not already connected to you. Regularly post useful information on the Event page. You can "recommend posts" up to twice a week. This will send a notification about the post to all attendees.
	Create a Facebook Event well in advance. This will create a dedicated page where people can register and the organizers can post relevant information. Regularly post useful information on the Event page.
	Post your webinar details on <i>Meetup</i> .
	Make sure that the webinar starts and ends on time.
_	If you are taking questions on the fly, make sure there is someone online to read through the questions and select the ones that the presenter would answer on air. The other questions can be answered later on the Event page.
	Make sure that the presenter is in a silent and well-lit room.
	The laptop or phone camera should be at the eye-level of the presenter.

The presenter should wear appropriate clothes and should be well groomed.
Make the recording of the webinar available to all participants.

Attend webinars and other virtual events organized by your competitors and by industry experts.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

### 6. Others

For free Google Slides and PowerPoint presentation templates, use <i>Slidesgo</i> .
Infographics are visual representations of any kind of information or data You can curate relevant infographics from Pinterest or create your own using freemium services like <i>Canva</i> and Piktochart.
You can create mind maps & flow charts using Coggle.
You can create presentations, reports, infographics, flyers, social media graphics and posters using freemium services like <i>Canva</i> and Piktochart.

### To Do

Go through presentations, infographics, mind-maps and other content created by your competitors and by industry experts. Pinterest is usually a good platform to find these.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 5. Build & optimize your Landing Pages

Let's say you were hosting this HUGE summer sale. You'd need people to know about it, right? You would probably write about it on your website.

But you can't have a regular page for something so major. Maybe you'd add more color or some pretty pictures? Maybe you'd have some special features? That's basically what a landing page is. It's a UNIQUE page that you create to market something.

Why is it called a LANDING page? Well, the name is actually pretty literal. People usually land on that page after clicking on one of your ads or posts or articles.

Some of the reasons for using Landing Pages

- Click-through to digital content
- Collecting email addresses on a Coming Soon page
- Collecting viewers contact information on a Company Presentation or "Request Demo" page
- Coupon Download
- Destination of your ads or email marketing campaign
- E-book Download
- Event Signup
- Newsletter Signup
- Product or Service Sales
- Recruitment
- Webinar Signup

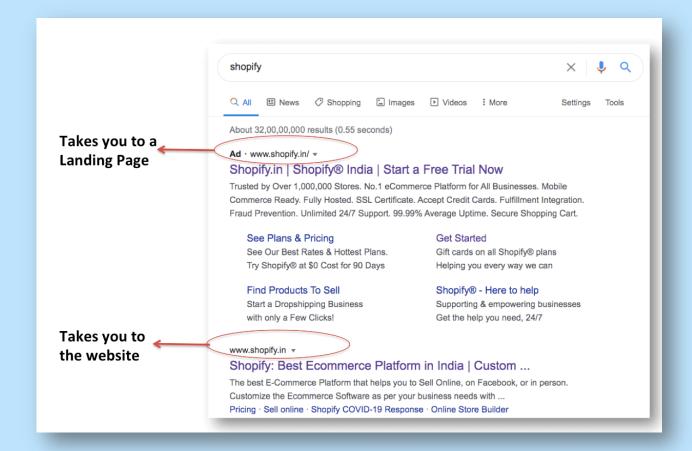
The landing page must be attractive, clear, and well designed.
The landing page headline must match details on the post / ad through which the user reaches the page.
The landing page must focus on 1 offer / product / service only.

A stranger must be able to understand the offer in 6 seconds or less.
Your logo and tagline must be simple to understand for a stranger.
The benefits of the product / service / offer must clearly be mentioned in simple language preferably in bullet / numbered lists.
The entire message on the landing page is as clear as possible.
The navigation menu on the landing page is relevant only to the landing page. The detailed navigation menu of your website must not show up here.
Focus on benefits to the potential customer and not on product / service features.
Your credibility must clearly be established.
The call to action button must clearly stand out on the page.
The form that the user is required to fill must be as short, sweet, and simple as possible.
Carry out A / B testing by making two versions of your landing page and measure the responses.
Proof all the content to make sure there are no grammatical / spelling errors.
After the user submits information, the confirmation page should be clear on what's going to happen next.
The call to action button must not use words like "Click here", "Submit", "Submit query". It should use words like "Get a demo", "Get started free", "Get started", etc.
Hubspot is a popular landing page builder.

Google relevant keywords. Click on the ads that show up at the top of the search results. Examine the landing pages that show up.

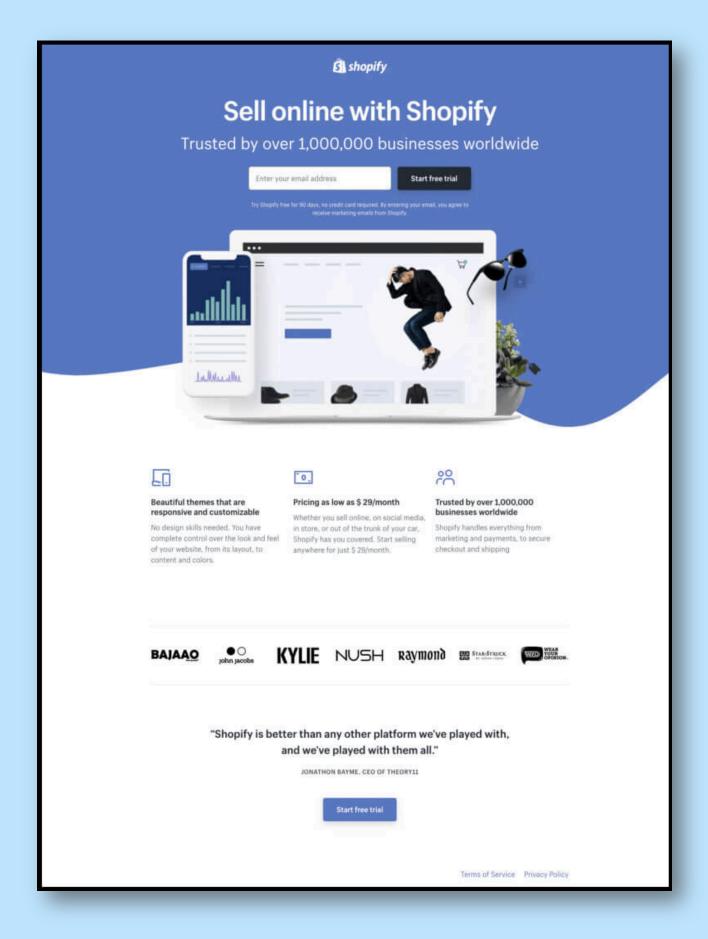
- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

### Let's take an example of a landing page. When we do a *Google* search for *Shopify*, this is what comes up:



Clicking on the first link in the *Google* search results page takes us to a short, sweet, and simple *Shopify* landing page (see the next page)

Clicking on the second link in the *Google* search results page takes us to the really long *Shopify* website homepage (see the page after the next one)



The short, sweet, and simple Shopify landing page



The Shopify website homepage

# 6. Reduce Friction

This shouldn't be something to talk about. But you will be surprised how many businesses make it difficult for potential customers to contact them! You MUST make it extremely easy for customers and leads to contact you.

Businesses must use as many of these communication tools as feasible:

	Chat bots
	Email
	Facebook Messenger
	Line
	Phone (toll free)
	QR code on product packaging
	Skype
	Telegram
	Viber
	WeChat
$\Box$	WhatsAnn Rusiness

### To Do

Go through the website and social media presence of your competitors to understand which communication tools they are using. Have "dummy" conversations through their channels. If feasible, buy some products / services from them.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 7. Monitor reviews

A very large number of people refer to reviews to make purchase decision. And that is why **fake reviews are a huge problem**. According to *Curtis Boyd* of *Objection.co* the primary sources / types of fake reviews :are

- 1. Vendors that sell both positive and negative online reviews.
- 2. Business owners directly or indirectly generating fake reviews for themselves (through fake profiles or vendors).
- 3. Current employees writing positive reviews on behalf of an employer.
- 4. Ex-employees writing negative reviews in retaliation for being terminated or laid off.
- 5. Customers lying about or exaggerating a negative experience to obtain a refund or some other benefit (e.g., discount).
- 6. Review clusters (e.g., friends and family) writing positive or negative reviews within a short period of one another.

Fake reviews and a bad online reputation can destroy a business.

Set GoogleAlerts for your company and key personnel.
Use SocialMention for real-time social media search and analysis.
Regularly monitor reviews and ratings of your company on <i>Glassdoor</i> .
Regularly monitor social media platforms for mentions of your company and relevant Hashtags.
Improve the tagging and search engine optimization of company- published materials, such as white papers and positive customer testimonials in order to push down negative content.
Publish original, positive websites and social media profiles, with the aim of outperforming negative results in a search.

u	promote brand presence and suppress negative content.
	Submit legal take-down requests if you have been defamed.
	Get mentions of the business or individual on third-party sites that rank highly on Google.
	Create positive reviews to counteract negative ones.
	Proactively offer free products to prominent reviewers.
	Proactively respond to public criticism.
	Remove or suppress images that are embarrassing or violate copyright.

# Social networks

The line between social networks and instant messengers is blurring. Actually there is no line anymore.

Don't believe me? Check out all the features that WhatsApp has. Or Telegram.

So semantics aside, depending upon what you are selling and to whom, you should leverage Facebook, Instagram, IGTV, Reels, Messenger, WhatsApp, LinkedIn, Twitter, YouTube, Quora, Telegram

There are also many niche social platforms for everyone – from artists and authors to even lost zombies!



# 8. Leverage Facebook

Facebook is the largest and most popular social network in the world. It is packed with tools and analytics and is a crucial resource for smarketing.

A **profile** is an individual's personal account on Facebook. A new Facebook account starts with a profile and it is used to add friends, share personal updates in the form of text, photos, videos and more.

A **Page** is a business's digital presence on Facebook and is suitable for Businesses, Organisations, Charities and Public figures. **Groups** are a way for fans of a Page to post, comment and discuss everything that the Page is about.

Facebook, IGTV, Instagram, Messenger, Reels and WhatsApp are all owned and operated by the Facebook group. This means that there is an ever-increasing synergy between all these platforms. As a Smarketer you must integrate all these tools in your strategy.

Make a list of <i>Pages</i> run by competitors. Regularly check them to get fresh ideas.
Create a <i>Page</i> for your business from the Facebook profile of a relevant stakeholder.
If your products are very different and cater to diverse audiences, create separate Pages for each different product / category.
Link your Facebook Page and Instagram business account and use the Creator Studio (desktop / app) for managing them from one place.
While posting content, first post on your <i>Page</i> (s). Then ask relevant employees to "like" the post and then "share" it on their timelines.

Post regularly but remember that quality trumps quantity. Photos, videos, text and polls work well on Facebook. When posting, ensure that you are achieving at least one of these goals:  - Keeping your customers updated.  - Connecting people with your products and services.  - Offering great customer service.  - Posting about an open job.  - Sharing an offer.  - Deepening your relationship with your customers  - Promoting an event.
While posting videos, do not simply add <i>YouTube</i> links. Upload the video to <i>Facebook</i> as its algorithm prefers native content to links.
Build a community around your <i>Page</i> (s) by creating linked group(s).
Respond to comments and messages as quickly as possible.
Boost your "high quality" posts.
Comment and add value to other people's posts, especially those posted by competitors and industry leaders in your field.
Repurpose content for <i>Stories</i> as those are the first things people see when they login. For ideas, see: <a href="https://www.facebook.com/business/ads/stories-ad-format">https://www.facebook.com/business/ads/stories-ad-format</a>
Join relevant <i>Groups</i> and post "high quality" on them. Comment and add value to other people's posts.
Regularly organise <i>Events</i> in the form of webinars, demos, tutorials etc. Stick to a schedule e.g. 3pm on Fridays. (Note: Recurring events can be created by a <i>Page</i> only)

☐ Post jobs whenever there are vacancies in your company.

- ☐ Use the built-in tools to view insights including:
  - people reached organic & paid
  - reactions
  - comments
  - shares
  - link clicks
- ☐ Consider creating *Fundraisers* for charitable causes that matter to your audience.

- 1. Learn about the Facebook tools that are relevant for your smarketing goals. See: <a href="https://www.facebook.com/business/goals">https://www.facebook.com/business/goals</a>
- 2. Learn about how publishers and content creators can leverage Facebook. See:

  <a href="https://www.facebook.com/business/learn/media-publishers-and-creators">https://www.facebook.com/business/learn/media-publishers-and-creators</a>
- 3. See how your competitors are leveraging Facebook. What are they doing right? What are they doing wrong? What can you learn from them?



Starbucks is a great example of leveraging Facebook. <a href="https://www.facebook.com/Starbucks">https://www.facebook.com/Starbucks</a>

# 9. Leverage Instagram

Instagram is a very popular social network and is part of the Facebook group. Photos and videos work best on Instagram. Long text doesn't. The only place for a clickable link is in the bio. You cannot place these in individual posts.

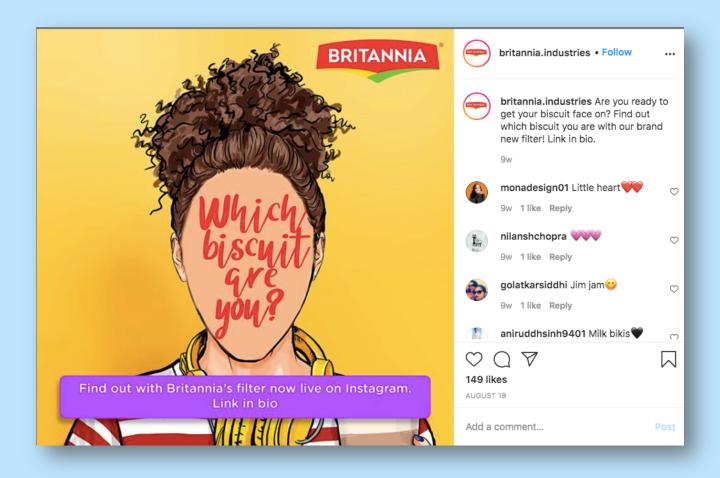
Facebook, IGTV, Instagram, Messenger, Reels and WhatsApp are all owned and operated by the Facebook group. This means that there is an ever-increasing synergy between all these platforms. As a Smarketer you must integrate all these tools in your strategy.

Create a business profile for your company.
If your products are very different and cater to diverse audiences, create separate accounts for each different product / category. Remember that you can now add up to 5 Instagram accounts and quickly switch between them without having to log out and log back in.
Link your Facebook Page and Instagram business account and use the Creator Studio (desktop / app) for managing them from one place.
Use your logo as the profile picture.
Optimize your Instagram bio. There is a 150-character limit so keep it simple. Since bios are not searchable, don't put keywords or hashtags.
Your bio must encourage users to take some specific action e.g. visit your website. Instagram permits clickable links only in the bio. Change the link in the bio whenever you are running a special campaign.
Edit the settings to allow all your followers to see and reply to your Stories.

Regularly post photos (with short meaningful write-ups) regularly but remember that quality trumps quantity.
Post videos (with short meaningful write-ups) regularly but remember that quality trumps quantity. Instagram videos are limited to a maximum of 1 minute. If you are posting longer videos (upto 1 hour), use IGTV.
After posting content ask relevant employees and vendors to:  - like the post  - add a comment  - share it  - save it
Respond to comments and messages as quickly as possible.
Promote your "high quality" posts.
Comment and add value to other people's posts, especially those posted by competitors and industry leaders in your field.
Regularly organise Instagram Events in the form of webinars, demos, tutorials etc. Stick to a schedule e.g. 3pm on Fridays.
Change the link in your bio every time you launch a new campaign.
Use the built-in tools to view insights including impressions from home, hashtags & profile, likes, comments, shares, saves, profile visits and reach

See how your competitors are leveraging Instagram.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?



Britannia's "Which biscuit are you?" is an interesting way of leveraging Instagram <a href="https://www.instagram.com/britannia.industries">https://www.instagram.com/britannia.industries</a>

# 10. Leverage IGTV

Facebook, IGTV, Instagram, Messenger, Reels and WhatsApp are all owned and operated by the Facebook group. This means that there is an ever-increasing synergy between all these platforms. As a Smarketer you must integrate all these tools in your strategy.

IGTV is a stand-alone app for watching long-form, vertical videos that can have a duration of upto 1 hour each. IGTV videos can also be watched from within the Instagram app.

#### **Action Points:**

- Post videos, with short meaningful text, regularly but remember that quality trumps quantity. IGTV videos are limited to a maximum of 1 hour.
- ☐ After posting a video ask relevant employees and vendors to:
  - like it
  - add a comment
  - share it
  - save it
- ☐ Respond to comments as quickly as possible.

### To Do

Learn more about IGTV . See how your competitors are leveraging IGTV.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 11. Leverage Reels

Facebook, IGTV, Instagram, Messenger, Reels and WhatsApp are all owned and operated by the Facebook group. This means that there is an ever-increasing synergy between all these platforms. As a Smarketer you must integrate all these tools in your strategy.

Reels is Facebook's alternative to *TikTok*. Its focus is on short (upto 15 seconds) "fun" videos, which can be shared on Instagram. Reels does not have a stand-alone app and is a part of the Instagram app.

#### **Action Points:**

- □ Post videos, with short meaningful text, regularly but remember that quality trumps quantity. IGTV videos are limited to a maximum of 1 hour.
- ☐ After posting a video ask relevant employees and vendors to:
  - like it
  - add a comment
  - send it
  - save it
- ☐ Respond to comments as quickly as possible.

#### To Do

Learn more about Reels. See how your competitors are leveraging Reels.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 12. Leverage Facebook Messenger

Facebook, IGTV, Instagram, Messenger, Reels and WhatsApp are all owned and operated by the Facebook group. This means that there is an ever-increasing synergy between all these platforms. As a Smarketer you must integrate all these tools in your strategy.

Facebook Messenger is one of the most popular messaging apps. The others include WhatsApp, WeChat, and Viber.

#### **Action points:**

- ☐ Use Facebook Messenger as an alternative form of distributing emailgated content.
- Send event related information and reminders to attendees.
- □ Provide quick customer support using *Facebook Messenger*.

### To Do

See how your competitors are leveraging Facebook Messenger.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 13. Leverage WhatsApp

Facebook, IGTV, Instagram, Messenger, Reels and WhatsApp are all owned and operated by the Facebook group. This means that there is an ever-increasing synergy between all these platforms. As a Smarketer you must integrate all these tools in your strategy.

WhatsApp is available as a mobile app and has a web / desktop version. It is the world's most popular instant messaging platform.

- Use WhatsApp for text, audio and video communication with employees, customers, leads and vendors. It's much cheaper than phone calls and the quality is usually better.
   Use WhatsApp to share PDFs, documents, and spreadsheets. It's more convenient than email.
   Create groups of employees, customers, leads, vendors and others and share relevant messages, photos, and videos with upto 256 people. Groups can be configured to only permit admins to post.
   Ensure that your website has the relevant open graph meta tags to improve shareability via WhatsApp.
- ☐ Use WhatsApp Business features such as:
  - creating a catalog of products and services
  - automating, sorting, reusing and quickly responding to messages
  - creating a business profile with helpful information like your address, business description, email address, and website

- organizing contacts or chats with labels for easy finding
- setting an "away message" so people know when to expect a response
- creating a greeting message to introduce people to your business

See how your competitors are leveraging WhatsApp.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 14. Leverage LinkedIn

LinkedIn is the world's largest "professional network" and is the best place for free B2B lead generation. It is a Microsoft owned company.

On LinkedIn, a personal *profile* (also called a member profile) are an individual's personal hubs. These are for listing previous experience, building a network, sharing & creating content and keep up with connections.

A LinkedIn *Page* is an organization's hub on LinkedIn. It is independent of the profiles of the employees. A personal profile is needed to set up a Page.

A personal profile has connections while a Page has followers.

Personal profiles include sections like Activity, Experience, Skills & Endorsements, Recommendations, and Interests. A LinkedIn Page includes sections like an Overview, About, Jobs, and People.

LinkedIn has created an excellent Action Plan for Pages. Some of the tips are curated below.

	Create a Page for your business.
	If your products are very different and cater to diverse audiences, create separate Pages for each different product / category.
	While filling out organization's description in a Page, focus on your vision, mission, values, positing and products & services.
	Increase searchability by providing details of your website, headquarters, office location(s), industry, organization type, and size.
П	Add your logo (300 x 300 pixels) and cover image (1536 x 768 pixels)

Add the LinkedIn "Follow" button to your website.
Post content daily. Include custom images and videos in your posts. LinkedIn recommends the 3-2-1 model. Every week, aim to publish 3 pieces of industry-related content, 2 pieces of "proud" content (content that make your employees and community feel good) and just 1 piece of product or service-related content.
While posting content, first post on your Page(s). Then ask relevant employees to <i>like</i> the post and add a <i>comment</i> .
Share PowerPoint presentations, PDFs and other visually rich documents.
Check your <i>Activity</i> tab regularly. If your <i>Page</i> has been @mentioned, you can re-share your best mentions to highlight why people love your brand.
Cross promote your <i>Page</i> on other social platforms to reach different audiences.
Join topical conversation with hashtags.
Switch up the hashtags in your <i>Communities</i> panel. Based on your current goals, consider broad (location, etc.), niche (product, etc.), and talent branding hashtags.
Think of top customers, influencers and evangelists who can recommend your business, and ask them to post on their network with an @mention of your <i>Page</i> . Re-share the posts on your Page with a thank you.
Review your Page analytics to find out what resonates most and where there are opportunity gaps.
@mention influencers or other Pages you admire.
Invite your personal connections to follow your <i>Page</i> using the "Invite to Follow" feature.

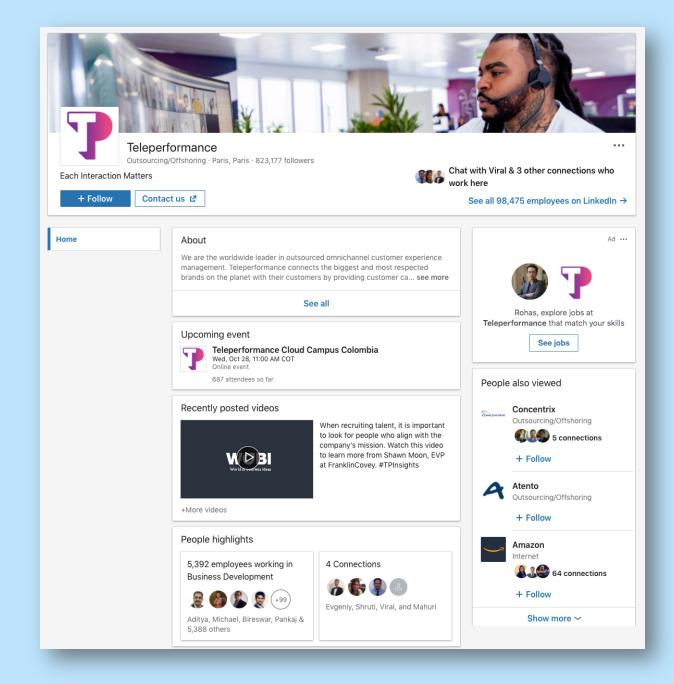
Use the Content Suggestions tool to discover topics and articles that are trending with your target audience.
Spark conversation through thought-provoking questions, polls and contests.
While posting videos, do not simply add <i>YouTube</i> links. Upload the video to LinkedIn, as its algorithm prefers native content to links.
Respond to comments and messages as quickly as possible.
Repurpose content for Stories.
Comment and add value to other people's posts, especially those posted by competitors and industry leaders in your field.
Join relevant <i>Groups</i> and post "high quality" on them. Comment and add value to other people's posts especially those posted by competitors or industry leaders in your field.
Regularly organise LinkedIn Events in the form of webinars, demos, tutorials etc. Stick to a schedule e.g. 3pm on Fridays.
Post jobs whenever there are vacancies in your company.
Ensure that the profiles of all your employees are optimised and consistent with the company style.
Use a LinkedIn <i>Newsletter</i> to disseminate high quality content. The newsletter is delivered to the email inbox of subscribers by LinkedIn. As of October 2020, this is an invite-only feature.
Use the built-in tools to view insights including:  - impressions  - reactions  - comments  - shares

clicks

engagement

See how your competitors are leveraging LinkedIn.

- What are they doing right?
   What are they doing wrong?
- 3. What can you learn from them?



Teleperformance was rated the best LinkedIn Page of 2019 for

- making exemplary use of native video
- frequently sharing short quick-hit content that is "easily digested even without sound"
- humanizing their brand by featuring company leaders in the video content
- establishing credible thought leadership through the use of third-party stats

https://business.linkedin.com/marketing-solutions/blog/linkedin-company-pages/2019/announcing-the-best-linkedin-pages-of-2019

# 15. Leverage Twitter

Twitter is a micro-blogging platform that can be used for establishing thought leadership, building brand awareness, and social selling.

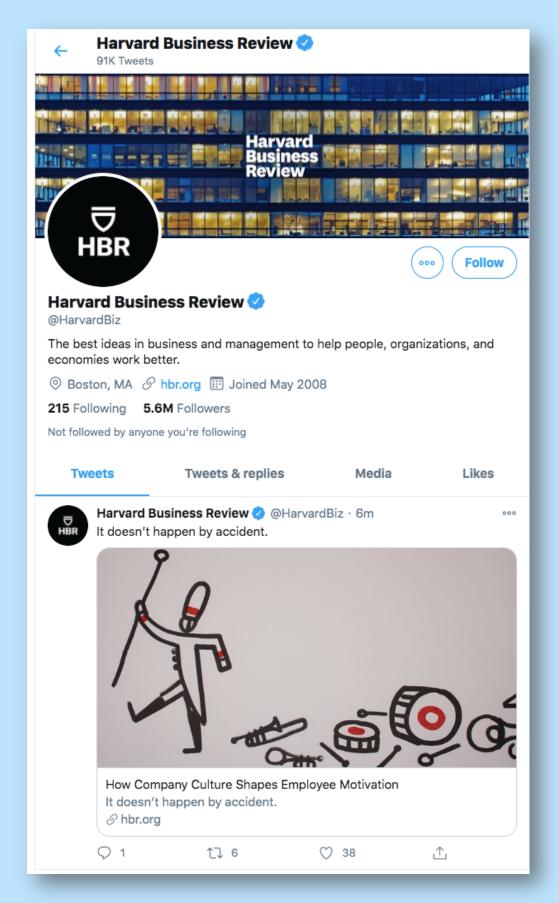
Post regularly but remember that quality trumps quantity:  - photos  - videos  - polls
Identify the latest trending topics and the hashtags used in those tweets. If relevant, latch onto the trending topics with your inputs.
Create and stick to graphic templates for quotes.
When re-tweeting, add some comments.
When sharing an article, personalise it and don't simply use its headline.
While posting videos, do not simply tweet YouTube links. Upload the video to <i>Twitter</i> as its algorithm prefers native content to links
When dealing with an upset customer, take the conversation off the Twitter feed and on to DM or email.
Use Twitter lists to organize accounts of interest into groups.
Generate leads by searching for people whose problems can be solved by your product / service

- Respond every time someone mentions you or your brand.
   Create branded hashtags.
   Use the built-in tools to view insights including:

   impressions
  - total engagements

See how your competitors are leveraging Twitter.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?



Harvard Business Review is a great example of leveraging Twitter. <a href="https://twitter.com/HarvardBiz">https://twitter.com/HarvardBiz</a>

# 16. Leverage YouTube

YouTube is not just a video hosting and sharing platform. It's also the world's second-largest search engine (after Google).

It can be used for vlogs (video blogs), product demo videos, brand building and for engaging with leads and customers.

#### **Action Points:**

Create a Channel for your business. Give it a great:
– icon
<ul><li>tagline</li></ul>
<ul><li>description</li></ul>
– trailer
If your products are very different and cater to diverse audiences create separate Channels for each different product / category. Give each channel a great:
– icon
<ul><li>tagline</li></ul>
<ul><li>description</li></ul>
– trailer
When a new video is posted, ask relevant employees to <i>like</i> the video and add a <i>comment</i> .
Post videos regularly but remember that quality trumps quantity.

Respond to all comments and messages as quickly as possible.

Remember to *heart* the great comments.

Repurpose content for Stories.
Regularly organise YouTube Live Events in the form of webinars, demos, tutorials etc. Stick to a schedule e.g. 3pm on Fridays.
At the end of every video, remind the viewers to <i>like</i> and <i>SUBSCRIBE</i> .
Give your playlists interesting names.
Remember that long videos (10 minutes and above) perform better on YouTube.
Promote other videos through the end screen on all your videos.
Embed your YouTube videos in your blog and website.
Use the built-in tools to view insights including:  - views  - watch time  - audience retention  - likes v/s dislikes  - traffic source types  - discovery  - impressions  - impression click-through rate  - top YouTube search terms

- top playlists playing this videoaudience (gender age, top co.)
- audience (gender, age, top countries, top subtitles / CC languages)
- teaser clicks per card teaser shown

top videos suggesting this video

- clicks per card shown
- clicks per clickable annotations shown

See how your competitors are leveraging YouTube.

- What are they doing right?
   What are they doing wrong?
- 3. What can you learn from them?

# 17. Leverage Quora

Quora is a social network for "gaining and sharing knowledge". You can post questions, submit answers and connect with others. You can also create Spaces (which are similar to blogs) to share interests, curate content, and host discussions. *Quora* is a great platform to establish and showcase credibility and thought leadership

#### **Action Points:**

Ask key employees to create Quora accounts.
Ask non-key employees, friends, customers, vendors to post relevant questions. Ask them to also "request" the key employees to answer the questions.
Ensure that the key employees regularly answer all relevant questions.
Ask non-key employees, friends, customers, vendors to "upvote", "comment" and "share" these answers.
Create relevant Spaces and repurpose and post blog content.
Regularly "take questions". That's <i>Quora's</i> version of a live event. Stick to a schedule e.g. Fridays. You can then answer questions over the

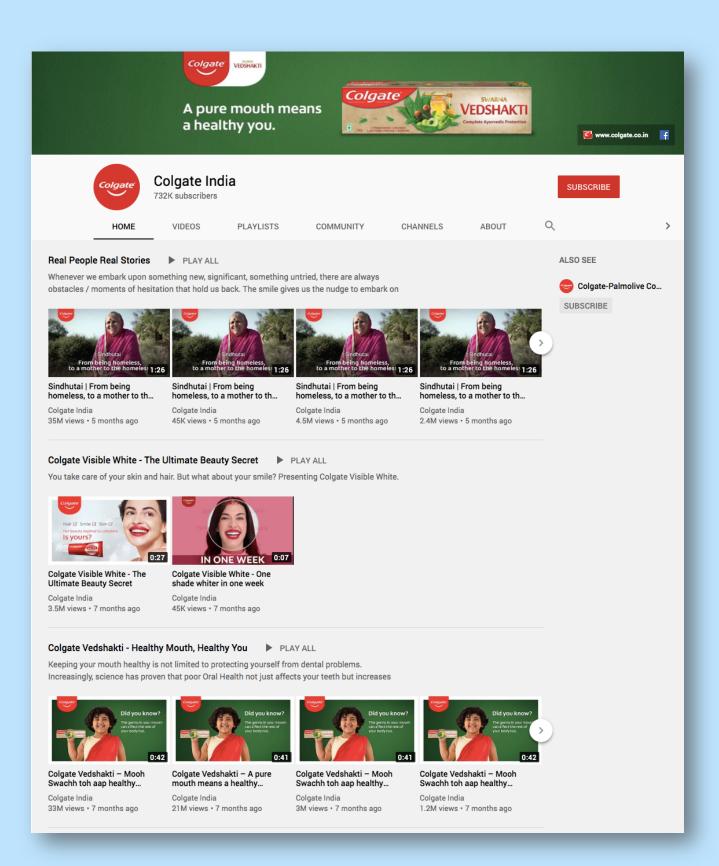
### To Do

See how your competitors are leveraging Quora.

1. What are they doing right?

entire day.

- 2. What are they doing wrong?
- 3. What can you learn from them?



Colgate India's "Real People Real Stories" is a great example of brands leveraging YouTube.

https://www.youtube.com/user/ColgateIndia

# 18. Leverage Telegram

*Telegram* is a popular messaging app. Consider it to be *WhatsApp* on steroids!

Its most powerful use is *Groups*. A Telegram group can have up to 200,000 members. Public groups can have short links like <u>t.me/mygroup</u> to enable anyone to view the group's entire chat history and join to post messages.

Some of the key features of these groups are:

- Edit your messages after posting
- Instant search
- · Replies, mentions, hashtags
- Smart notifications
- Pinned messages
- Moderation tools for administrators
- Group permissions
- File sharing up to 2 GB in size

Channels can be used to broadcast messages to an unlimited number of subscribers. Each message in a channel has a view counter. This counter gets updated whenever the message is viewed or forwarded.

#### **Action Points:**

	Use <i>Telegram</i> for text, audio and video communication with employees, customers, leads and vendors. It's much cheaper than phone calls and the quality is usually better.
	Use <i>Telegram</i> to share PDFs, documents, spreadsheets and other files It's more convenient than email.
	Create <i>Groups</i> of employees, customers, leads, vendors and others and share relevant messages, photos, and videos with upto 200,000 people. Groups can be configured to only permit admins to post.
_	

Search for and join relevant Telegram public groups.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 19. Leverage niche social platforms

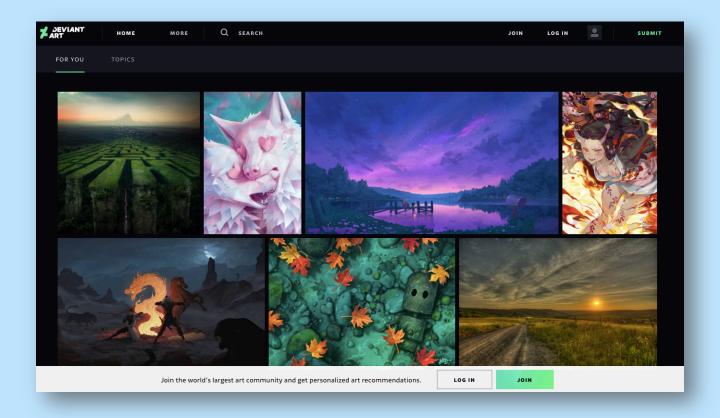
There are hundreds of niche social platforms. So whether you are a cat lover or a lost zombie, there is a network for you. Some of these are:

Rehance for creative people like graphic artists & web designers

_	behance for creative people like graphic artists & web designers.
	BlogHer for female content creators.
	CafeMom for mothers.
	Care2 for people "committed to defending democracy".
	DeviantArt for artists.
	Dribbble for showcasing digital creations as an online portfolio.
	Goodreads for book lovers.
	Houzz for architects and interior designers.
	Instructables for people who love to DIY (do-it-yourself).
	Letterboxd for film lovers.
	Meetup for organizing digital and in-person meetups.
	StackOverflow for techies and developers.
	Untapped for beer lovers.

To Do

Identify social networks for your target audience.

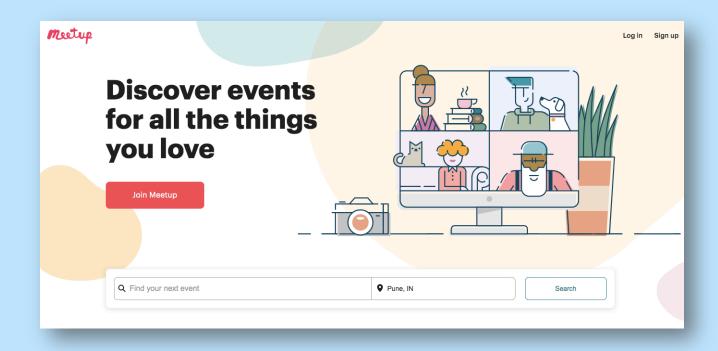


DeviantArt calls itself "the world's largest online social community for artists and art enthusiasts, allowing people to connect through the creation and sharing of art".

https://www.deviantart.com



Goodreads' tagline is "Meet your next favorite book". It is the world's largest community of book lovers. <a href="https://www.goodreads.com">https://www.goodreads.com</a>



Meetup is for finding events so "you can do more of what matters to you".

Users can create their own groups and meet people near who share their interests.

<a href="https://www.meetup.com">https://www.meetup.com</a>







NEWS

5-Year-Old Battling Cancer Proves 'Bald Is Beautiful' in Magical Disney Princess Photos





17 Halloween Movies To Enchant Us...

BEING A MOM



'Calm Housing' Is the Perfect Solution for...



Check Out This Year's 20 Top Holiday Toys,...

PARENTING NEWS

SEE MORE >

CafeMom is a community where moms can get "parenting tips and updates, real talk, laughs, and the latest celebrity news all in one place".

https://cafemom.com

# 20. Leverage the power of Quick Response

When is the best time to contact a potential customer? When she is engaging with your content. So try reaching out as soon as possible (within 60 seconds is best) when someone "reacts" to a social media post or otherwise engages with your content. That's why social media platforms send you real-time notifications.

**Example:** Facebook will show notifications like this: "Pooja and 3 other people liked your video. Help them see future posts by inviting them to like your page". Make sure you "invite" these people as soon as possible.

**Example:** When someone who is not a "connection" reacts to your post, immediately send them a connection request. Personalizing the connection request with a message like "Glad you liked my post. Let's connect." will ensure an almost 100% acceptance rate.

### To Do

Identify how quickly your competitors respond to leads and customers.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 21. Leverage Social Selling

Social shopping is when a shopper's friends become involved in the shopping experience. Social shopping uses technology to mimic the social interactions that are found in physical shopping.

If feasible for your business, you can leverage social shopping in these ways:

- Group shopping sites which enable groups to buy together at wholesale prices.
  - Groupon
  - LivingSocial
- □ Shopping communities where people "discuss, share, and shop". These communities enable shoppers to communicate, aggregate information, and create and share custom shopping lists.
  - Zwibe
  - Listia
- ☐ Recommendation engines enable shoppers to advice each other.
- □ Social Shopping Marketplaces connect independent sellers to buyers.
  - Shopcade
  - Polyvore
  - Storenvy
  - Etsy
  - SavelGo
  - Impulse

30	Some other ways that businesses can leverage social shopping are.	
	Monitor social networks for mentions of your brands and join the conversation.	
	Provide customer support via social media.	
	Encourage your customers to showcase your products on social networks e.g. send goodies to customers who post selfies holding or wearing your product. Such user-generated content is very highly trusted on social media.	

Identify how your competitors are leveraging social selling.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 22. Leverage Employee Advocacy

Employee advocacy is when employees share and promote company content on their own social networks.

Let's take a simple example to see how the math works. A company has 100 employees who each have 500 social network connections. Each post can potentially reach 50,000 people. And if even 10% of these people further share the content in their networks, that's a potential reach of 2.5 million. Now imagine if its a large company with thousands of employees!

Why stop at employees? Employees of vendors and partner organizations can also chip in.

Another benefit is that of trust. People trust content that they receive from someone they know rather than from ads. That's what makes employee advocacy so powerful.

### To Do

Identify how your competitors are leveraging employee advocacy.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 23. Leverage Influencers & Evangelists

As the name suggests, an influencer is someone who can influence others. Social media influencers (bloggers, vloggers, etc.) are people who have a dedicated and engaged group of followers on social media.

When working with influencers, its critical to identify those whose vision and brand aligns with yours.

The number of followers of an influencer is not the primary metric, the engagement rate is. An engagement rate of 2-3% is considered good, 4-6% is considered excellent, while 15 to 20% is considered "viral."

While influencers work for money, evangelists are motivated by their passion. A happy customer can be your best evangelist. You must incentivize happy customers to become evangelists. And money is not the best incentive here. Showcasing them on your website and social media may work even better.

Employees with strong social networks can also be very powerful evangelists.

#### **Action Points:**

- ☐ Identify the goals of your Influencer campaign e.g. brand awareness, sales growth, product reviews, content creation, app downloads.
- Work with influencers who have:
  - a high engagement rate and not necessarily a higher follower count.
  - a strong domain authority
  - a strong distribution network

- 1. Use the HypeAuditor free tools for your influencer campaigns: <a href="https://hypeauditor.com/free-tools">https://hypeauditor.com/free-tools</a>
- 2. Identify how your competitors are leveraging influencers and evangelists.
  - What are they doing right?
  - What are they doing wrong?
  - What can you learn from them?

## 24. Leverage Affiliates

Affiliate marketing is a type of performance-based marketing where a business rewards affiliates for each visitor or customer brought by them and their marketing efforts.

The participants in affiliate marketing are:

- the merchant (also known as 'advertiser' or 'retailer' or 'brand')
- the network (that contains offers for the affiliate to choose from and also takes care of the payments)
- the publisher (also known as 'the affiliate')
- the customer
- others like affiliate management agencies, super-affiliates, and specialized third party vendors.

Affiliates use many advertising methods - organic search engine optimization, paid search engine marketing, e-mail marketing, content marketing, display advertising, and publishing reviews.

Businesses pay affiliates through revenue sharing, pay per sale, cost per action, cost per click or cost per mille.

#### The types of websites used by affiliate marketers include:

advertisers' offers (i.e., search arbitrage).
Price comparison service websites and directories.
Loyalty websites, typically characterized by providing a reward or incentive system for purchases via points, miles, cash back.
Cause Related Marketing sites that offer charitable donations.
Coupon and rebate websites that focus on sales promotions.

Content and niche market websites, including product review sites.
Personal websites.
Weblogs and websites syndication feeds.
E-mail marketing list affiliates (i.e., owners of large opt-in -mail lists that typically employ e-mail drip marketing) and newsletter list affiliates.
Registration path or co-registration affiliates who include offers from other merchants during the registration process on their own website.
Shopping directories that list merchants by categories without providing coupons, price comparisons, or other features based on information that changes frequently, thus requiring continual updates.
Cost per action networks (i.e., top-tier affiliates) that expose offers from the advertiser with which they are affiliated with their own network of affiliates.
Websites using adbars (e.g. <i>Google AdSense</i> ) to display context- sensitive advertising for products on the site.
Virtual currency that offers advertising views in exchange for a handout of virtual currency in a game or other virtual platform.
Video sharing websites: YouTube videos are often utilized by affiliates to do affiliate marketing. A person would create a video and place a link to the affiliate product they are promoting in the video itself and within the description.

Identify how your competitors are leveraging affiliates.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 25. Leverage Public Relations (PR)

Public Relations (PR) builds a positive reputation through unpaid communications in respected publications and news sites. PR also helps to defend reputation during a crisis or a sustained troll attack.

#### **Actions points:**

<b>U</b>	investment, growing customer base, selling your company, attracting talent, etc.
	Use advanced Twitter search to identify trending topics.
	Use Help A Reporter (HARO) to connect with journalists seeking expertise to include in their content.
	Use Anewstip to search for media contacts.
	Create an interesting story that your customers will care about.
	Build and regularly grow your list of media contacts.
	Personalise emails that you send to reporters.
	Build relations with journalists by regularly sending them valuable content even if it does not relate to your business.
	Remember that journalists are interested in exclusive stories.
	Journalists are always looking for fresh perspectives on trending topics.
	Objective, credible stories backed by data work best.

- ☐ Identify and connect with reporters and journalists on *LinkedIn* and other social networks.
- Measure relevant metrics such as:
  - media mentions received
  - number of backlinks earned
  - share of voice (your mentions as compared to competitors mentions)
  - number of people who could have seen your media mentions
  - web traffic earned
  - · leads generated
  - sales generated
  - growth of organic traffic
  - social engagement generated

Identify how your competitors are leveraging PR.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 26. Leverage Moment Marketing

Moment marketing is when you capitalize on having "just the right message at just the right moment". It involves hooking onto a current event or a trending story and creating content that ties your brand to the event / story. While moment marketing appears to be spontaneous, it can be planned in advance.

Google defines 'moment marketing' as the ability to take advantage of an event to deliver relevant and related, seemingly spontaneous, and often fleeting interactions with customers in real time.

The best examples of moment marketing are the Amul butter ads. For decades Amul has been coming up with clever and humorous ads based on the latest events.

Some brands came up with interesting "moment marketing" campaigns when Yuvraj Singh, an Indian cricketer famous for hitting 6 sixes in one over, announced his retirement.

- Indigo airlines, whose official code is 6E, tweeted: Forever 666666E. You'll be missed, Yuvi
- Zomato tweeted: more than 666666 reasons yuvill be missed

Moment marketing also refers to creating relevant & consistent connections between offline & online media in real time. Dynamic QR codes can do this extremely well. Consider some examples:

 Imagine that you are watching a TV ad for something awesome (clothes, cosmetics, perfumes, etc.). A small QR code appears at the top right hand corner of the screen. You scan it with your phone and buy the product at the click of a button. You're watching the latest romantic movie and the scene is shot in the
most gorgeous hotel you've ever seen. "That's where I am going to
propose", is the thought that pops in your head. After the movie is done
you have to remember to Google and try to find out the hotel and then
spend a lot of time booking the ideal room.

Now imagine that during the hotel scene a small QR code appears on the top right hand corner of the screen. Scan it with your phone and the reservation page of the hotel website opens up and you can book the perfect room, at a special discounted price, at the click of a button.

Imagine that you are watching Usain Bolt literally flying through a 100 m race. During and after the race, a small QR code appears at the top right hand corner of the screen. You scan it with your phone and you can buy the same shoes that Usain Bolt uses, at the click of a button, and a specially discounted price.

### To Do

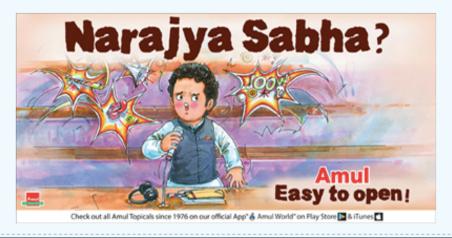
Identify how your competitors are leveraging moment marketing.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

RJD leader in jail for the fodder scam... - (Dec' 17)



Sachin unable to make speech in Rajya Sabha because of sloganeering! – (Dec' 17)



The best examples of moment marketing are the Amul butter ads. For decades Amul has been coming up with clever and humorous ads based on the latest events.



KitKat has been associated with having a break. Its tagline is 'Have a Break, Have a KitKat'.

In 2012 Red Bull signed up *Felix Baumgartner* for a record breaking skydive from the stratosphere. More than 36km above the surface of the earth. The jump had to be postponed several times due to bad weather.

KitKat seized the opportunity for moment marketing with the above Facebook post which said "It could be a long wait Felix…have a break, have a KitKat."

# 27. Leverage dynamic QR codes

QR (Quick Response) codes were invented in 1994 by the Japanese company Denso Wave. They were designed to allow high-speed component scanning to track vehicles during manufacturing.

QR codes can be scanned by iPhone, iPad, & iPod touch cameras (without the need for any special app). Older Android phones need a generic QR scanning app.

meraQR codes are dynamic QR codes that can give each product (or batch of products) a unique identifier.

#### Some of their characteristics:

- meraQR codes have unlimited scan-life,
- meraQR codes do NOT expire,
- the destination of meraQR codes can be changed even after they have been printed,
- the destination of meraQR codes can be changed even after the product has been shipped,
- meraQR codes are multipurpose.

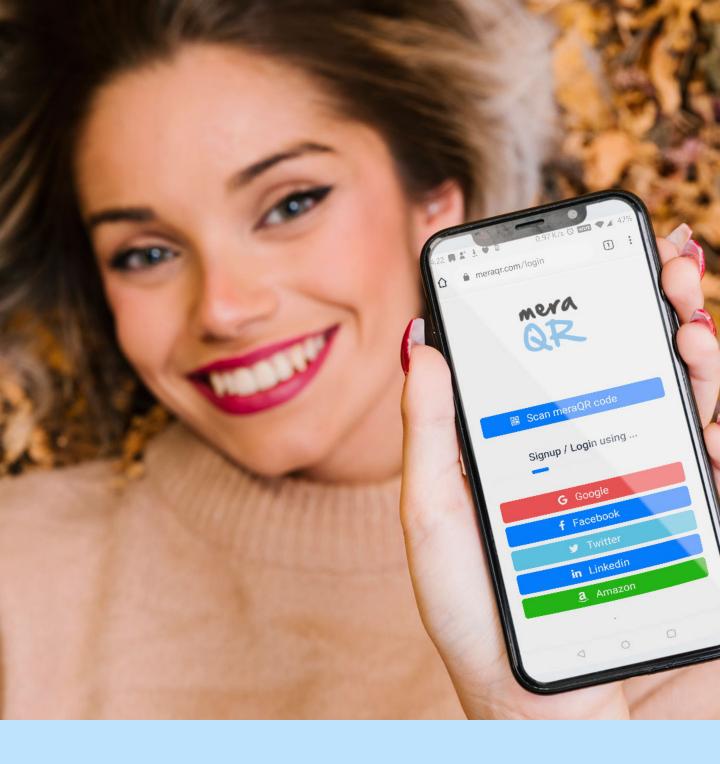
#### **Action points:**

Us	Use dynamic meraQR codes to:	
	Identify and directly connect with end-customers.	
	Sell directly to end-customers.	
	Generate new revenue streams.	
	Detect and minimize fakes / counterfeits.	

Increase the efficiency of supply chains.
Discover the customer's consumption habits & patterns.
Convert one-time buyers into repeat customers.
Run personalized ad and promotional campaigns.
Enable product recalls in seconds.
Enable customers to easily re-order the product directly from the manufacturer at the best prices.
Enable customers to earn loyalty points, cash-backs and discounts.
Enable customers to verify the product's provenance & authenticity.
Enable customers to understand the product's characteristics, usage and handling.
Enable customers to easily give feedback, reviews and ratings.
Enable customers to earn by referring products to friends.
Enable customers to manage all loyalty points from an easy to use mobile interface without the need to download any apps.
Enable customers to manage all warranties from an easy to use mobile interface without the need to download any apps.

Identify how your competitors are leveraging QR codes.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?



You can leverage the power of dynamic QR codes with the freemium service offered by *meraQR* 

https://www.meraqr.in

# 28. Leverage Artificial Intelligence

Artificial Intelligence (AI) is the broader concept where machines plan, learn, reason, solve problems, perceive and even exhibit social intelligence & creativity.

Machine Learning (ML) is an application of AI where data is given to machines and they are allowed to learn for themselves.

Neural Networks are computers that classify information like humans do and are used for recognizing and classifying images.

Natural Language Processing aims to "read, decipher, understand, and make sense of the human languages".

#### Marketers can use Al to:

Create marketing content - articles, posts, videos.
Detect new trends from real-time social media conversations.
Drive sales through speech recognition systems like <i>Alexa</i> , <i>Google Assistant</i> , <i>Google Maps</i> , <i>Shazam</i> , <i>Siri</i> etc.
Forecast sales by analyzing data of past deals, emails, meetings and other interactions.
Improve campaign performance by quickly analyzing massive amounts of data.
Improve the returns of digital ads.

Offer demand and supply based dynamic pricing like airlines, hotels and ride sharing apps.
Resolve customer queries and complaints, in natural language, using chatbots.
Understand what customers want and when.

Identify how your competitors are leveraging AI.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?

# 29. Leverage Blockchain technology

Today, the Internet enables the movement of data (videos, text, photos and more) globally in milliseconds. But try moving value (money, loyalty points etc.) and you will be surprised by the costs, inefficiencies and time delays.

Blockchain is a revolutionary technology that enables "internets of value" that can move value in seconds - money, loyalty points, equity shares, bonds, coupons, votes, intellectual property and much more.

Blockchain solutions can be permissioned (e.g. a Government run land registry) or permission-less (e.g. Bitcoin, where anyone can become a miner). Blockchain solutions can be private (e.g. a contract management system implemented in a pharmaceutical company), public (e.g. an asset backed cryptocurrency) or hybrid (e.g. a group of banks running a shared KYC platform).

#### What are the benefits of blockchain?

- 1. Blockchain removes the characteristic of infinite reproducibility from a digital asset. It confirms that each unit of value was transferred only once, solving the long-standing problem of double spending.
- 2. A single blockchain transaction can perform multiple asset exchanges between two or more parties. The exchange takes place in a single transaction, and comes with a guarantee of atomicity, aka, delivery-versus-payment, meaning that all of the asset transfers take place simultaneously, or none take place at all. This enables real-time automated settlement and removes the need for reconciliation.
- 3. A blockchain can assign title rights because it provides a record that compels offer and acceptance.
- 4. By storing data across its network, a blockchain eliminates the risks that come with data being held centrally.

- 5. The use of public key cryptography, symmetric cryptography and cryptographic hash functions makes blockchains cryptographically secure and provably immutable.
- 6. Blockchains improve client satisfaction through faster, more convenient and secure services.
- 7. Blockchains maximize efficiency, security & transparency and minimize fraud.
- 8. Blockchains accelerates information and money flows.
- 9. Blockchains greatly improve auditability and streamline paperwork.

#### A blockchain based transparent Loyalty Platform:

- enables businesses to roll out loyalty programs in seconds
- enables consumers to exchange loyalty points 24x7

Blockchain can also be used for building next gen gift card systems.

### To Do

Identify how your competitors are leveraging Blockchain technology.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?



Primechain is a blockchain ecosystem that builds itself in 6 minutes (or less) <a href="https://www.primechaintech.com">https://www.primechaintech.com</a>

# 30. Monetize product packaging

One of the most important marketing platforms is your product's packaging.

By printing / pasting meraQR codes on your products and their packaging, you get 8 benefits: Increased direct sales - A happy customer simply scans the meraQR code and buys more of your product... or related products... at a special discount. ☐ New revenue streams - You can also sell third party products through the meraQR code on your packaging. Google Ads enables websites to earn from third-party ads. meraQR enables manufacturers to do the same. That's a brand new revenue stream. ☐ Lead generation - Generate leads of potential partners, distributors, retailers & consumers. Affiliate / Referral marketing - Every customer is an influencer with a network of connections, fans, friends, and colleagues. Incentivize your customers to refer your products with 1-click. Digital marketing - Your meraQR offers are automatically submitted to search engines with digital marketing & search engine optimization taken care of. This way even more people can discover your awesome products. ☐ Loyalty program - Creating & managing loyalty programs is a breeze with *meraQR*. Use loyalty programs to convert one-time buyers into lifelong customers. Improved packaging design - Is your packaging cluttered with too much information? Shift the info to the meraQR code.

Customer delight - Delight your customers with 1-click support.

Identify how your competitors are monetizing product packaging.

- 1. What are they doing right?
- 2. What are they doing wrong?
- 3. What can you learn from them?



CEREAL BOX

Lorem ipsum dolor sit amet consectetur ad psicing elit.
sed do eusmod tempor
incidiunt ut labore et dolore

Ut enim ad minim veniam, quis nostrud exercitation ulamoo aboris nisi ut aliquip ulamoo aboris nisi ut aliquip ex ea commodo consequat Dus aute intre dolor in reprehendent in voluptate velt esse cilium dolore eu fugiat nulla pariatur Excepteur sint occaecat cupidatat non proloent, sunt in culpa qui officia deserunt







**CEREAL BOX** 

nockup



# 31. Nurture customer relationships

A happy customer is your best evangelist. Use some or all of these techniques to nurture relationships with existing customers:
Make it easy for customers to detect fakes.
Use loyalty programs to convert one-time customers into life-long customers.
Make the recall and expiry check processes as hassle-free as possible.
Reduce the friction in warranty management and servicing processes.
Ensure that the customer service process is as hassle-free as possible.
Use precision marketing techniques to retain, cross-sell and upsell

### To Do

Identify how your competitors are nurturing customer relations.

1. What are they doing right?

existing customers.

- 2. What are they doing wrong?
- 3. What can you learn from them?

# **Smarketing Tools**

#### **Disclosures**

I am **NOT** paid for recommending any of the third-party products and services mentioned in this article. I am recommending them only because I have personally used them and found them useful. I am the co-founder of *meraQR* and *Primechain Technologies*.

#### Understand whom you are selling to

- ☐ The free *Hubspot's Make My Persona Tool* to create buyer personas <a href="https://www.hubspot.com/make-my-persona">https://www.hubspot.com/make-my-persona</a>
- ☐ The freemium *Audiense Insights* to identify relevant audiences, and to discover actionable insights

  https://audiense.com

#### **B2B Lead Generation**

□ LinkedIn Sales Navigator to identify the right people in the right organizations
 https://business.linkedin.com/sales-solutions/sales-navigator

#### **Shareability**

- □ The free ShareThis service for share buttons, follow buttons, and reaction buttons https://sharethis.com
- ☐ The free *MetaTags.io* service for checking meta and open graph tags <a href="https://metatags.io">https://metatags.io</a>

Gr	apnics
	Unsplash for free images <a href="https://unsplash.com">https://unsplash.com</a>
	Freepik for free vectors, stock photos, PSD and icons <a href="https://www.freepik.com">https://www.freepik.com</a>
	PSDmockups for free mock-ups <a href="https://www.psdmockups.com">https://www.psdmockups.com</a>
We	ebsite optimization
	The free Geekflare Website Audit for Best Practices, Performance, SEC <a href="https://gf.dev/website-audit">https://gf.dev/website-audit</a>
	The free <i>Geekflare</i> full-page screenshot service to see how your site renders globally <a href="https://gf.dev/remote-screenshot">https://gf.dev/remote-screenshot</a>
	The free <i>Geekflare Broken Link Testing</i> tool to check if your website contains broken links <a href="https://gf.dev/broken-link-test">https://gf.dev/broken-link-test</a>
	The free <i>Hubspot Website Grader</i> <a href="https://website.grader.com">https://website.grader.com</a>
	Free TLS certificate from LetsEncrypt <a href="https://letsencrypt.org">https://letsencrypt.org</a>
	Free Google Analytics service for getting data related to visitors and how they interact with your website <a href="https://analytics.google.com">https://analytics.google.com</a>
	Free Google Search Console service for tools and insights for better visibility and search engine presence <a href="https://search.google.com/search-console">https://search.google.com/search-console</a>

DIC	og	
	The open-source <i>Wordpress</i> platform <a href="http://wordpress.org">http://wordpress.org</a>	
	Broken Link Checker to monitor and test internal & external links <a href="https://wordpress.org/plugins/broken-link-checker">https://wordpress.org/plugins/broken-link-checker</a>	
	Google Analytics Dashboard Plugin <a href="https://wordpress.org/plugins/google-analytics-for-wordpress">https://wordpress.org/plugins/google-analytics-for-wordpress</a>	
	Rank Math to optimize your blog content with built-in suggestions <a href="https://wordpress.org/plugins/seo-by-rank-math">https://wordpress.org/plugins/seo-by-rank-math</a>	
	Share This Share Buttons to embed sharing buttons for social networks, SMS and WhatsApp <a href="https://wordpress.org/plugins/sharethis-share-buttons">https://wordpress.org/plugins/sharethis-share-buttons</a>	
	Grammarly for Chrome to fix your spelling and grammar <a href="https://chrome.google.com/webstore/detail/grammarly-for-chrome/kbfnbcaeplbcioakkpcpgfkobkghlhen?hl=en">https://chrome.google.com/webstore/detail/grammarly-for-chrome/kbfnbcaeplbcioakkpcpgfkobkghlhen?hl=en</a>	
	Freemium <i>Headline Studio</i> for writing better headlines <a href="https://headlines.coschedule.com/headlines">https://headlines.coschedule.com/headlines</a>	
	AnswerTheRespublic for blog post ideas <a href="https://answerthepublic.com">https://answerthepublic.com</a>	
	UberSuggest for blog post ideas <a href="https://neilpatel.com/ubersuggest">https://neilpatel.com/ubersuggest</a>	
eBooks		
	The free HemingwayApp to improve the quality of your writing <a href="http://www.hemingwayapp.com">http://www.hemingwayapp.com</a>	
	Microsoft Word or Microsoft PowerPoint to create your eBook	

Email newsietters and drip campaigns		
	SendGrid for mailing lists, bulk email, newsletter and drip campaigns <a href="https://sendgrid.com">https://sendgrid.com</a>	
	SendInBlue for mailing lists, bulk email, newsletter and drip campaigns <a href="https://www.sendinblue.com">https://www.sendinblue.com</a>	
Free courses		
	The open-source <i>Moodle</i> learning management system (LMS) <a href="https://moodle.org">https://moodle.org</a>	
	The premium <i>LearnDash</i> plugin for Wordpress <a href="https://www.learndash.com">https://www.learndash.com</a>	
Vic	leos	
	Facebook Live	
	YouTube Live	
	Instagram Live	
	Restream.io (streaming service) for live videos <a href="https://restream.io">https://restream.io</a>	
	Camtesia for screen recordings <a href="https://www.techsmith.com/video-editor.html">https://www.techsmith.com/video-editor.html</a>	
	Premium services offered by <i>Powtoon</i> , <i>Animoto</i> or the whiteboard video making software <i>Videoscribe</i> for explainer and how-to videos <a href="https://www.powtoon.com">https://www.powtoon.com</a> <a href="https://animoto.com">https://animoto.com</a> <a href="https://www.videoscribe.co/en">https://www.videoscribe.co/en</a>	
	Lumen5 for promotional videos	
	https://lumen5.com	
	Camtesia or iMovies for long-form videos <a href="https://www.techsmith.com/video-editor.html">https://www.techsmith.com/video-editor.html</a> <a href="https://www.apple.com/in/imovie">https://www.apple.com/in/imovie</a>	

Webinars		
	Facebook Live Google Meet YouTube Live WebEx Zoom	
Other content forms		
	For free <i>Google Slides</i> and <i>PowerPoint</i> presentation templates, use <i>Slidesgo</i> <a href="https://slidesgo.com">https://slidesgo.com</a>	
	Coggle for mind maps & flow charts <a href="https://www.coggle.it">https://www.coggle.it</a>	
	Canva and Piktochart for presentations, reports, infographics, flyers, social media graphics and posters <a href="https://www.canva.com">https://www.canva.com</a> <a href="https://piktochart.com">https://piktochart.com</a>	
Landing page		
	Hubspot <a href="https://www.hubspot.com/products/marketing/landing-pages">https://www.hubspot.com/products/marketing/landing-pages</a>	
QR codes		
	meraQR fremium services for dynamic QR codes <a href="https://www.meraqr.in">https://www.meraqr.in</a>	
Social network management		
	Facebook Creator Studio (desktop / app) for FB & Instagram <a href="https://business.facebook.com/creatorstudio">https://business.facebook.com/creatorstudio</a>	
Blockchain		
	Primechain, the 6-minute blockchain https://www.primechaintech.com	

## What next?

I hope you found *THE Smarketing Playbook* useful. Here's what you should do next.

#### **Action Plan:**

- ☐ Follow me on LinkedIn https://www.linkedin.com/in/rohasnagpal
- ☐ Enroll for the **free Smarketing 101 course** on Facebook or LinkedIn.
- □ Apply your learning from *THE Smarketing Playbook* to your business and even your personal brand.
- Buy me a cappuccino ⊚
- ☐ Contact me if you need specific advise.

Over the last 25 years I have started, operated, grown, sold & burnt multiple start ups in FMCG, education, tech and deep tech.

The one lesson that I have learnt - marketing & sales is the most crucial function in any business.

I am delighted to share some of my learnings through *The* Smarketing Playbook.



Rohas Nagpal