



**OM MARKETING**  
MARKETING SOLUTIONS

## 1) How Customers Will Come (Lead Generation System)

This is your **engine**. Without this, you're just waiting for luck.

### A. Local Market Focus (Primary Channel)

OM Marketing Solutions should dominate **Ahmedabad + 100km radius**.

#### Activities:

- Google My Business profile
- Local SEO keywords:
  - Website developer in Ahmedabad
  - AI chatbot for business Ahmedabad
  - WhatsApp automation for business Ahmedabad

## Result:

Inbound calls from people already looking to buy.

## B. Direct Outreach (Fastest ROI)

This is uncomfortable but it works.

### Targets:

- Doctors & clinics
- Real estate developers & brokers
- Coaching classes
- Restaurants & hotels
- Manufacturers & traders

### Methods:

- WhatsApp introduction messages
- Cold calling
- Walk-in visits
- Email introduction

### Process:

1. Identify business
2. Send short intro
3. Offer free demo / audit
4. Book meeting

This gives you **immediate pipeline**, not “hope”.

## C. Instagram & Social Proof

Not for entertainment. For trust.

### Content:

- Website before/after
- Chatbot demos
- Automation screen recordings
- Client testimonials
- Behind-the-scenes work

### Result:

When you message prospects, they check your profile → they trust you.

## D. Partnerships & Referrals

Cheapest leads.

### Partners:

- Printers
- Flex/banner shops
- Accountants & CAs
- IT shops
- Freelance marketers

### System:

Give 10–20% referral commission.

Result = warm leads that close faster.

## E. Existing Client Upsells

Most ignored money source.

After delivery:

- AMC
- Automation upgrade
- AI chatbot upgrade
- SEO & marketing add-ons

This increases lifetime value.

## 2) How We Sell (Sales System)

Most people lose deals because they talk features. You should sell **business outcomes**.

### A. Discovery First (Not Pitching)

First call = understand:

- Business type
- How they get customers now
- Where they are losing leads
- Their budget range

You diagnose before prescribing.

### B. Demo-Based Selling (Your Weapon)

Don't explain. SHOW.

- Website samples
- Chatbot live demo

- Automation example
- Lead flow example

When they see it, price becomes secondary.

## C. Package-Based Selling (Not Custom Quotes)

You sell **packages**, not random pricing.

This:

- Reduces confusion
- Makes you look structured
- Increases trust
- Speeds up decision

## D. Value Framing (Not Cost Framing)

You say:

✗ “Website cost is ₹19,999”

✓ “This system can generate leads daily and reduce manual follow-up”

Always connect to:

- Time saved
- More inquiries
- Professional image
- Less manpower

## E. Setup + Monthly Model

This makes you a business, not a one-time worker.

- Setup fee = project + profit
- Monthly fee = platform + automation + support

This creates predictable revenue.

## F. Objection Handling System

Common objections:

- “Too expensive”
- “We will think”
- “Someone else is cheaper”

Your response:



- Compare value, not price
- Show long-term benefit
- Offer smaller package entry

## 3) How We Are Different From Others (Positioning)

This is CRITICAL. If you’re “just another website guy”, you’re dead.

### A. We Are Not Just Website Developers

Position as:

-  Website maker
-  Business growth & automation partner

You sell systems, not pages.

## **B. Local + Face-to-Face Advantage**

Big agencies are remote. You are local.

- On-site meetings
- Local understanding
- Fast support
- Language + culture match

This builds trust.

## **C. Automation + AI Focus**

Most competitors:

- Only websites
- Only social media

You:

- WhatsApp systems
- Chatbots
- Lead automation
- CRM workflows

This is higher value.

## **D. Packages + Process (Professionalism)**

Most freelancers:

- Random pricing
- No T&Cs

- No process

You:

- Clear packages
- Clear timelines
- Clear support
- Clear rules

This signals maturity.

## E. Long-Term Support & AMC

Others disappear after delivery.

You:

- Monthly support
- Optimization
- Upgrades
- Ongoing relationship

This makes you partner, not vendor.

## Reality Check (Advisor Mode — Straight Talk)

Right now, your biggest risk is:

- ✗ Trying to be everything to everyone
- ✗ Underpricing automation
- ✗ Not charging monthly
- ✗ Doing too much custom work

If you fix those, OM Marketing Solutions becomes scalable.