

The Printing bus



the solution book

solving the budget constraint :

Start with what you have!
A Creative Mindset: Adopt a creator mindset with personal branding. Craft a clear bio highlighting your niche and unique qualities, with essential links.

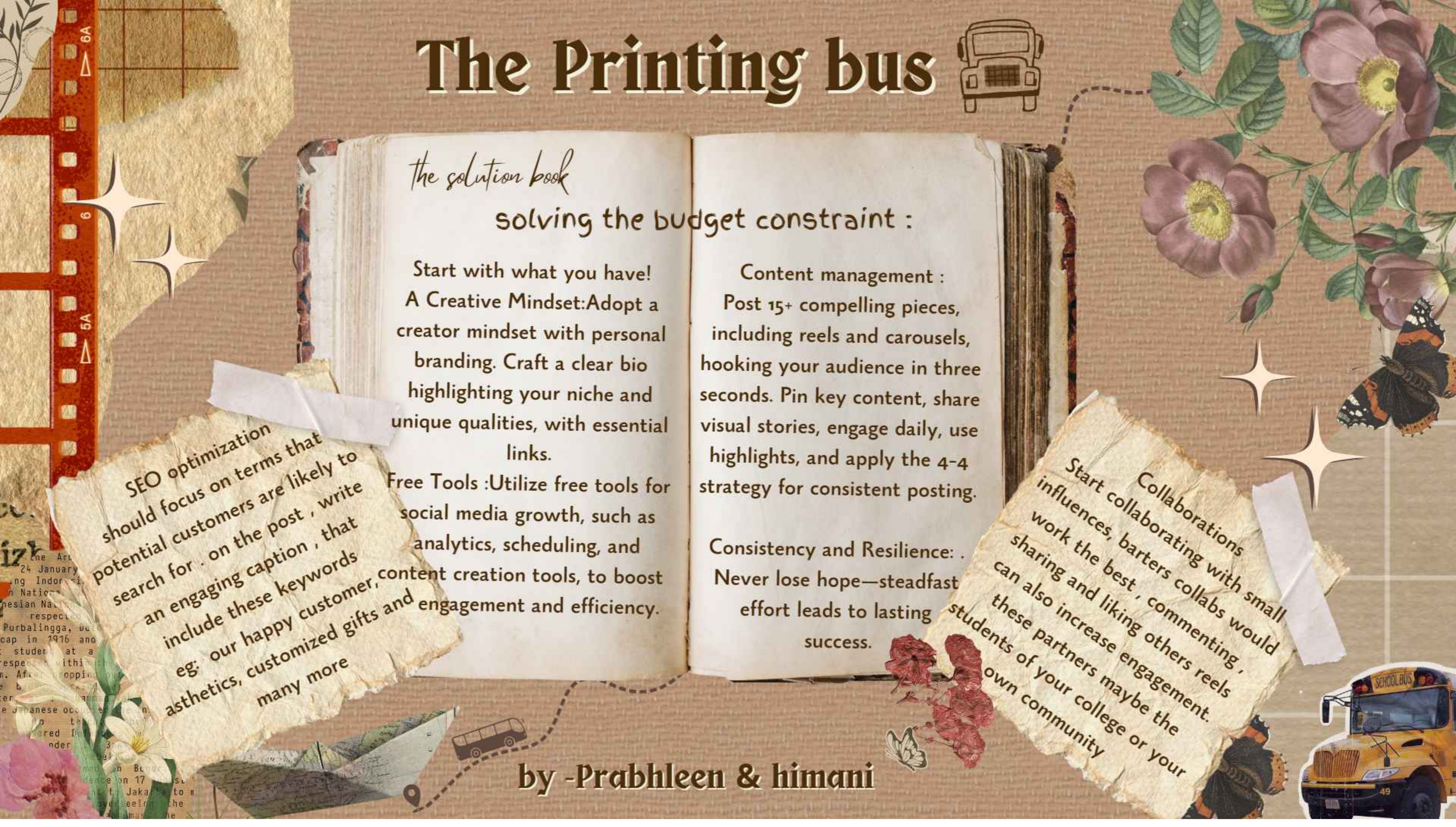
Free Tools : Utilize free tools for social media growth, such as analytics, scheduling, and content creation tools, to boost engagement and efficiency.

Content management :
Post 15+ compelling pieces, including reels and carousels, hooking your audience in three seconds. Pin key content, share visual stories, engage daily, use highlights, and apply the 4-4 strategy for consistent posting.

Consistency and Resilience :
Never lose hope—steadfast effort leads to lasting success.

Collaborations
Start collaborating with small influences, barter collabs would work the best, commenting, sharing and liking others reels can also increase engagement. these partners maybe the students of your college or your own community

by -Prabhleen & himani



facing the competitors

- Identify the white Spaces of your Competitors:
- identify white spaces by focusing on sustainable materials, advanced personalization, unique niche markets, and interactive design tools to differentiate from competitors. Learn from succesfull companies

- The art of Story tellingStorytelling through personalized items, like custom books and matching bookmarks, creates emotional connections and memorable experiences, setting your brand apart. For example, a customer might order a book documenting their child's first year with custom illustrations and personalized text.

Campus ambassadors program with college students from different campuses. These ambassadors will promote your products in their colleges, sharing them through engaging reels , stories and offline marketing This strategy not only boosts brand visibility but also builds a vibrant community, creating loyal and engaged customers!

Create occasion-specific posts and engaging stories. Use trend research, customer insights, and competitor analysis to tailor content, highlight features, and showcase testimonials, setting your brand apart. Highlight customer satisfaction with positive reviews and thank you messages for bulk orders

to be continued.....