



FOUNDED YEAR

LOCATION

CUSTOMER AGE GROUP

WHAT KIND OF SERVICE LIKE LOCAL SERVICE OR ALL OVER SERVICE

TRUST FACTOR

WHY DID THEY START THEIR BUSINESS AND WHAT PURPOSE

KNOW ABOUT THEIR PRODUCT AT WHAT PRICE THEY SELL

COMPETITOR ANALYSIS LIKE RESEARCH ABOUT THEIR PRICE ,ADS CREATIVE, THEIR BUSINESS STRATEGY SO THAT YOU CAN PROVIDE BETTER SERVICE AND LOWEST PRICE SO IT IS VERY IMPORTANT.

YOU CAN USE ADS LIBRARY, GOOGLE SEARCH ENGINE OR LOCALLY LIKE GO TO EACH FURNITURE STORE RESEARCH ABOUT THEIR PRICE, AND MAINLY FOR LOCAL BUSINESS

CREATE A WEBSITE IF CLIENT DOESN'T HAVE ANY

IDENTIFY THE TARGET AUDIENCE

AGE GROUP LIKE ABOVE 25

WORKING PEOPLE

RETIRED PEOPLE

PREPARE THE STRATEGIES

TARGET THE COUPLE WHO ARE GOING TO MARRIAGE BECAUSE THESE PEOPLE ARE HIGH CHANCE TO BUY FURNITURE AND TABLE FOR THEIR NEW LIFE AND WE HAVE TO COLLECT THEIR DETAIL USING MARRIAGE HALL. WE HAVE GO TO MARRIAGE HALL NEAR BY AND COLLECT THEIR DATA THOSE WHO GOING TO MARRIAGE BY PROVIDE SOME MONEY TO MARRIAGE HALL OWNER SO WE CAN TIE UP WITH THEM.

AFTER COLLECT DATE WE ARE GOING TO CALL THEM AND PROVIDE OUR SERVICES

NOTE : NEVER ASK THEM TO BUY BECAUSE STILL WE DIDN'T GAIN THEIR TRUST SO WE HAVE TO INTRODUCE ABOUT US AND ASK THEM DID THEY KNOW ABOUT US IF THEY KNOW WE CAN PROCEED OUR NEXT STEP IF THEY DON'T WE HAVE INTRODUCE ABOUT US HOW GOOD WE ARE BETTER THAN COMPETITOR.

WE HAVE TO PROVIDE COMBO OFFER, LOWEST PRICE, BETTER SERVICE, WARRANTY LIKE THAT TO GAIN THEIR TRUST.

AND WE SEND OUR ADS CREATIVE, QUOTATION THROUGH WHATSAPP.

IT IS BEST WAY FOR OFFLINE SALES.

FOR ONLINE : THROUGH WEBSITE, FACEBOOK, INSTAGRAM BY CREATING CONTENT.

FOR WEBSITE WE HAVE TO DO SEO

FACEBOOK : I HAVE A STRATEGY LIKE 1:3:6

1 CAMPAIGN 3 DIFFERENT AD SET 6 DIFFERENT ADS CREATIVE
FIND THE RIGHT AUDIENCE.

DESIGN THE LANDING PAGE

FOR INSTAGRAM: THROUGH CONTENT CREATION I HAVE BEST CONTENT IDEAS.

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