



# MARKETING

# Entrepreneurship Essentials

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**Topic: Marketing for Startups**

Lecture Note #: 14



# Brand Power

- iPhone parts cost ₹ 30,000
- It is sold for ₹ 80,000

<https://www.youtube.com/watch?v=r5OCFaXqS5I&t=699s>

# TataCliq Luxury



PAUL SMITH

Paul Smith Purple Regular Fit Denim Jacket  
₹140,000



PAUL SMITH

Paul Smith Dark Navy Comfort Fit Suit  
₹125,000



PAUL SMITH

Paul Smith Blue Checks Regular Fit 2-Button Suits  
₹120,000

Luxury > Men > Designer > Men Clothes > Casual Shirts

ROHIT BAL

Net Ivory Floral Embroidered Open Shirt

Sold By Rohit Bal Designs Pvt Ltd +

**MRP: ₹1,24,999**

inclusive of all taxes

EMI options starting from ₹4395/month &gt;

6 OFFERS

10% Instant Discount on RBL Bank Credit C  
7500 | Max Discount Rs. 2500

10% discount | Min purchase: Rs.7500 | Max  
on BOBCARD Ltd & EMI



The allure of luxury branding entices people to pay exorbitantly high prices.  
Disconnected to Cost of Production

Luxury > Men > Designer > Men Clothes > Casual Shirts

ROHIT BAL

Net Black Floral Embroidered Open Shirt

Sold By Rohit Bal Designs Pvt Ltd +

**MRP: ₹1,24,999**

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## Trend: Selecting business model based on TREND



**Trend provides great opportunity for starting new & winning ventures.**



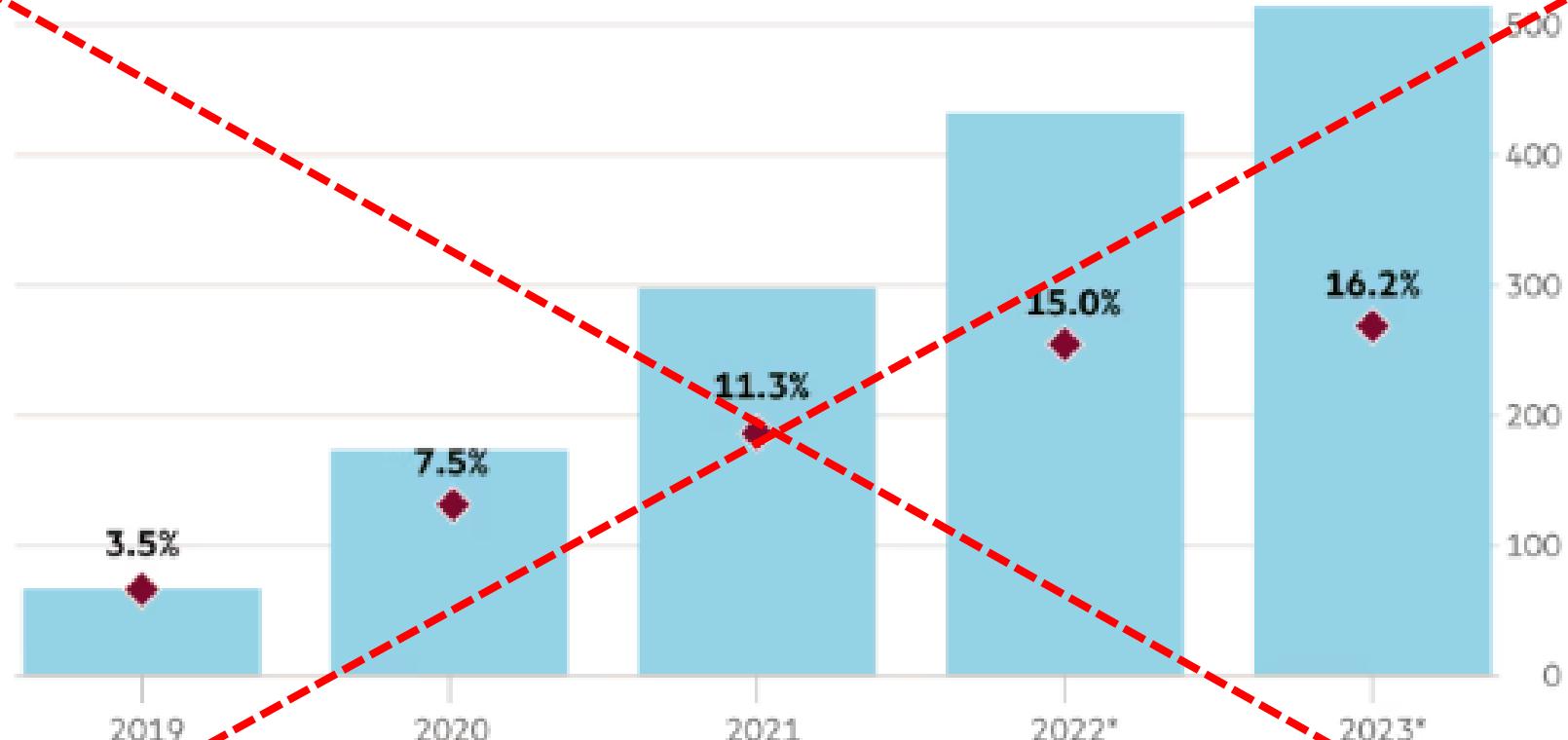
**Those who are ahead of the trend or at least at the forefront of the trend, tend to enjoy natural advantages.**



**Therefore, it is important to be able to forecast the technology trend, fashion trend, social trend, lifestyle, economic and environmental trend for creation of attractive new businesses**

# Entrepreneurship Essentials

Retail livestreaming ecommerce sales (\$bn) Share of total Chinese ecommerce



\*Estimates

Source: Insider Intelligence

© FT

Source: FT

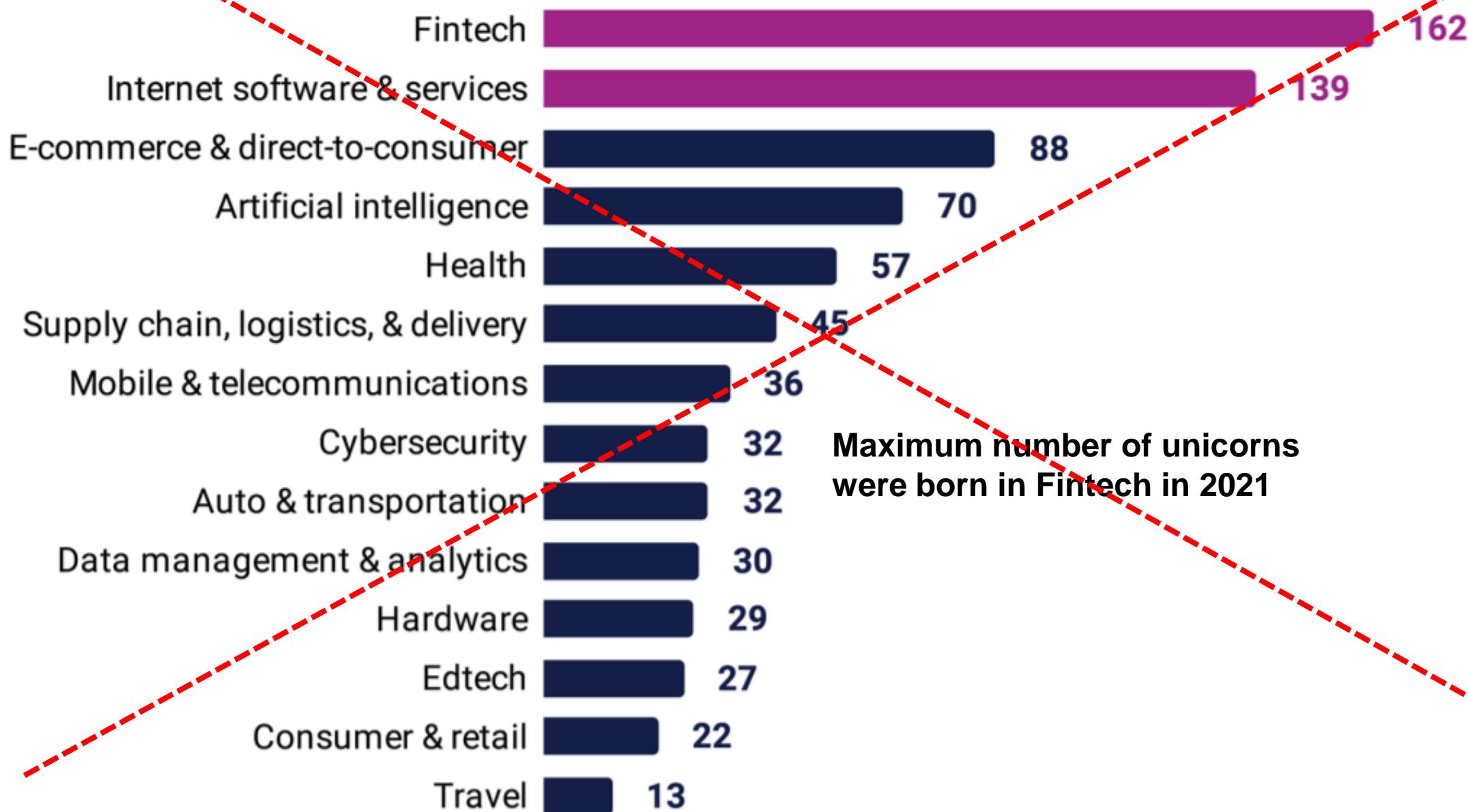
# Recent trends defining the opportunity landscape

- Green
- **Clean energy**
- Organic orientation
- Economic
- Social
- **Healthcare**
- Web
- Analytics
- IoT
- FinTech
- Digital wallet
- Digital currency (cryptocurrency)
- **Robotics**
- **Drone-based technologies**
- Edutech
- Artificial intelligence, machine learning
- Energy storage – Battery
  - Super capacitor /Ultra capacitor
- Electric vehicles
- Autonomous vehicle
- Block chain
- E-commerce
- Digital communication (5G)
- **Quantum computing**
- Smart irrigation
- Virtual reality (VR)/Augmented reality (AR)
- Additive manufacturing
- Drones
- Serverless computing
- **NFT**
- AI research and deployment company

### Trend is driven by

- Technology trend or emergence – 5G, Autonomous, E-Vehicle, CC
- Social change – retail, smart home
- Environmental change – global warming, pandemic
- Economic change – decentralizing financial services
- Fashion – Media (usually takes queue from entertainment industry)

# Fintech is the home of the unicorns



Maximum number of unicorns  
were born in Fintech in 2021

# The most commonly used pricing models are:

1. **Cost-Plus Pricing:** Pricing based on the cost of production plus a fixed margin or markup.
  2. **Value-Based Pricing:** Pricing determined by the perceived value to the customer and not related to cost of production.
  3. **Competitive Pricing:** Setting prices based on competitors' pricing strategies.
  4. **Penetration Pricing:** Offering a low price initially to gain market share, then gradually increasing it.
  5. **Skimming Pricing:** Setting a high price initially and lowering it over time, often used for new, innovative products.
  6. **Freemium Pricing:** Offering a basic version for free and charging for premium features or services.
  7. **Subscription Pricing:** Charging customers a periodic recurring fee for continuous access to a product or service.
  8. **Dynamic Pricing:** Adjusting prices based on real-time supply and demand or customer behavior (e.g., surge pricing in ride-sharing).
  9. **Bundle Pricing:** Offering multiple products or services together at a reduced price compared to buying them individually.
  10. **Pay-What-You-Want:** Allowing customers to choose how much they are willing to pay.
- Each pricing model serves different business objectives and markets, depending on the target audience and the nature of the product or service.

# Cost-Plus Pricing (Markup Pricing - This markup covers the company's expenses and generates profit.)

- **Description:** This model involves calculating the cost of producing a product and then adding a fixed percentage or amount as a markup to determine the selling price.
- **Advantages:** Simple to calculate, ensures all costs are covered, and guarantees a profit margin.
- **Disadvantages:** Doesn't account for market demand, customer willingness to pay, or competitor pricing.

## Value-Based Pricing:

- **Description:** Prices are set based on the perceived value of the product to the customer rather than on the cost of production.
- **Advantages:** Can lead to higher prices and margins if the product is highly valued; closely aligns with customer satisfaction.
- **Disadvantages:** Difficult to accurately assess customer perception of value; can be risky if the perceived value is lower than expected.

## Monopoly and Value-Based Pricing

- In 2015, Turing Pharmaceuticals, a company run by former hedge fund manager Martin Shkreli, increased the price of Daraprim from \$13.50 to \$750 per tablet, a 5,000% increase.



## Competitive Pricing (Market-Oriented Pricing):

- **Description:** Pricing is based on the prices set by competitors for similar products. Companies may price slightly above, below, or at the same level as their competitors.
- **Advantages:** Helps remain competitive in the market, easy to implement in markets with many similar products.
- **Disadvantages:** May lead to price wars, eroding margins; ignores the company's unique value proposition.

## Penetration Pricing: Description:

- A product is initially offered at a low price to attract customers and gain market share quickly, with the intention of raising prices once a customer base is established.
- **Advantages:** Quickly gains market share and brand recognition.
- **Disadvantages:** Initial low profits, difficult to raise prices later without losing customers.

## Skimming Pricing:

- **Description:** A product is launched at a high price to maximize profits from early adopters, and the price is gradually lowered over time as the product becomes more mainstream.
  - **Advantages:** Maximizes profit margins on initial sales, capitalizes on early adopters willing to pay a premium.
  - **Disadvantages:** May deter price-sensitive customers, encourages competitors to enter the market with lower-priced alternatives.
- When a new iPhone model is introduced, Apple typically sets a high initial price to target early adopters who are willing to pay a premium for the latest technology and brand prestige. Over time, as demand from these customers decreases and newer models are launched, the prices of older iPhone models are gradually reduced, allowing Apple to capture other segments of the market.
- This strategy maximizes profits at each stage of the product lifecycle, fitting the skimming pricing model.

# The Story of Nykaa with Valuation of ₹1,21,724 Crore or US \$ 16 Billion

- **Falguni Nayar – net worth US \$ 4.40 Billion**
- **Nykaa makes available beauty, fashion, and wellness products to both physical and digital customers**
  - Lists products from over 1200 global brands along with its own line of products Nykaa Cosmetics and Nykaa Naturals.
- **Innovation or Differentiator**
  - Omnichannel marketing –
    - Integration and cooperation of the various channels are used to interact with consumers with the goal of creating a consistent brand experience.
    - Seamless user experience for consumers that offers many opportunities for fulfillment.
    - An omnichannel strategy helps consumers to find in store and purchase online or other way round, or a combination thereof – such as “buy online and pick up in-store”.
    - The difference between Multichannel and Omnichannel is in the customer journey.



# The Success Story of Nykaa

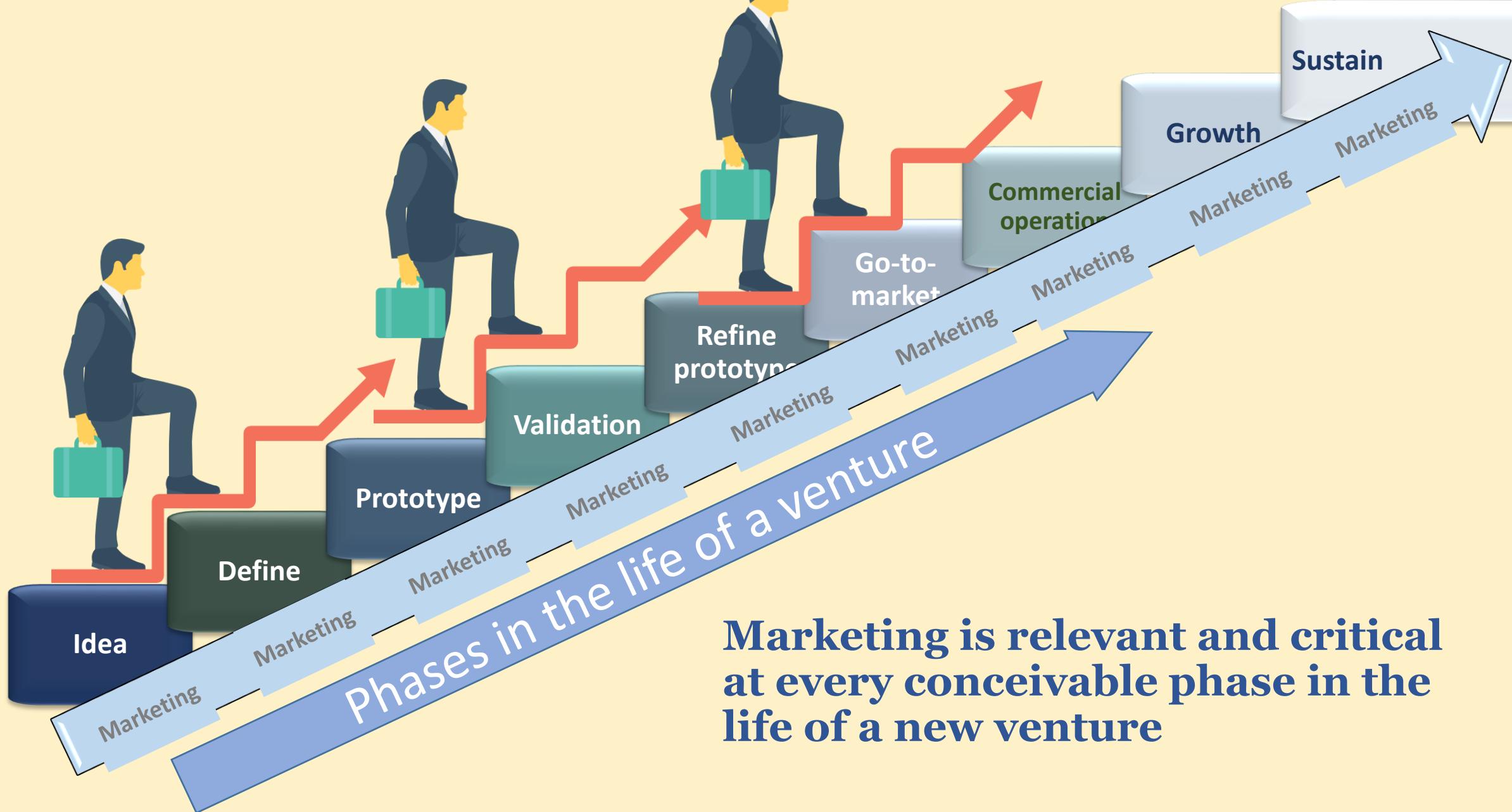
- Nykaa adopts content marketing with a full-fledged YouTube channel.
- But they consciously do not sell through the YouTube channel.
- They use the channel to empower consumers with knowledge on beauty, personal care tips, makeup hacks, healthcare, personality, DIYs, and more.
- Nykaa maintains the blog, “Nykaa beauty book,” and provides all the above as part of content marketing.
- Event Marketing – Synergy with Femina Miss India.

# Marketing is Both Science, Arts, And Philosophies

- Maggi Noodle – Pain point, segmentation, product-market-fit, distribution (channel), engagement, touching the hearts, brand recalling.
- Competitors – ITC, Marico, Unilever, Patanjali, Nissin

- Marketing starts from the time of identifying a pain point and continues as long as the company remains a going concern.
- Marketing is about building relationships with customers through a strong brand, reaching to increasing audience to acquire and retain satisfied customers, establishing credibility/trust, and building a satisfied & loyal customer base.

**The best product does not always win.  
The best marketing does. - Steve Denning**



# Marketing

## Social definition

- Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.

### Peter Drucker

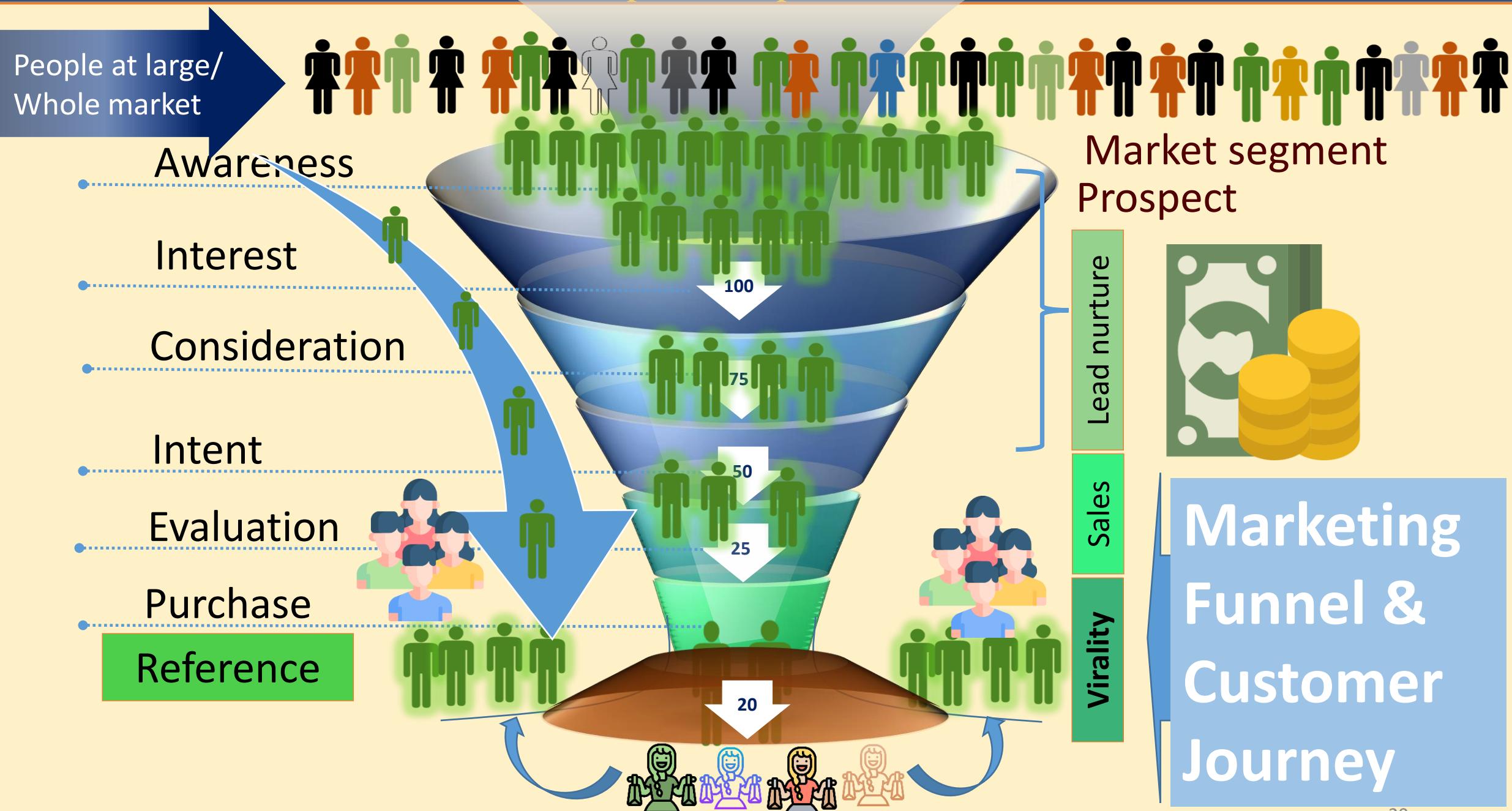
- The aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.

### American Management Association

- Marketing management is the process of planning and executing the conception, pricing, promotion, distribution of ideas, goods, services to create exchanges that satisfy individual and organizational goals.

### Phillip Kotler

- We see marketing management as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.



# Sales Funnel / Marketing Funnel

- Customer journey: It is a **virtual/imaginary channel** through which a company walks a prospect to become a customer through creating **awareness, becoming interested, buying** the product and finally **spreading favorable words** to others for them to become interested in the product.
- Though imaginary, the funnel serves important roles in analyzing behavior, crafting strategies for guiding more and more people through the channel, and converting them into customers.
- Companies **gather data** at every stage of the funnel and try to **reduce dropouts**. For that purpose, data on **behavior** is essential to **identify causes** of dropout or **staying in**.
- The journey begins before one is regarded as a prospect. You advertise to make people aware of your value proposition, some of them get to know, some of whom become prospects, and some eventually purchase, and some of them become evangelists.

# Marketing and Selling

Awareness



Interest

Consideration

Intent

Evaluation

Purchase

Marketing is selling through the creation of a sustainable & satisfying relationship with customers

Marketing

Selling

Sales is the action that converts goods into cash



# Digital Marketing Models



# Elements in Marketing Management

- **Virality – contents that are shared**
- **Content marketing**
- **Public relations –**
- **Publicity stunt**
- **Search engine optimization**
- **Digital media or social media**
- **Trade shows**
- **Lead Generation Tools**
- Offline
- Email marketing
- Chatbot
- Targeted blogs
- Business development
- Sales – buy one get one free
- Affiliate marketing –
- Existing platform – third party
- Offline events – beauty, games & sports
- Speaking engagements-academic, conference,
- Community building
- Engineering as marketing – say loan calculation app

# Marketing is a Process by Which Companies -



1. Convey the value proposition to market segment.



2. Create value for customers – both perceived and real.



3. Build strong customer relationships – your story should resonate with customers' persona.



4. Understand changing needs and choices.



5. Refine or redesign products and services to meet them to give customers a sense of higher value.



6. Build strong brand by establishing emotional connectivity with customers. Create premium brand equity and gain pricing power and brand recalling.



7. Create value for stakeholders and sustain for a long time.

# Market Segmentation, Targeting and Positioning

# Three Steps to Know and Serve the Customers

- i. Market segmentation
- ii. Target marketing / market niche
- iii. Product or Service Positioning
  - Influencer marketing
  - Hype before launch – start with escape velocity

<https://www.thecollective.in/>

super-premium brand

# Mission and Marketing

- The mission is the statement of purpose for which an organization exists.
- Mission contains information on the customers the company serves, the products and services it provides and the unique value proposition differentiating it from the competitors.
- Mission and market are, thus, inextricably associated.
- Marketing management, therefore, begins as the idea of the startup germinates.

Identify a pain -  
**SEGMENT**

Understand their  
unique needs -  
**EMPATHIZE**

Position your offer  
to resonate with  
the target audience  
– **VALUE  
PROPOSITION**

# Segmentation

- The most critical event in an enterprise is the one when customers pay money in exchange for products or services.
- Even before we start designing a product, we need to know who our customers are.
- We define a clear persona of our customers delineating their unique characteristics, taste, choices, behavior, aspirations and pains.
- This helps us to identify a homogenous group of people, though, they may be spread over a vast geography.
- This homogenous group of people constitutes the segment.

# Segmentation

- Once we define the persona, we can customize our products or services to best suit our target customers.
- We can now identify the media for creating awareness that is visible to our specific group of customers.
- We can choose the channel for selling and delivering the product as preferred by them.
- Since we know the customer persona, deciding on the promotion process should also be easy.
- We want to pay close attention to our customers to keep them happy so that they remain loyal to our brand (positioning) for a long time to come.

# Market Segment

- Is a subset of the market consisting of those people or businesses among the entire people or businesses in the market who have similar likes, dislikes, taste and aspirations, similar pains and look for similar solutions, similar needs, and affordability.
- Market segment is identified for the purpose of understanding particular unmet pain in any group of people and developing solution to alleviate the unmet pain in a manner that would be regarded as superior value for money.
- Segmentation is the process of dividing the total market of heterogeneous customers into subgroups of homogenous customers with similar needs, wants and aspirations concerning a particular type of product or service.

# Understanding Market Segment

## The story of the 10 Carat Gold Jewelry

- Indians love gold jewelry.
- Gold price has gone up and has remained at an elevated level for a long time. The making charge of an ornament is some percentage of the price of the gold, which has made it even costlier.
- You are exploring the idea of 10 carat gold jewellery.
- These jewellery have less gold (close to 10 parts Gold and 14 parts other metals such as copper, zinc, silver or nickel).
- Therefore, they are cheaper, though they look good and remain shiny for a long time, like gold.

# Understanding Market Segment

## The story of the 10 Carat Gold Jewelry

- With increasing price of gold you presume that people would prefer to buy these jewellery.
- You have decided to manufacture and sell 10 carat gold jewelry.
- But you want to pilot the idea in a small market.
- So, you are planning to set up a mechanized manufacturing facility with an investment of Rs. 1 crore.
- You have identified a village with 50000 households (families) for piloting.
- You want to directly approach the families.

# Understanding Market Segment

## The story of the 10 Carat Gold Jewelry

### You have two options

#### A. Option 1: Go and meet all the households to sell the jewelry

- You start from one end of the village and move to the other end.
- This may take more than a month to cover the whole village.
- May cost huge sums of money to communicate and meet.
- Engage manpower for a long time leading to opportunity cost.
- Eventually you may find that only a few families are your actual customers.

# Understanding Market Segment

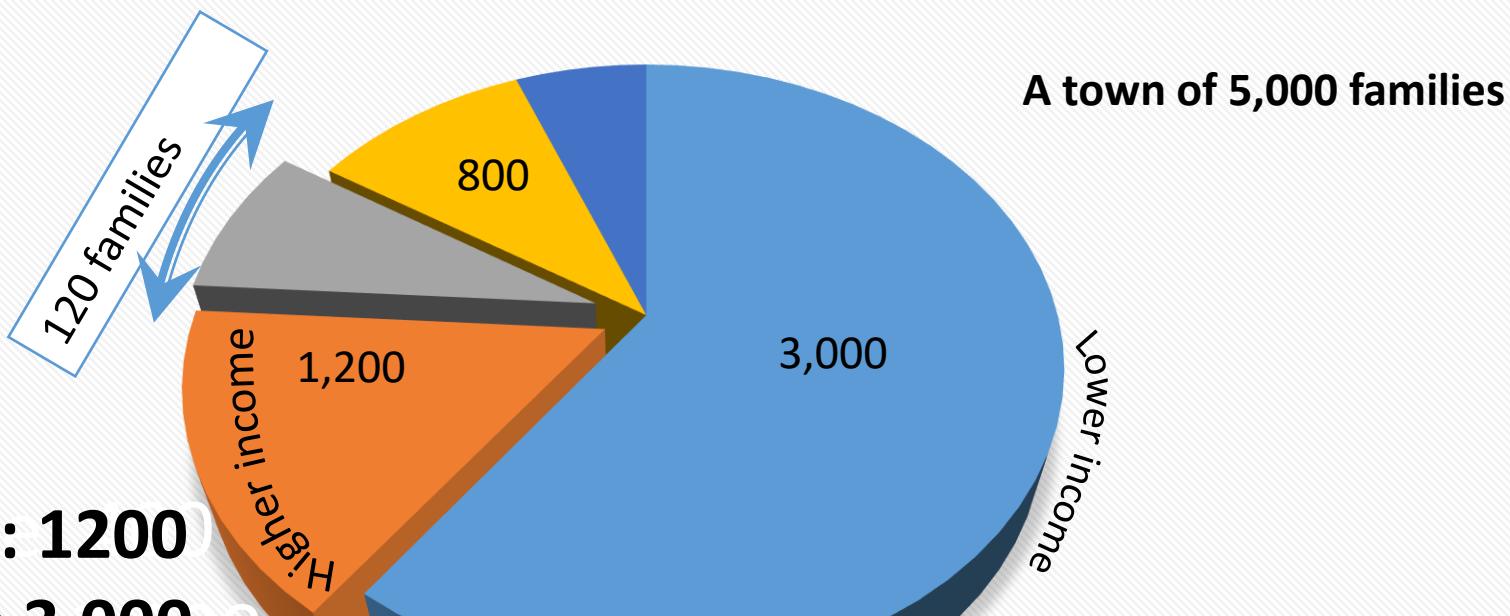
## The story of the 10 Carat Gold Jewelry

### B. Option 2: Identify those who are most likely buyers of your products

- You know the profile of families who are your likely customers.
- You collect demographic data on the population of the village.
- Identify families with middle to high income.
- Out of those, identify families with women in the age-group of say 18 to 60 years.
- Attend this smaller group of families.

➤ You can see the benefit of identifying the people who are potential customers. So you adapt the option 2.

## Demographic Distribution



**Higher income:** 1200

**Lower income:** 3,000

**Middle income:** 800

**Out of middle-income:**

**Male-only families:** 400

**Male & Widows:** 280

**Remaining:** 120 families who are your target audience

# Understanding Market Segment

## The story of the 10 Carat Gold Jewelry

- You send brochure containing nice pictures of variety of products to these prospective families.
- In the process, you create awareness of your products and people start discussing about them and aspiring to have them.
- You send letters to families intimating that a representative will come to demonstrate. You announce special discount for inaugural sale.
- You complete meeting all the prospective families in a week.
- You are likely to close deals with majority of the families you attend.
- You save time and resources for achieving the same success as in approach 1.

# Understanding Market Segment

## The story of the 10 Carat Gold Jewelry

### What do we learn from the story?

- The village has heterogeneous families in terms of income and demography. Many are not your potential customers.
- You want to avoid wasting time approaching to families with remote chance of being interested in your products—at least not in the early stage.
- So you have shortlisted the families those you think can be your customers.
- These families are homogenous from the perspective of the needs of your product, though they may be heterogeneous from many other aspects.
- Thus, segmentation is done to identify a homogenous group of persons out of a heterogeneous population (or entities in case of B2B business model) with needs and aspirations that your product or service can fulfill. They are your potential customers.

# Market Segment is Product Specific

- Consider the market of the same village in the example cited above, the segment would change if you are planning to sell low-cost detergent or lower-end body soap, male dresses, or say insecticide or designer jewelry.
- Therefore, the concept of homogenous group is in direct reference to a product.
- Any population can be broken into many homogenous subgroups, i.e. segments, depending on what you are trying to market.

## The story of the 10 Carat Gold Jewelry

### By segmenting the market,

You have reduced

- the cost of sending letters so as to make them aware of the nice jewelry at such low cost,
- the cost of communicating about availability at the door step,
- and cost of reaching the customers – a smaller group of families.
- It has now become easier to manage them; particularly to serve them better.
- You can get feedback from them easily and add or remove features/ designs that the majority do not like.

# Why Segmentation?

- To be able to address a small but relevant group of customers and exclude those who are not potential customers.
- To identify unmet pain.
- To understand the size of the market and growth potential.
- To be able to define the pain.
- To understand types of existing solutions offered by competitors.
- To identify the features/parameters of a better solutions.

# Why Segmentation? ...Contd.

- To assess the entry barrier and competitive landscape.
- To explore developing such a solution at competitive rate and offer a superior value proposition.
- To understand whether the proposed solution is really appreciated by the segment and the customers would buy at the desired price.
- To understand the channel for reaching out to the customer, making the product/service available and reaching the product to them.
- Save money on channels to create awareness, logistics, and delivery.

# Basis of Segmentation

## Geographic

Region  
Climate  
Market density  
Market size

### Example:

Customers in area of snowfall

## Demographic

Gender  
Income, Age & Lifestyle  
Occupation  
Marital status  
Socio-economic group, Ethnicity  
Education, Religion

Example: Newly married women

## Behavioural

Readiness to purchase  
Attitude  
Rate of usage  
Benefit sought  
Loyalty status

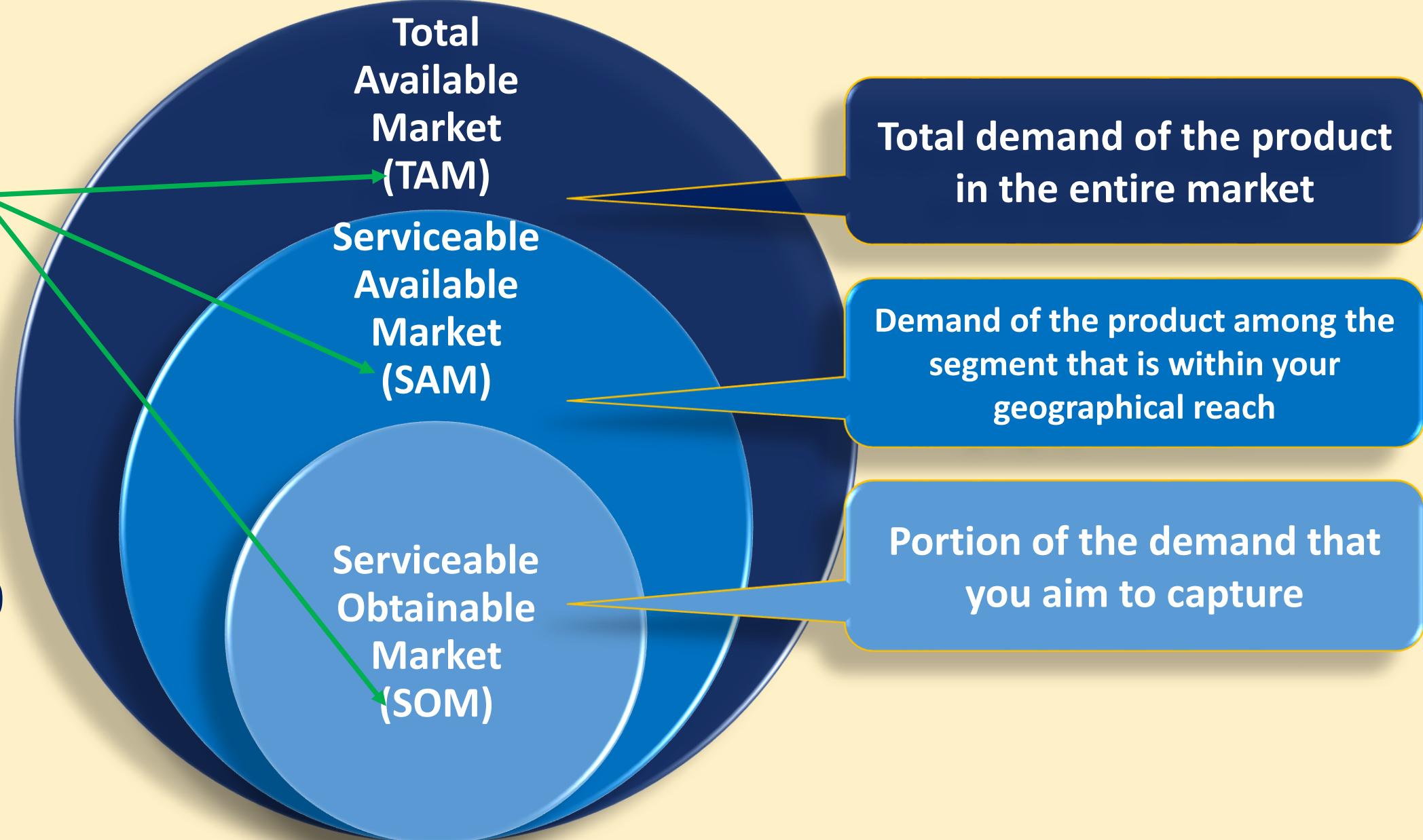
Example: Active in social media

## Psychographic

Lifestyle  
Personality  
Belief  
Values  
(luxury, environmentally conscious, tech enthusiast)

Example: Vegetarians

# Market Segment and Target Market



- **TAM (Total Addressable Market):** Highest potential market size. Say smartphone: All those who can potentially buy.
- **SAM (Serviceable Addressable Market):** SAM is a subset of the TAM and represents the portion of the market that a business or product can **realistically serve or target**.
- **SOM (Serviceable Obtainable Market):** SOM is an even narrower segment of the market and represents the portion that a business can **practically capture or obtain**.

# Use of TAM, SAM, SOM

- Make fair assessment of the market size to be targeted.
- Making meaningful sales projection.
- Valuation of startups.
- Estimate investors' returns.

1.9 Billion+

532M

10.6M

### TRIPS BOOKED (WORLDWIDE)

Total Available Market

### BUDGET & ONLINE TRIPS

Serviceable Available Market

TAM SAM SOM Airbnb

### TRIPS W/AB&B

Market Share

# Market Segment and Target Market: Example



## Content marketing

- Content Marketing is a marketing strategy that concentrates on generating and disseminating useful, pertinent, and coherent content to equip the intended audience with the knowledge they need to make informed purchasing decisions for products that are comparable to what a business provides. This method also helps in fostering long-term customer engagement and loyalty.

## Search Engine Optimization

- Content on specific keywords that was relevant to the audience
- Optimization on the website
- Link the website to the content
- Through continuous optimization you may rank the website toward the top.

### Objective:

The website should appear on the first page of the search results

## Pay Per Click

- Advertise to draw a crowd to your website – paid media - each time someone clicks, you pay
- Text ads that appear on the search results page, image ads, video ads that show up on websites,
- PPC – You pay per click

## Social Media Marketing

- Use LinkedIn, YouTube, Facebook, Instagram to advertise the brand contents such as text, images, videos

## E-Mail Marketing

- Engage with existing and new customers to invite them to buy again and again, get feedback, and try to match aspirations.
- You engage with them, nurture them and make sure they buy your products.
- The prospect will have a better understanding of product they saw on the website and you assist them in the buying process.

## Affiliate Marketing

- Place a link on third party websites
- Attract them to your website, leading to signups, registration, subscriptions

# Digital Marketing

- You define customers' persona.
- Come up with an innovative narrative that resonates with customers' persona, and they become interested in your offerings.
- This is executed through storytelling with the objective of empowering the audience by giving information they need to make purchase decisions without explicitly asking them to buy the products that the company makes.

You may use any media to disseminate the information.



Huggies reached out to new or would be mothers with a noble story: They found an article where it was shown that hugs strengthen the vitals of the babies and that hugging create strong and lasting bond with the newborn. They use that finding and made a narrative advising all to hug babies. It resonated with customers' persona, and many became loyal customers of Huggies.

# Digital Marketing

- You may have wonderful product and
- You may have immersive story for engaging the customers;
- But, how the customers will know about all that?
- You need to be visible, particularly in searches by potential customers.
- So you create keywords that should be relevant to audience in the context of such products.
- You create beautiful contents in your website and keywords for discovery in searches.
- You optimize so that your brand ranks in the first page of the search results.



Search Engine Optimization

- You keep optimizing to appear at the top of the search results.
- So, you are now visible, people discover you and visit your blog or website, get to know your value proposition, and many of these prospects get converted into customers.
- You don't spend a lot of money to do it.

# Digital Marketing

You may be more aggressive and try to attract attention of customers directly by giving advertisements.

- When people find your ad, they click at a suitable place and are redirected to your website.
- You have to pay based on the number of click on your link.

- Such ads can be in text, videos, chats, websites, etc.
- The more you advertise, the more the chances of people visiting your website, and the more people get converted into customers.

Content marketing

Search Engine Optimization

Pay-per-click

Affiliate marketing

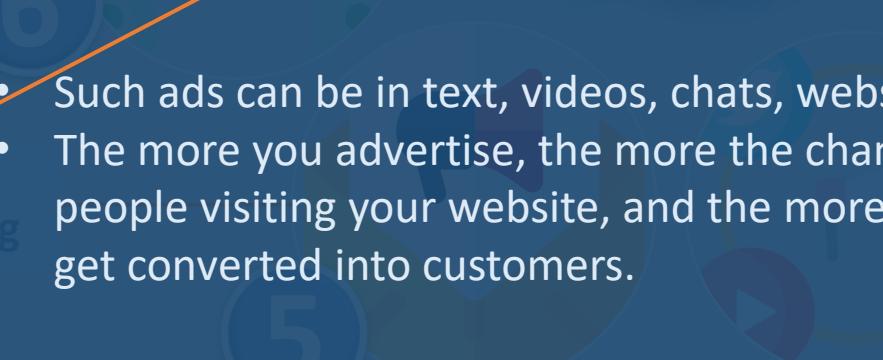
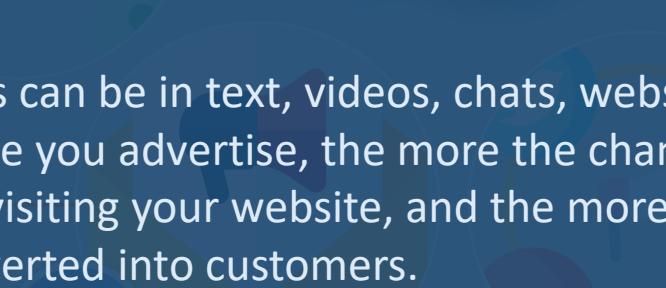
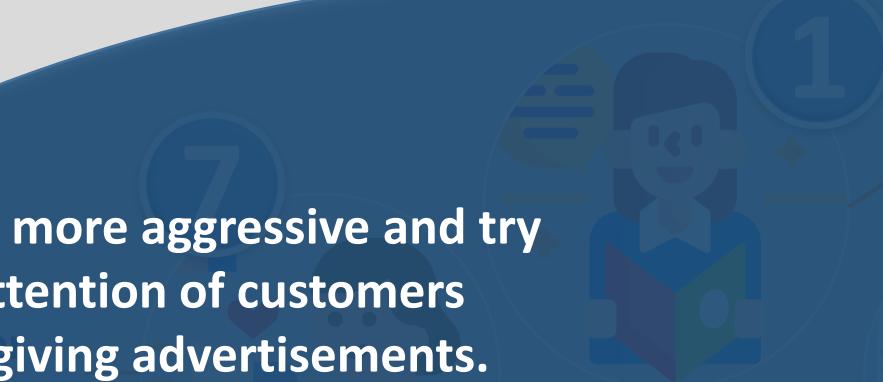
E-Mail marketing

Social media marketing

Digital Marketing

PAY

3



- Using the above methods, you might still have not reached out to a large percentage of your potential customers.
- So, next you try to use the social media platform to reach out to specific target audience.
- You may place an image, text, videos, etc.
- You have to pay for using this network.

The more you advertise, the more the chances of people visiting your website, and the more people get converted into customers.  
But it comes with a cost.



## Digital Marketing

Social media marketing

# Digital Marketing

- Now that you have the email ids of many customers and some prospects.
- You can reach out to them through emails to educate them of your value proposition, improved products, price competitiveness, and other benefits.
- You engage with the prospects or customers, nurture them, and help them to buy your product



Content marketing

Search Engine Optimization

Affiliate marketing

The more you advertise, the more the chances of people visiting your website, and the more people get converted into customers.

But it comes with a cost.

Social media marketing

E-Mail marketing

5



# Digital Marketing

- You may place a link on a third-party website.
- Your link will be visible to whoever visits their website.
- Some of the visitors will click on your link to take them to your website.
- So, you can show them your value proposition.

Content marketing

Search Engine Optimization

Affiliate marketing

You see such advertisements on innumerable websites. This service is mostly paid.

per-click

E-Mail marketing

Social media marketing

5

4

# Digital Marketing

## Influencer marketing



Influencer marketing is replacing the use of celebrities. People tend to trust influencers more as they appear to be one of us. **This service is mostly paid.**

At 18, Nina Lehi, a first-year dropout of diploma in Foundation Art Course at Sophia's Polytechnic in Mumbai decided to start her own business 1990. She got the idea of bag making while working at Amarson's shop floor. Today, this brand designs slings, handbags, clutches, shoulder bags, purses, wallets, tote, and satchels using innovative techniques and eco-friendly fabrics that cater to modern Indian women. It has been shining in the face of competition from multinationals.

If any of you are interested to know more about such stories may visit:

<https://uniqstories.com/baggit-from-%E2%82%B97000-borrowed-money-to-%E2%82%B9111-cr-valued-brand/>

- 1 Content marketing
- 2 Social media marketing
- 3 Search engine optimization
- 4 E-commerce
- 5 Product development
- 6 Business planning
- 7 Influencer marketing

**Influencer marketing example:**  
Launched an influencer campaign Bagit Event using bloggers wherein the influencers (bloggers) showcased the product by holding it throughout the event. The brand wanted to showcase the story behind their new bag collection. The bloggers were also asked a question like why they have chosen this bag? And if given an opportunity will they exchange it with anybody else?

# A 7-year-old boy is making \$22 million a year on YouTube reviewing toys



- Surely the envy of elementary-school kids worldwide, the YouTube star reviews new toys in videos that his family produces.

Ryan Toys Review took the No. 1 spot this year (2018) on Forbes' annual list of the highest-earning YouTube accounts, up from 8 last year.

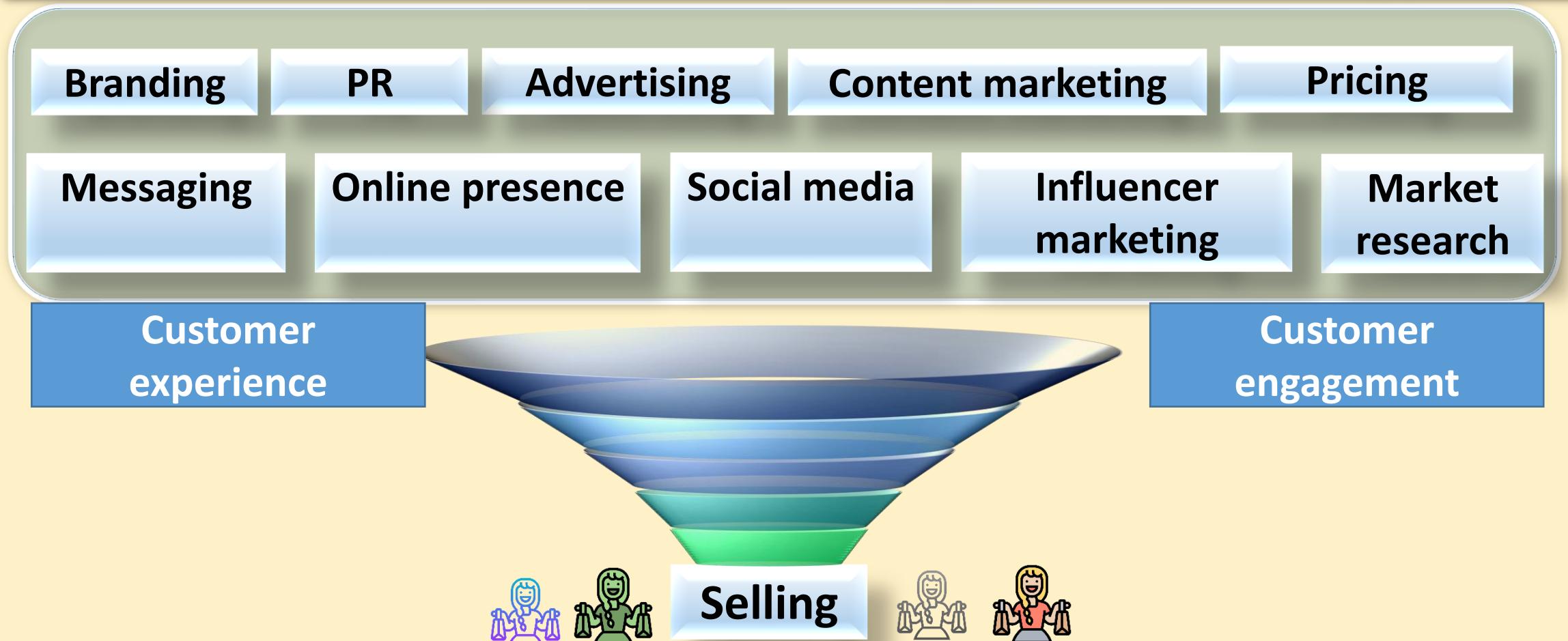


## Influencer marketing

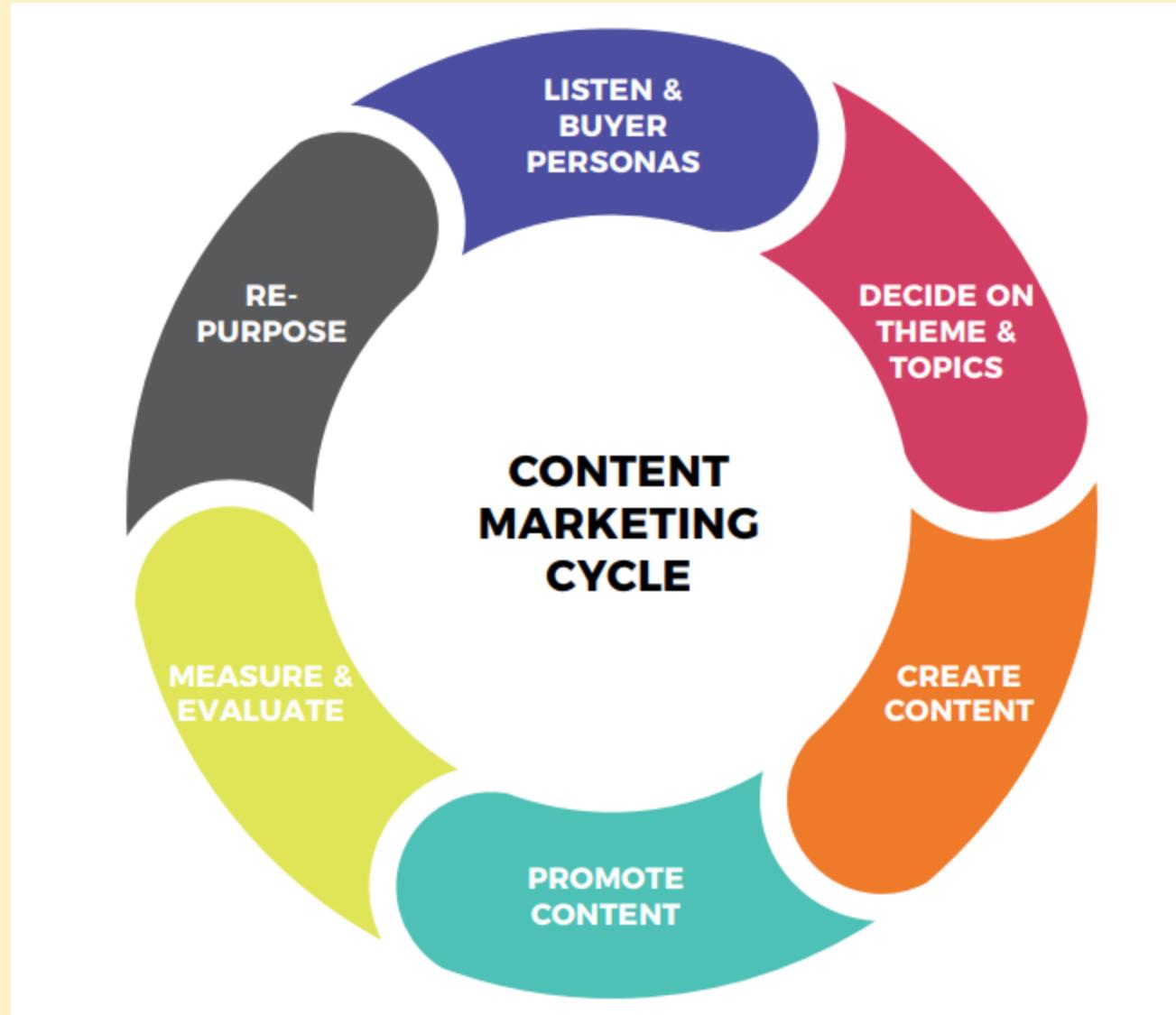
A nine-year-old boy has made nearly \$30m in a year from “unboxing” and reviewing toys and games on [YouTube](#)



# Marketing Tools (traditional and digital)



Content marketing costs 62% less than traditional marketing yet generates three times the amount of leads.



# Optional. Not in syllabus

Ref: THE DYNAMIC DIGITAL MARKETING MODE, Dawn Mcgruer Wiley, 2020

Here are what colours represent to help when creating your content marketing (Figure 14.13).

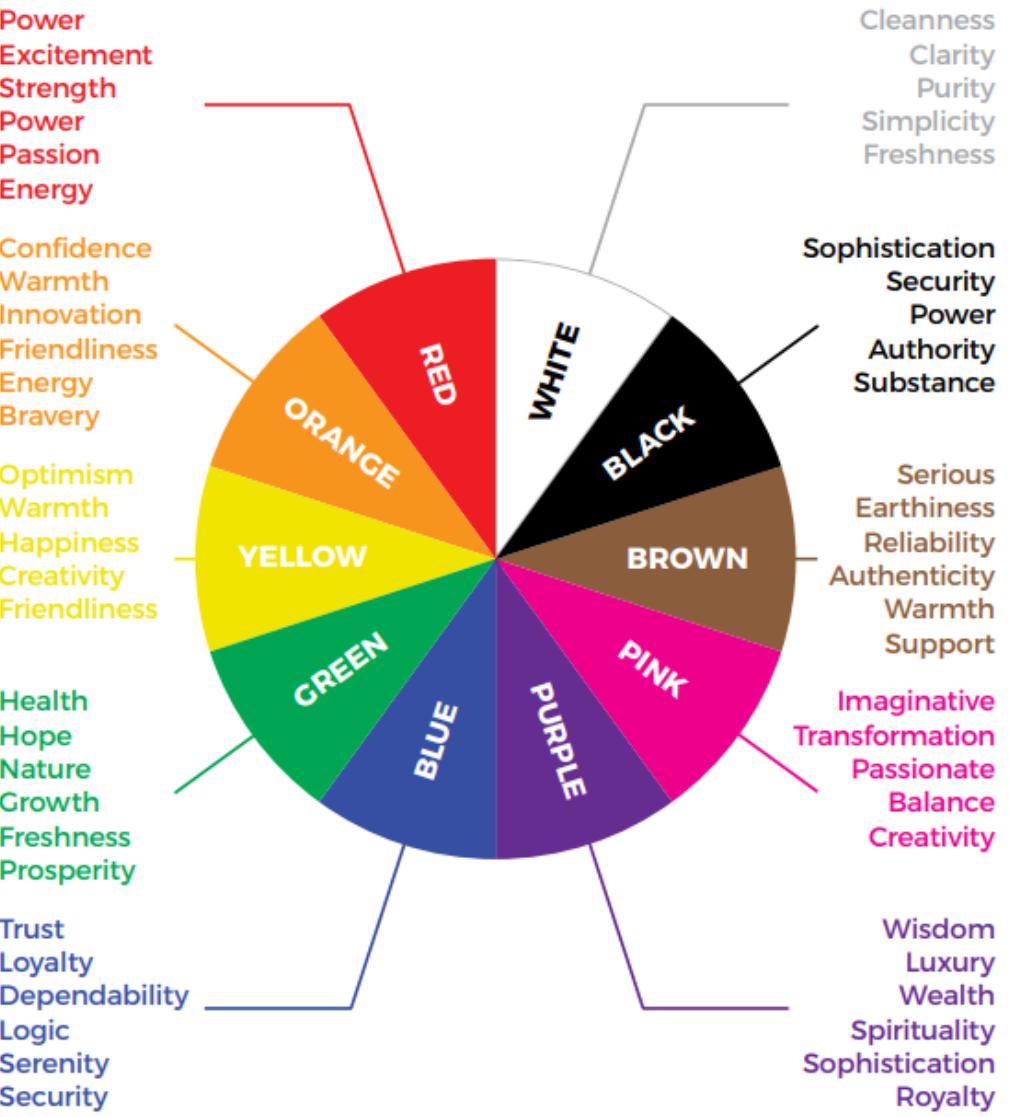


FIGURE 14.13 Psychology of colour wheel.

# Branding

- **Brand is your promise to your customers about superior performance of a product or service compared to that of the competitors and customers' level of trust on your promise.**
- **A brand is like a channel of communication. Having a strong brand indicates that you have a group of loyal customers who repeatedly buy your product. Stronger the brand, deeper is the relationship and commitment to your products and lower is the risk of your business.**
- **A brand may represent a low-cost medium performance product or a high-cost premium one or anything in between.**
- **Thus, brand represents a promise of certain quality, trust, performance, and reliability – your customers assume that they receive value for their money.**

# Branding

- is the process of building trust in customers' mind on a product, service or the company as a whole by promising certain values and delivering better than what is promised.
- The goal is to establish a positive impression in the minds of consumers to attract and retain loyal customers through story telling and maintain better quality than you assure.
- Branding needs to deliver values and to communicate it through various marketing media such as advertisement and promotion.

# Brand

- Branding has two definite components: one rational (tangible: quality, features, price), and the other, emotional (Intangible: mental image, esteem, trust, experience, meaning).
- It has been proven that many customers become passionate on certain brands though they cannot make distinction in blind tests.
- By showing association of celebrities with a product or company, companies try to create perception in peoples' mind about quality, trust, and esteem. It is also derived out of co-sharing of brand equity. For example, Nike associates its products with star athletes.

# Building a Strong Brand

Storytelling is a powerful and effective way to make emotional connection & build lasting relations with your audience.



**Design a compelling story. Advertise to create awareness.**



Use the story to engage consumers and elicit emotion to foster loyalty by offering better value, forging a meaningful relationship that goes far beyond product and service.



Use promotion to call-to-action with an offer that they can't refuse.



**Over-deliver on your promise and give unexpected satisfaction. Maintain consistent quality**

# Example of Brand Storytelling: Huggies

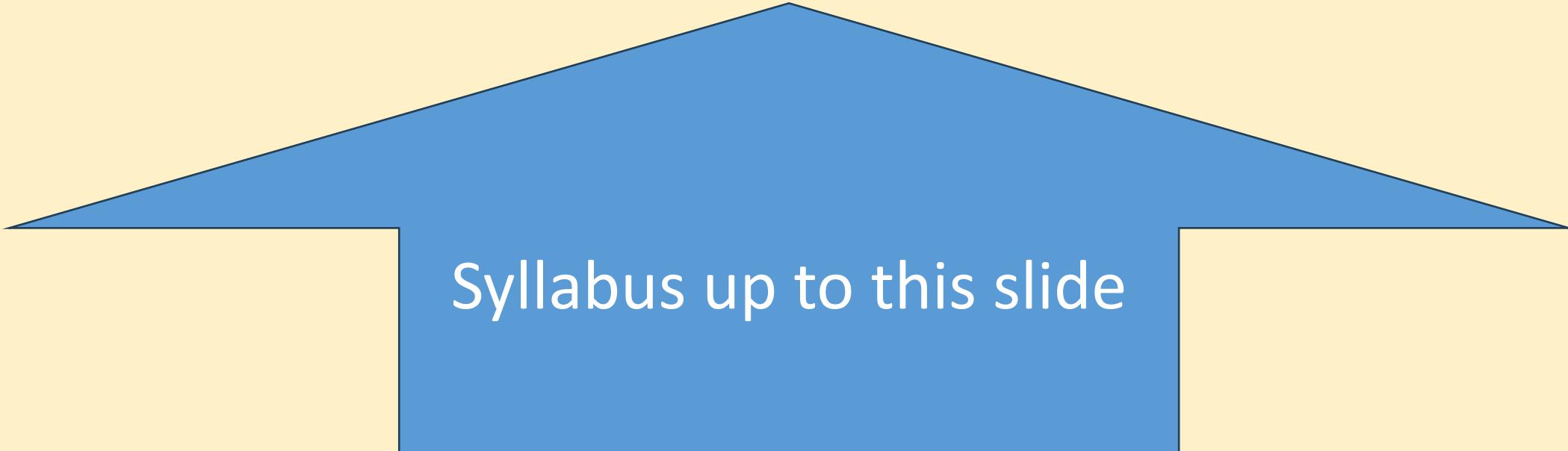
- In Canada, Huggies was pitted against Pampers, which had 100% market share in Canadian hospitals.
- Competing with Pampers they needed to provide tangible & emotional reasons for mothers to choose them before arriving at the hospital to give birth.
- The answer was found in their name: Hugs
- Research has proven hugs help stabilize babies' vital signs, build immune systems, ward off illness, and improve brain development.
- The brand went on a mission to leave no baby un-hugged.

# The campaign hinged on two initiatives

- They **educated** mothers on the benefits of skin-to-skin contact with their babies.
- Motivated Canadian hospitals to have volunteer 'huggers' for babies in need of hugs.
- They achieved growth much higher than industry average, huge **engagement rate**, and have emerged as a lead brand against all odds.
- Amul, Nestle chocolate, and many more are increasingly adopting content marketing strategies.
- The trend is increasingly moving towards content rather than advertisements.

# Brand Equity

- Strong brand means high brand equity.
- Brand equity is the premium commercial value that can be derived from consumers' loyalty to it and the emotional attachment.
- The value depends on how strong is the loyalty and the number of loyal people who are loyal.
- Branding is the process of creating lasting connectivity with customers. The process creates a unique impression for a product in the consumers' mind, mainly through storytelling through advertising campaigns.
- Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.
- Companies with strong brands enjoy premium valuation in the market.
- Each rupee of profit is valued:- RIL: ₹29, Marico: ₹ 59, ITC: ₹ 27, Nestle: ₹ 80, HindUnilever: ₹ 67, P & G: 80, SBI: 7.7, Kotak Bank: 20.24, Dixon: 195

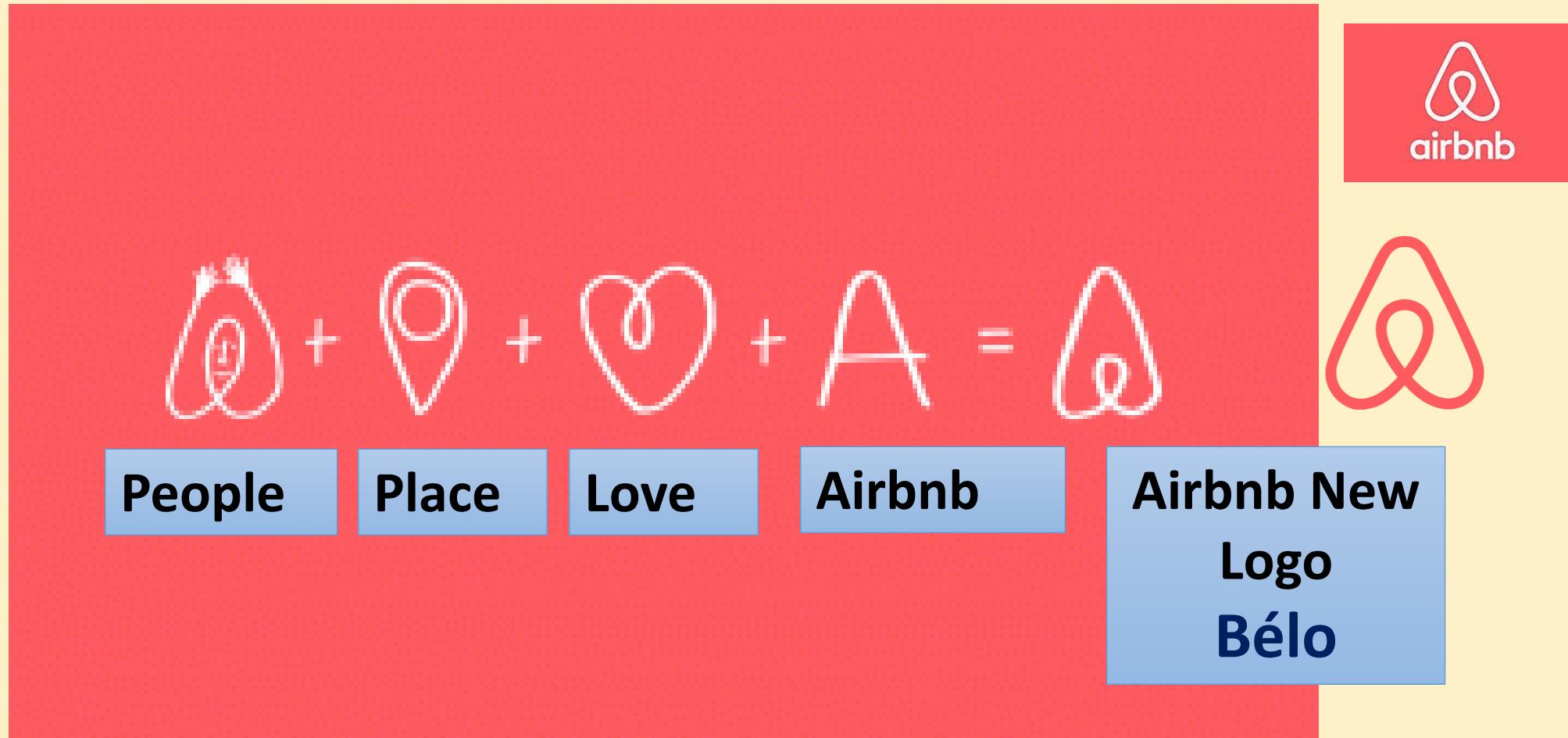


Syllabus up to this slide

# Airbnb

- Founded in 2008 and was doing brisk business till 2013, marketing themselves as a service that provided homes for travellers rather than just accommodation.
- They conducted interviews with hundreds of people all over the world who used the platform as hosts and as holidaymakers.
- The simple idea of 'belonging' became the centre of the Airbnb brand story.
- 'Belong Anywhere' became the official tagline of Airbnb and led to the creation of their new logo and their entire brand story.
- “We imagine a world where you belong anywhere” is the new tagline.

# Airbnb changed the logo after it was valued \$10 billion



# Airbnb

- Airbnb started with three broke students and an air mattress.
- When they were in college, Brian Chesky, Joe Gebbia and Nathan Blecharczyk rented a mattress on their floor to strangers to make both ends meet.
- From there, Airbnb has gone on to be valued more than \$40 billion.

## Their mission

**To provide travellers with authentic experience and to foster a sense of belonging anywhere in a community of like-minded individuals.**

	Sales	Profit	Valuation
Booking Holdings	\$3.3 billion	\$1.3 billion	Valuation \$ 58 billion
Expedia Group	\$2.7 billion	\$478 million	Valuation \$ 8 billion
Airbnb	\$1.1 billion	\$ 2.3 billion	Valuation \$ 80 billion
Tripadvisor	\$335 million	\$92 million	

# Learning from AirBNB Branding

- 1 – Keep People At the Centre – you learn from your own community.
- 2 – It's Not Too Late to Find Your Story – continuously evolve.
- 3 – Content is the Key – It consistently posts content and its contents are heavily user-driven and center around stories from within the Airbnb community.

# Branding

- Brand represents what your company stands for and is the purpose of your company? How is your company going to connect with people? And why should people care?
- “ If people believe they share values with a company, they will stay loyal to the brand.”
- Brand connected strongly and emotionally with large customer base are regarded to have high brand equity. Strong brand equity gives pricing power.
- A company with strong brand equity can charge a higher price than competitors for a similar product and earn above-average profit.

# Brand

- You want your customers to talk about it everywhere, every time, on dinner table, at public gathering, at home, at market place. You want your customers to be evangelists.
- People must believe they receive values from your company, they should build trust in their mind, they should feel comfortable buying what you offer. Then they will stay loyal to the brand.
- The connecting thread between the company and customers is the brand. Brand is the container of all the values you provide to attract and retain customers and the value for which you exist.
- Brand may appear like a symbol or text. But it is the holder of everything that you want your customer to value in your offering.

# The Brand Symbol

- A meaningful logo, color mix, a brand message or tagline aligning with your mission/vision.
- It should transmit the message you want your customers to perceive about your product/service and company.



# Public Relations

- Michael Dubin stumbles upon a warehouse full of surplus razor blades
- He started the Dollar Shaving Club offer, Posted a YouTube video about the offer, and launched on March 6, 2012.
- The YouTube video attracted an unanticipated amount of traffic, that crashed the company's server in the first hour. [It eventually had 25 million views]
- Within 48 hours, they received 12,000 orders.
- In 2016, the dollar shaving club was acquired by Unilever for a billion dollars.

What do you learn from this story?

An ordinary unemployed person is entrusted to find solution to a problem and he creates a unicorn without borrowing or taking huge investment. Michael would never think he had the entrepreneurial talent. But someone wanted help and he was forced to think of plausible solution. And an entrepreneur was born from nowhere. He converted a liability/CHALLENGE into a huge wealth/OPPORTUNITY

<https://www.youtube.com/watch?v=ZUG9qYTJMsl>

# Public Relations

- Drew Houston was confident about his idea. But nobody invested in him. Dropbox early MVP was just a video showing how the file sharing service is different from all other existing ones They received 10,000 plus signups in the first day.
- Warby Parker's PR firm helped place a story in *Vogue*—a piece that dubbed the company the “Netflix of eyewear” and generated so many sales that the startup ran out of inventory.
- If those companies' founders hadn't decided to spread the word about their companies—each in their own way—they may have never become household names.

# Public Relation

- Many startups fail—even if they offer a great product or groundbreaking service—because they fail to get the word out.
- They may think the product will sell itself – if we produce, it will sell.
- People generally do not think rationally. They are mostly emotional, and they eventually settle with a combination of rationality and emotional stimulation.
- So superior value proposition and storytelling to resonate with the customers will only help win them.

**Make no mistake! Product-market-fit is the most important element for success. But the sooner potential customers get to know of the value proposition, higher is the success potential.**

**PR – Create Awareness**



**Product-market-fit**

# Advertising

- Like PR, advertising is an outbound marketing to push your message out. But you're not filtering it through a reporter.
- The wonderful digital world offers boundless new opportunities to advertise in a cost effective way compared with the traditional media advertising, like billboards and TV, to Google AdWords and the latest social media advertising.
- Like PR, it's important to pick advertising destinations that engage your target market. Online advertising in particular can be incredibly granular—allowing you to laser-focus on the specific demographics and even the mindset of your target market.
- Use of appropriate media depends on the type of targeted customers.

# Content Marketing Strategy

- Content marketing is about educating the customers.
- is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer engagements.
- Leads to
  - ❖ Increased awareness and a deep sense of trust.
  - ❖ Increased sales.
  - ❖ Cost savings.
  - ❖ Increasing number of customers with strong loyalty.

# Quality Content Is a Win-Win for Both

- Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent.
- It helps buyers to make informed decisions and feel confident while making the purchase.
- Through contents, businesses try to deliver consistent, valuable information to buyers, educate them of the pros and cons of features. They ultimately reward us with their business and loyalty.

# Online Presence

- **Online presence is the conspicuous presence of a business that can be found via an online search.**
- **Online presence management is the actions of presenting and drawing traffic to your brand online.**

**Online presence:** to create a long-term positive presence for a business, or product in search engines and on the web in general.

The actions involves combination of

- **web design and development,**
- **blogging,**
- **search engine optimization,**
- **pay per click marketing,**
- **reputation management,**
- **directory listings,**
- **social media,**
- **link sharing** - get the word out about a product, service or brand.

# Social Media Marketing

- Social media marketing is the promotion of product or services through the use of social media platforms and websites.
- Businesses can use online media platform to gather customer data, understand behavior, track customer retention in response to actions by the businesses, analyze data using AI, take corrective strategies, engage with customer for promotion.
- Social media marketing can also be promoted through customers' feedback mechanism.

## What can you do to get connected?

- Join all the big networks.
- Write sensible comment on issues, display politeness, positivity and humor.
- Like, share, connect and spread/expand your visibility.
- Prepare compelling contents, Target specific audiences at first and build.
- Use emojis – it helps make your image personal and human. Stats released by Adweek showed that 92% of people use emojis as they feel it expresses better than words do.
- Most importantly, don't pester – engage with users strategically

# Marketing through Messaging or Messenger App

- Message marketing is one-to-one conversations to build relationships with your audience unlike email marketing which is one-to-many messaging. Facebook IQ research finds that:
- 56% prefer to message rather than call a business.
- 61% are favorable to personal messages from businesses.
- 50% plus are more likely to shop with business they can message.
- 63% reported that their messaging with businesses is increasing.

## Marketing through Messaging or Messenger App

- Average email open rates is around 19 percent and click-through rates capped at around 2 percent.
- For message marketing, open rate is greater than 80 percent and click-through rate is greater than 30 percent.

# Focus on Engaging With Your Customers

**Rather Than Just Selling** – communication between your brand and the customers (loyalty program, bonus or referrals, and many more).

- It is necessary to engage with people to help to know more about your company and your products. Social media is the easiest way to engage with your target audience. Get involved in conversations and backlink your opinions to your product.
- Let the customers notice you, understand your concerns about their satisfaction and, eventually, they will begin to trust your brand.
- Be consciously very careful to be genuine, real and sober. Nobody will come back if you sound artificial or humbug.
- Empower customer with information on features that they should know about. Let them know that you have their best interest in mind.

# Engaging With Your Customers

- **Create a Niche and Build Credibility**
- **Know and Share Your “Why”**
- **Make your Content Easy to Discover**
- **Frequently give away Samples**
- **Visible feedback or ratings**

[https://kickideas.com/how-to-marketing-your-startup-on-a-tight-budget/?gclid=Cj0KCQiA\\_rfvBRCPARIsANIV66M1Jci4iccqize00bgwYNXkmKSAQ0OL6WQTs-5mg-osl-2Aw\\_ose80aApYREALw\\_wcB](https://kickideas.com/how-to-marketing-your-startup-on-a-tight-budget/?gclid=Cj0KCQiA_rfvBRCPARIsANIV66M1Jci4iccqize00bgwYNXkmKSAQ0OL6WQTs-5mg-osl-2Aw_ose80aApYREALw_wcB)

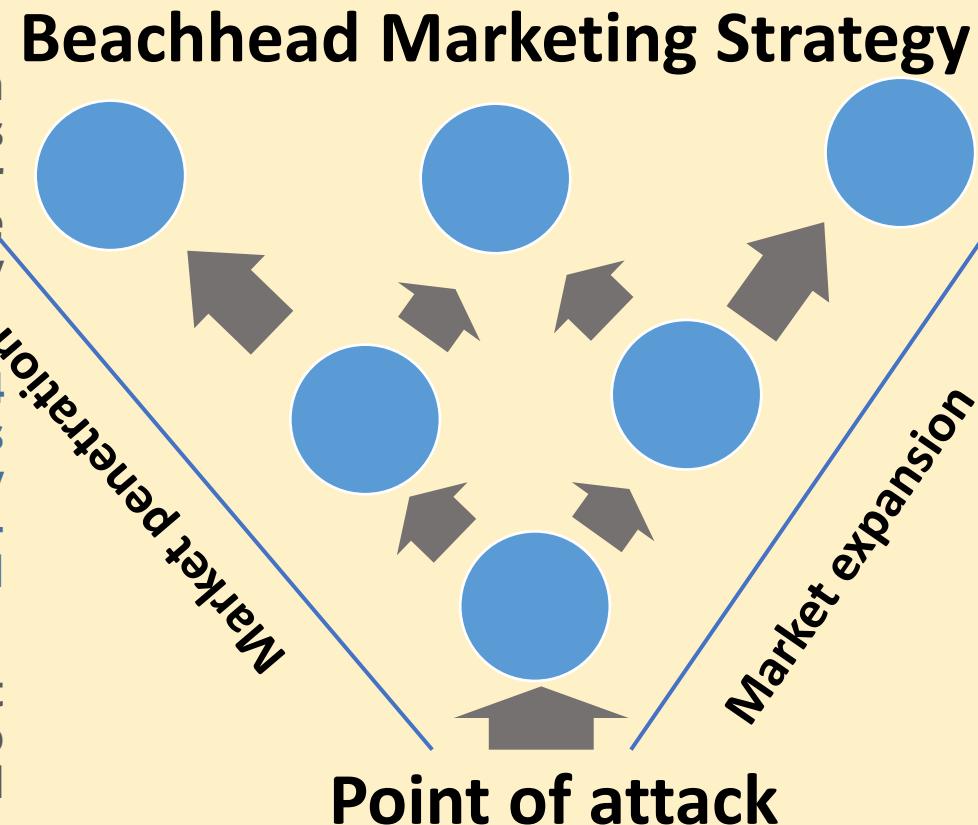
<https://www.thecollective.in/>

super-premium brand

**How much of what you have to do for  
furthering your business is to be discovered  
through experimentations and moving up the  
learning curve.**

# Beachhead Marketing Strategy

- Beachhead Marketing construct has been inspired by the military strategy that advocates to start the attack by occupying a small border area of the enemy, get a foothold, using it as the launchpad, and advance into larger enemy territory.
- The term was coined from the event of the 1944 invasion of Normandy where allied troops focused their resources on the Normandy beaches, which they used to stage a counter-invasion of Europe and win the Second World War.
- In startup context, it is advisable to target that sub-segment of the customers who are likely to be early adopters, gain a strong foothold, and expand the reach. If you spread too thin, chances are the company will end up burning too much cash in infra/logistics/customer service/ marketing executives and not be able to attract customers in the early majority.



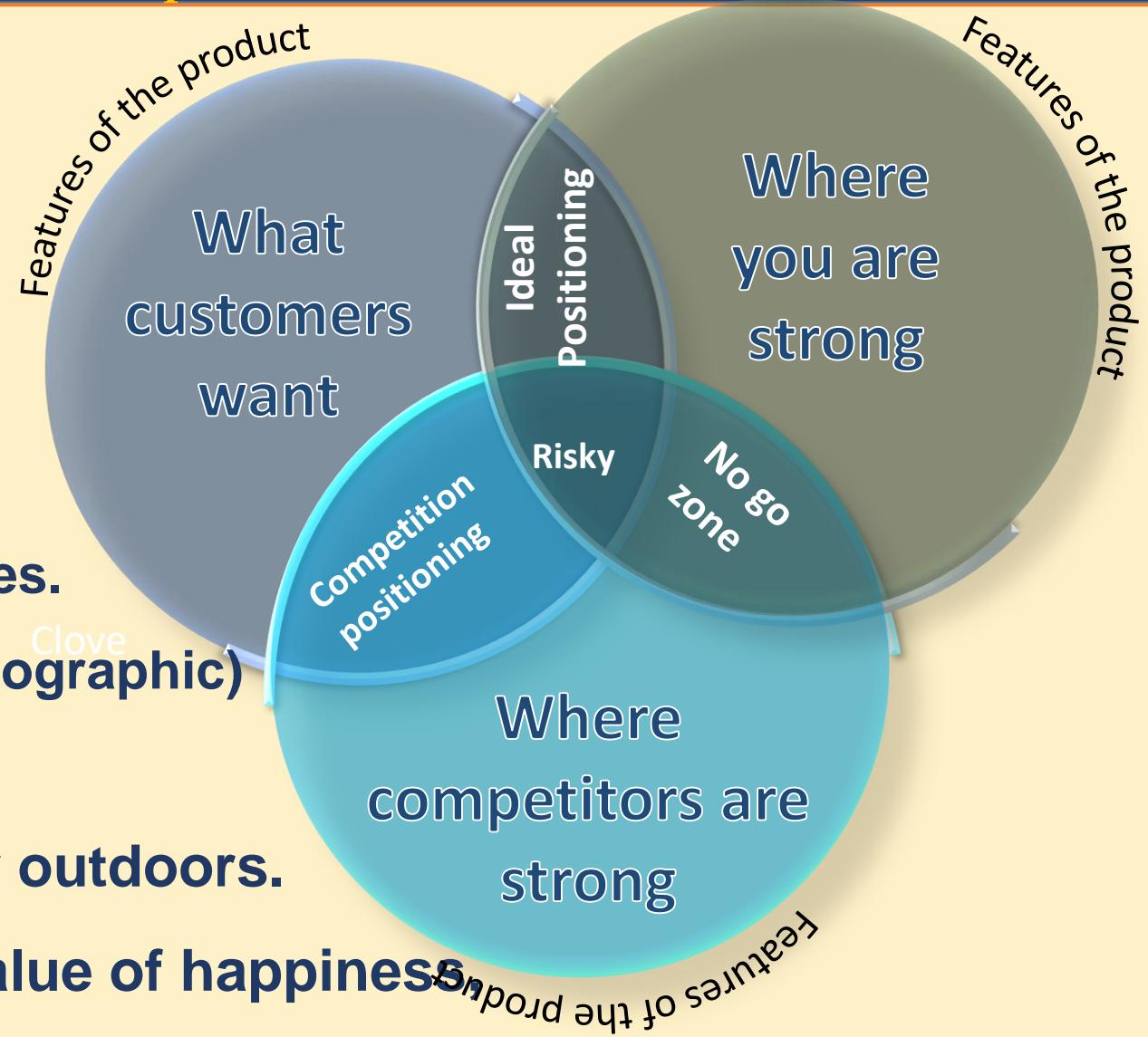
# Positioning: differentiate from competitors and convey

- A product has many features. Different customers may be interested in some of these features. Smartphone: some are interested in large screens, some in speed, some in screen resolution, some in storage capacity.
- Know what the people in your market segment are particularly interested in. Make a product in which that feature is superior compared to others.
- Communicate to your audience about a phone with such features.
- Say you are selling motorcycles. Attributes such as fuel efficiencies, acceleration, maximum speed, safety, style, sporty or adventurism, etc. are of concern for customers.
- Some bikers are interested in speed, whereas some in acceleration. Some may be in fuel consumption. Whom do you want to target? Match that parameter.
- For the 10-carat jewelry, classical design and modern design may be liked by different groups.

# Positioning/ Brand positioning

## Examples of Brand Positioning

- Colgate is positioned as protective.
- Patanjali claims to be fully organic.
- Sensodyne targets tooth sensitivities.
- Dabur – natural & Ayurvedic (psychographic)
- Pepsodent – complete family
- Woodland is tough and perfect for outdoors.
- Coca-Cola tried to bring out the value of happiness, friendship, joy, and sharing to position itself in the market.



# Positioning

- The 10 carat gold jewellery is affordable by the targeted people.
- The jewellery looks like real gold and they do not have the cheap impression of imitation.
- You provide value for money and do not compromise on esteem associated with jewellery.
- Therefore, you create a positive and attractive image of your product in the minds of the customers.

# Positioning ...continued

- You maintain the quality you assure and keep the promises you made providing a happy feeling about your company or the brand in the minds of the customers.
- Assure exchange value with minimum loss.
- In the process you get loyal customers who build a bond with your products. This process of creating a favourable image of a product or service in the minds of targeted customers is known as positioning.
- Your customers prefer your products over those offered by competitors and spread positive message to others. Soon your brand becomes a household name.

# Process of Product Positioning

- Know your customers well.
- Know the competing products or services.
- Create differentiators that you can use as unique selling proposition.
- Convey the superior value proposition to create awareness.
- Launch promotional scheme to convert ‘willingness to buy’ to ‘execute purchase’.
- Maintain the value and constantly improve to remain ahead of competition.

# Growth Hacker Marketing

- It is possible to start a company on a shoestring budget and create product that customers will love.
- New generation companies such as Facebook, Dropbox, Airbnb, Twitter have not been spending a dime on traditional marketing.
- They do not advertise on TV, no billboards, no newspaper ad.
- They rely on a new strategy — growth hacking — to reach many more people despite modest marketing budgets.
- Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable.
- They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions.

# Growth hacking

- A new marketing tool to achieve rapid growth on small budget.
- Growth hacking helps to acquire many users at a nominal cost.
- A team usually involves marketers, developers, engineers, and product managers.
- The growth hackers often use social media, viral content, content marketing, and influencers.
- They build a story that resonates with customers' emotions.
- It must be supported by a compelling product-market-fit in order for retaining the satisfying customers once acquired leading to a viral loop of evangelists – a self-promotional model.

# Growth Hacking

- It reduces customer acquisition costs, helps increase margins and ease of product extension, and promotes long-term sustainable growth. Else, you will pour water into a leaky bucket.
- Growth hacking uses iterations to rapidly test persuasive copy, email marketing, SEO, and viral strategies, to increase conversion rates and achieve rapid growth of the user base.
- Techniques such as search engine optimization, website analytics, content marketing, and A/B testing are used.
- Growth hacker use validated learning with the help of the minimum viable product.

# Growth Hacking

- Growth appears like a magic wand: as if growth is the end (success).
- This can be one of the greatest mistakes in startup marketing.
- The product-market-fit, positioning the product to the target customers and meeting their exact needs better than competitors, vibrant sales funnel are indispensable.
- Premature growth may ruin your business and waste your resources.
- While you celebrate the growth, you may suddenly fall over the precipice.



# How fast to grow?

**Every decision that a growth hacker makes is driven by seeking measurable growth.**

**Vanity metrics do not indicate anything (!!!) towards a profitable and scalable business.**

- **Create a viral loop**
- **Choose the right growth engine**
- **Leverage everywhere including marketing**

# Viral Loop

- You must be able to make your customers do the advertisement of your products to their friends (word-of-mouth advertisement or referral).
- Your customer acquisition cost will be minimized and you will soon move towards profitable business.

# Growth Hack, Vanity Metrics, and Strategies

01

- Constantly review your sales funnel
- Upgrade the sales funnel to create a viral loop so customers spread your message

02

- Be cautious and do not follow vanity metrics. Check if it is leading to long-term value.
- Check the customer acquisition cost and how quickly the cost is recoverable.

03

- Define sales funnel metrics.
- Are the increasing number of foot-fall getting translated into profitable sales?

04

- Estimate possible virality effect
- Plan, execute and measure virality to achieve real growth.

05

- Update marketing plan
- Put appropriate information system to collect and process data to monitor the metrics

# Marketing Mix: Components & Functions

Transport  
Aftersales support  
Geographical coverage



Pricing strategies  
Discount  
Payment terms  
Bundle offer

Channels to customers  
Delivery & payment  
Purchase  
Transport  
Aftersales support  
Geographical coverage

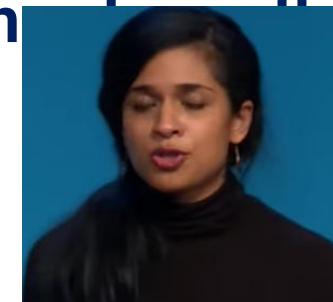
Promotion through:  
Advertising, Public relation, Social network,  
Content marketing, Promotion schemes

# Behavioural Marketing

## Behavioural Science

- Why we make certain decisions? How we form our attitude and beliefs about the world around us including on ourselves? (Example: 10% extra votes for the name appearing first, warm beverage in hand tend to give warmth response).
- Free versus you are eligible for the free (people value things when they feel they earned it, or they own it)
- Social identity priming (Red cross found reminding people of them being prior donors increases chances of donation again and the quantum)
- User agency and control [people like to be in the drivers' seat ] (Ask people to tweak an algorithm, they will use it though they know that other algorithms are better).

<https://www.youtube.com/watch?v=NwCPtiPZwO4> by Maya Shankar



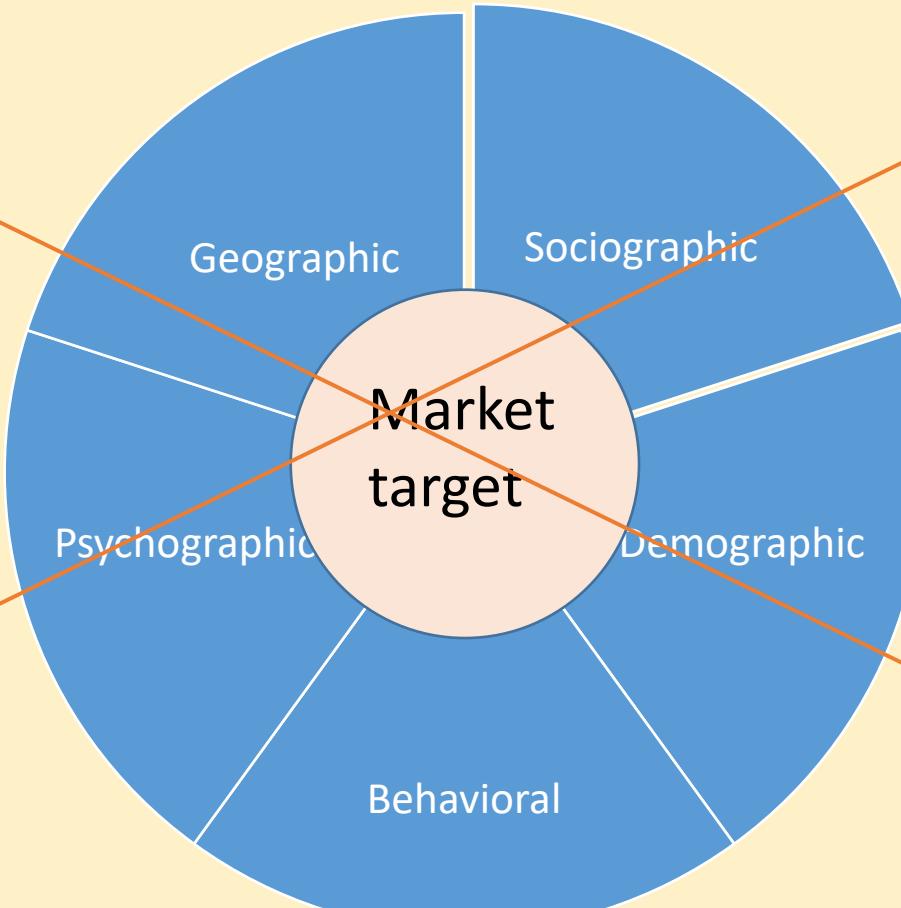
# Behavioural Marketing

## Behavioural Science

- You don't like cognitive dissonance, instead we tend to think that we are a good decision makers.
- We feel more invested in experiences that we contributed to
- We better predict the outcome when we are on the driver's seat. –  
~~algorithm, when people are allowed to tweak an algo they tend to use it more and more even knowing that other algo works better.~~
- Operational transparency- pull the curtain. City of Boston (potholes etc. put a board to indicate how much has been done, Improves satisfaction of the citizen though nothing changed on the ground.
- Memory construction peak and rule: we remember disproportionately the intense experience than the less intense one.
- Power of messenger. Who is the messenger, matters a lot.



# Market Targeting



<https://www.thecollective.in/>

super-premium brand

# Market targeting strategies

- **Undifferentiated marketing – Whole market with one offer**
- **Differentiated marketing – separate offer for different segments**
- **Concentrated marketing – niche marketing**
- **Micromarketing – one city, one neighborhoods, or specific store**

# Target Marketing

- While selling the 10 carat jewelry, you will realize that the choices of young girls are different from those of the matured women.
- You may have same product without any focus to particular group (undifferentiated targeting)
- You may target one group (niche), or you should have products that suit the moods and aspirations of each such group within the broad market segment (differentiated targeting).
- Strategy to meet the differentiated needs and aspiration of different groups of customers by customizing solutions to fit their unique requirements is target marketing.
- You may target just one specific event-based segment such as marriages (micromarketing)

# Target Marketing Steps

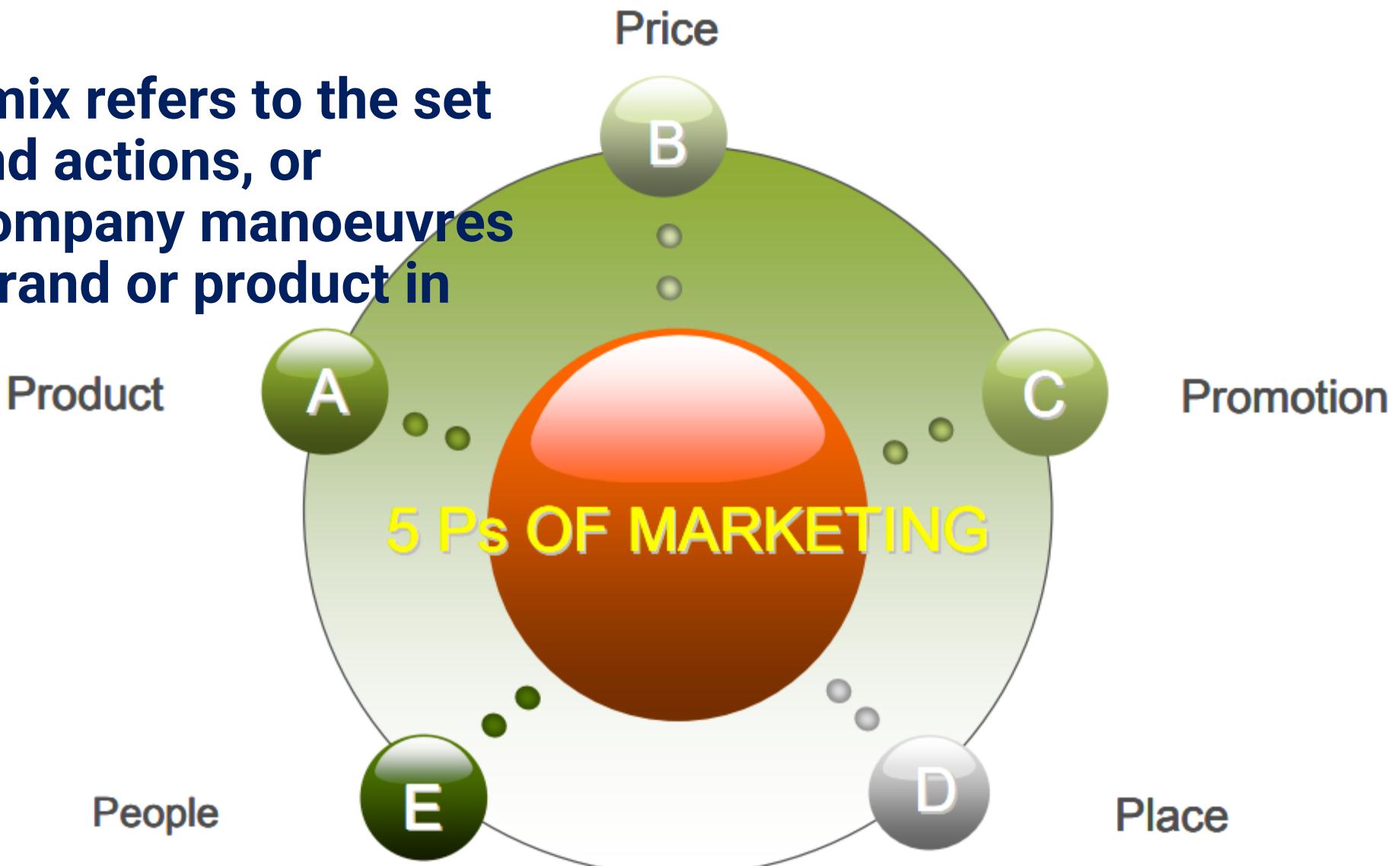
- **Segment The Market:** Segment your business's serviceable market according to any of the demographics, geographic, psychographics, and behavioural patterns.
- **Analyze the Unique Needs of your Customers:** Know what the customers value most and what the competitors lack.
- **Analyze Competition Landscape:** What are their value proposition, how are they attracting, acquiring and retaining customers?
- **Identify Your Differentiators:** Your superior value proposition differentiates you from the competitors. It is why the customers will prefer your product over others.
- **Promote:** Introduce promotional schemes that is viewed as attractive by the target customers.

# Marketin

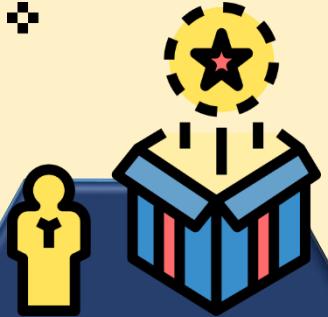
The marketing mix refers to the set of constructs and actions, or tactics, that a company manoeuvres to promote its brand or product in the market.



## 5 Ps OF MARKETING



# Marketing Mix Variables are Product, Price, Place, Promotion, and people – the five Ps of marketing



Product



Price



Place



Promotion



People

# Marketing Mix: Components & Functions

Differentiators

Product-market-fit

Quality, efficacy

Packaging

Branding

Warranties

Promotion through:

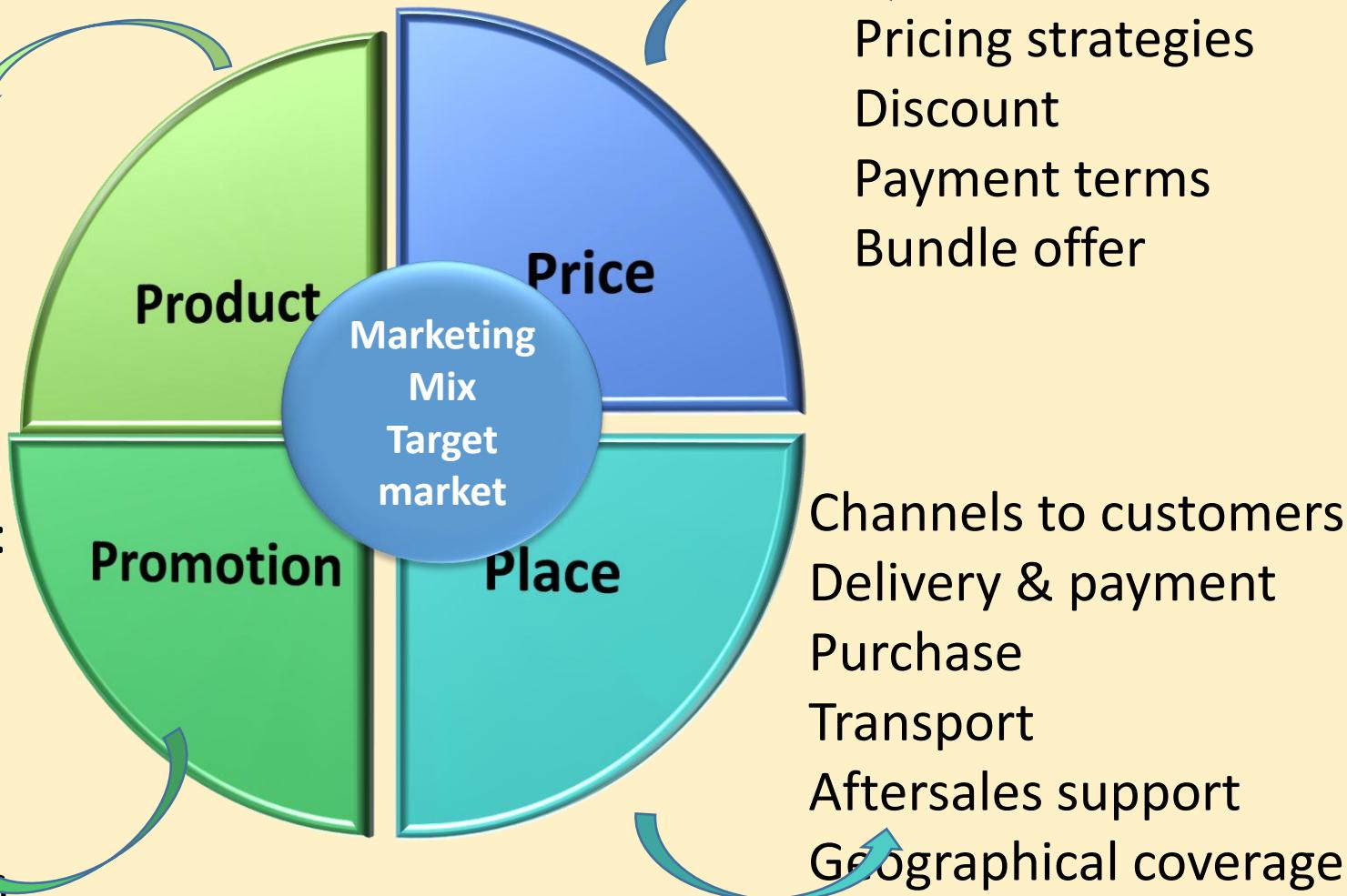
Advertising

Public relation

Social network

Content marketing

Promotion schemes



# Influencer Marketing

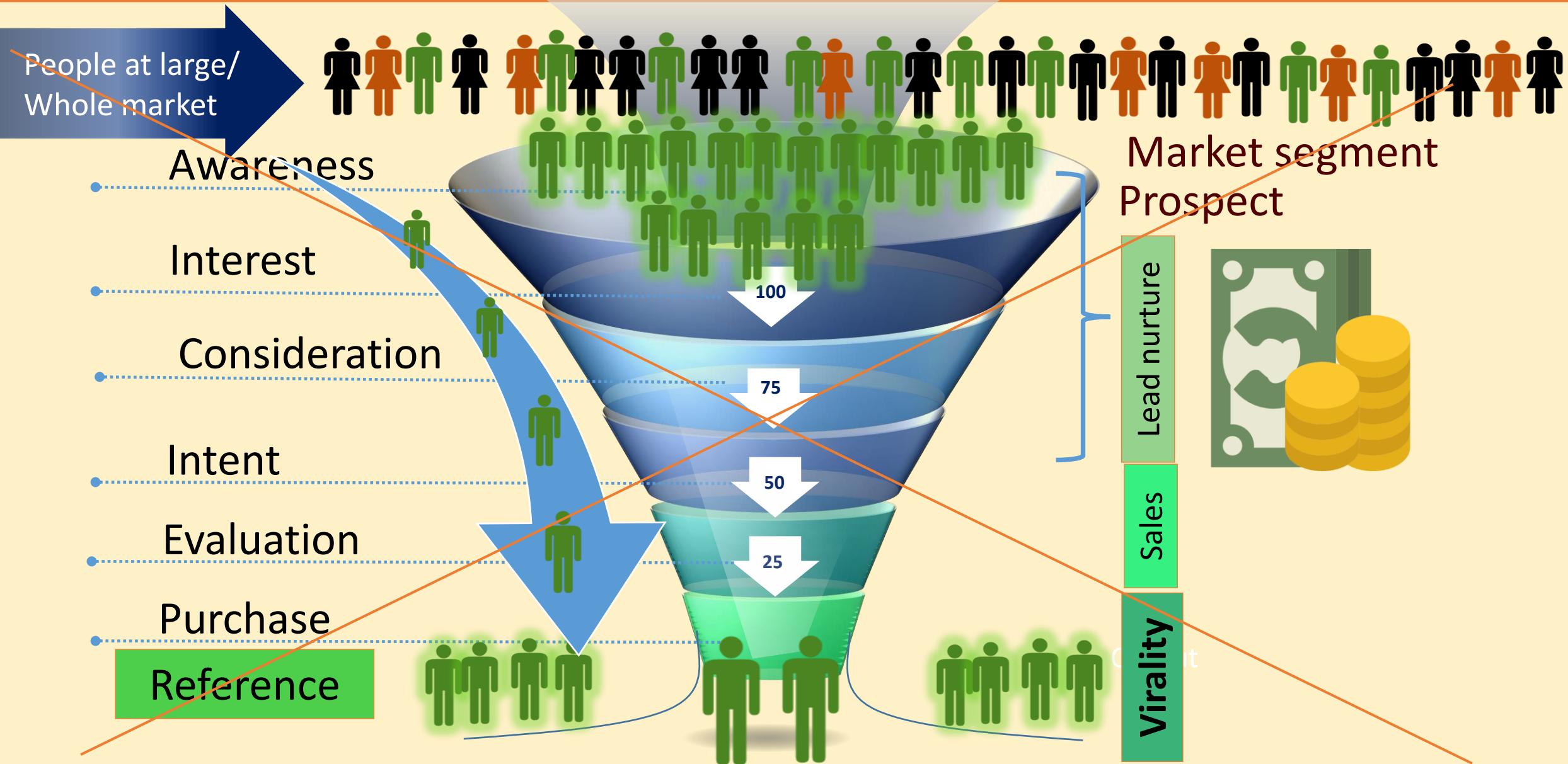
- The process of creating awareness and trust on your brand through endorsement by internet celebrity or other persona.
- It involves unique contents and paid media. Thus, it is a hybrid of traditional advertisements and content marketing using the internet.
- Influencer are usually anybody with a large fan-following and need not be an entertainment celebrity. It can be an ordinary person with YouTube channel showing particular popular knowledge. The person can endorse a particular product just by using it in his/her content. So, it becomes natural choice for the viewers to trust that brand. Thus, influencers may be product-specific.
- <https://www.nytimes.com/2019/03/01/business/media/social-media-influencers-kids.html>

# Customer Engagement

- **Customer Engagement** is the emotional connection between a **customer** and a brand. Highly engaged **customers** buy more, promote more, and demonstrate more loyalty. Providing a high-quality **customer** experience is an important component in your **customer engagement** strategy.
- Customer engagement is an interaction between an external consumer/customer (either B2C or B2B) and an organization (company or brand) through various online or offline channels
- AI-powered recommendation systems are boosting engagement for Pinterest.

# Hype before launch so that your customer start buzzing on social media

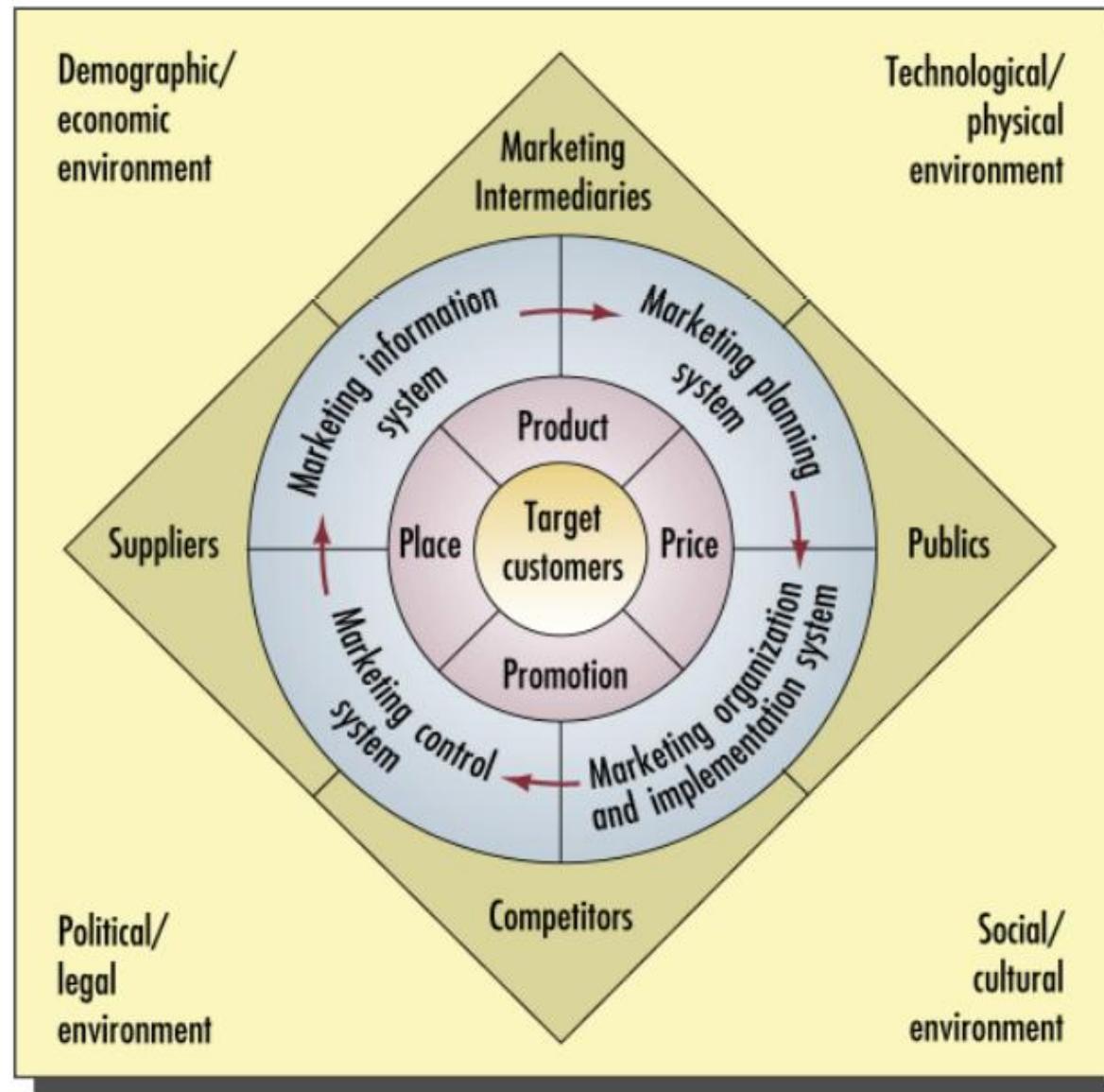
- A video teaser
- Give a sneak-peak
- Tell a captivating story – say you start a chain of coffee shops
- Create a hashtag (catchy) for interested people to follow the developments and invite them to retweet the hashtag.
- Be creative on a promotional schemes.
- Start a Blog
- A short video in the youtube: Video shows visuals and is effective [dollarshavingclub, dropbox)
- Influencer : Reebok with Chetan Bhagat
- Yezdi bike
- Mahindra Thar
- Apple iPhone



- ❑ Brant Cooper and Patrick Vlaskovits (2010) The Entrepreneur's Guide to Customer Development
- ❑ Steve Blank (2013) The Four Steps to Epiphany
- ❑ Brant Cooper and Patrick Vlaskovits (2013) The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets by Brant Cooper
- ❑ Simona Covel - Marketing Your Startup\_ The Inc. Guide to Getting Customers, Gaining Traction, and Growing Your Business (2018, AMACOM)
- ❑ <https://blog.globalwebindex.com/marketing/brand-storytelling/>
- ❑ <http://www.flaticon.com/free-icon/> for various icons downloaded free

*Thank you*

# STRATEGIC MARKETING PLANNING



# Influencing Customers

- Galdini wrote a book called *Influence: The Psychology of Persuasion*. Since then, it's been widely hailed as a seminal book on marketing—in conversion optimization should read. “6 Principles of
  - 1.Reciprocity; Give a little something to get a little something in return.
  - 2.Commitment/consistency; People want their beliefs to be consistent with their values.
  - 3.Social proof; There’s nothing like feeling validated based on what others are doing.
  - 4.Authority; You will obey me!
  - 5.Liking; The more you like someone, the more you’ll be persuaded by them.
  - 6.Scarcity. When you believe something is in short supply...You want it more!

<https://cxl.com/blog/cialdinis-principles-persuasion/>

