

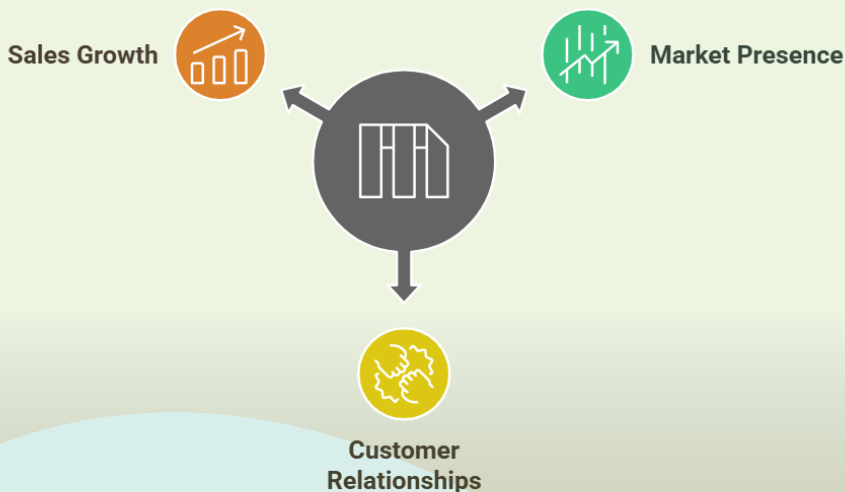


THE STARTUP WALLAH

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Fueling Ideas, Connecting Futures!

7 MARKETING STRATEGIES

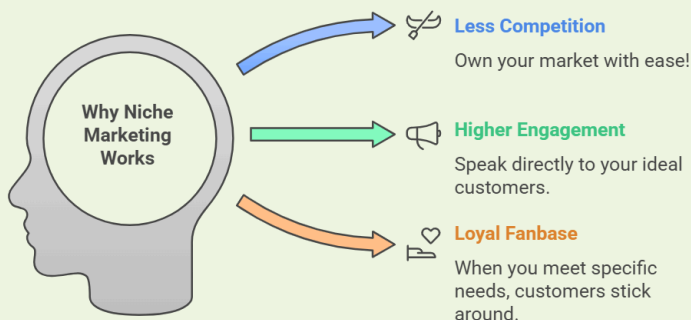
The Secret to Getting Customers Flocking to You



Niche Marketing

Niche marketing isn't just a strategy; it's a game-changer for businesses looking to stand out in a crowded marketplace. By focusing on a well-defined audience based on demographics, psychographics, and geography, companies can cut through the noise, reduce competition, and build meaningful connections.

Why Niche Marketing Works



Real-World Example:

HealthKart is a prime example of niche marketing in India, specifically targeting fitness enthusiasts.

Trade Show Marketing

Trade shows are like business playgrounds—a golden opportunity to showcase products, forge industry connections, and score big deals. These events bring together the right crowd, giving brands a chance to impress and influence.

Why Trade Show Marketing Matters



Instant Visibility

Meet thousands of
potential customers
in one place.



Face-to-Face Engagement

Build trust faster
with direct
interactions.



Partnership Potential

Open doors to
collaborations and
large orders.

Pro Tips for Success

- Dazzling Demonstrations – Catch eyes with engaging product showcases.
- Irresistible Offers – Exclusive trade show discounts drive conversions.



Social Media Marketing

Social media isn't just a platform—it's a marketing powerhouse! With billions of users scrolling daily, businesses can tap into massive audiences and turn casual followers into loyal customers.

Why Social Media Works



Global Reach



**Engagement
on Steroids**



**Data-Driven
Growth**

Winning Tactics

- Storytelling & Relatability – Make your brand a part of everyday conversations.
- Influencer Partnerships – Leverage trust and credibility.



Freebie Marketing

Who doesn't love free stuff? Freebie marketing leverages human psychology—giving a small sample triggers reciprocity, leading to greater engagement and sales.

Why Freebies Work



Instant
Attraction



Try Before You
Buy



Loyalty
Booster

Example

Procter & Gamble (P&G) effectively uses freebie marketing by distributing samples of products like Gillette razors and Pampers diapers. This strategy enhances brand awareness, encourages product trials, and drives sales by building customer familiarity with their offerings.



Undercover Marketing: Hype Before the Launch

The best way to make people want something? Make them wait for it. Undercover marketing thrives on curiosity, building suspense before the big reveal.

Why It Works



Creates Buzz

Gets people talking even before launch!



Exclusive Feel

Makes customers feel like insiders.



Viral Potential

Strategic leaks create organic hype.

Winning Tactics

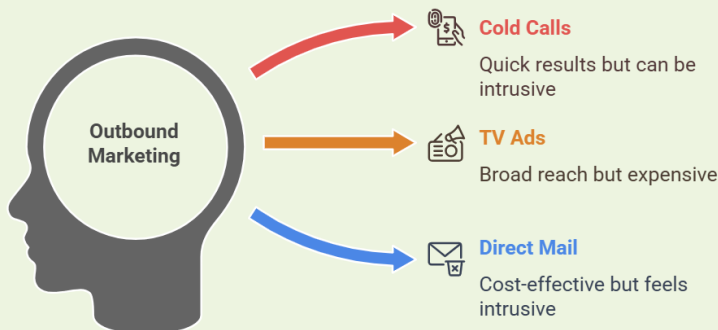
Bira 91 used undercover marketing by involving consumers in the launch of their new beer, Bira 91 White. They initiated a crowdfunding campaign where customers could pre-order the product, creating buzz and anticipation while fostering a sense of ownership among their audience.



Outbound vs. Inbound Marketing

Marketing is a battlefield between pushing your message out (Outbound) vs. attracting customers naturally (Inbound). Which one wins? Let's break it down.

Outbound Marketing



Inbound Marketing

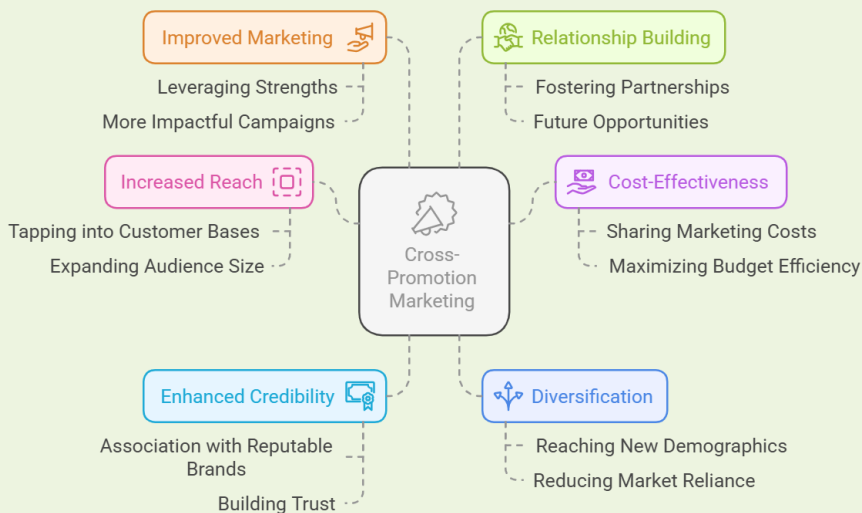
- Methods: Content marketing, SEO, email nurturing.
- Pros: Long-term engagement, cost-effective.
- Cons: Takes time to build momentum.



Cross-Promotion Marketing: Win-Win Collaborations

Cross-promotion marketing is a strategy where two or more brands collaborate to promote each other's products or services, creating a win-win situation.

Benefits of Cross-Promotion Marketing



**Don't find customers for your products,
find products for your customers.**

