

**"THE MARKET IS
TOO CROWDED!"**

Ever said that?



Here are 4 **LESSER-USED**
Marketing strategies...

Steps to get started....



 **Strategy #1**

WHATSAPP MARKETING

What gets ignored are those spams but imagine sharing valuable & educational content there like tips everyday!



Direct and cost-effective



Personalised communication







Immediate engagement



Strategy #2

COMMUNITY MARKETING

Don't just add customers, build a community of like-minded people.





-  **Build a community around a common mission**
-  **Engage and learn from each other**
-  **Promote exclusivity through events**
-  **Let people take up roles and engage too**



Strategy #3

QUORA







People ask questions to make buying decisions. (This is actually genius!)

-  **Answer them and sell**
-  **Avoid promotions but answer questions genuinely**
-  **Builds your SEO credibility**
-  **Makes you an industry expert**



Strategy #4

Google Ads & Meta Ads

-  Huge potential to get attention
-  Lead generation in short term
-  Targeted advertising
-  Data driven decision making
-  Cost control
-  Enhanced transparency



WANT MORE?

Schedule consultation with me to identify the right marketing strategies for your business!

Get Started



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