

EVER SAID, "MARKETING  
DOESN'T APPLY TO MY  
BUSINESS!"? 🤔

And there - right there - starts the beginning  
of your end!

It doesn't matter if your business is a  
"Online", "Traditional" or a "Family" business...

**If you don't market, you won't grow! Simple.**



**ONE THING** that you need to keep in mind  
before I give you the 6 Ways To Market  
Traditional Businesses...

## **IT TAKES TIME!**

If you think that you'll apply the strategies  
today, and make money tomorrow, then this  
post is not for you.

ONLY IF YOU ARE **SERIOUS**  
**ABOUT MAKING SOME MONEY,**  
swipe forward →



#1

## LEVERAGE SOCIAL MEDIA PLATFORMS

(Don't believe it? Read on...)

Don't be there for likes and followers.  
Be there for lead generation.

Businesses are not like influencers. Use relevant channels to reach your customers where they are spending most of their time.

Focus on adding value to them and you will generate leads.

★ **GOLDEN TIP:** Engage with your customers. Every one of them!



**#2**

## **CREATE EDUCATIONAL CONTENT**

(Anything that solves BIG problems for your customers!)

Now you must be thinking:

"What good will that do to me?"

Don't educate them in what you do, educate them on how to solve their problems.

Giving value NEVER goes in vain. Give even without them asking them all

Get them to "trust" you before buying from you.



**#3**

## **COLLABORATE WITH MICRO INFLUENCERS**

(NOPE, not all "influencers" ask for big money!)

Leverage the power of Google and find out influencers who are all about making a big impact without breaking the bank.

Believe it or not, there are plenty of amazing influencers out there who are open to working within a smaller budget or even doing a good ol' fashioned barter!

Tap into their passionate community and wide reach to amplify your brand. Together, you can create some serious magic!





**#4**

**DO NOT  
UNDERESTIMATE THE  
POWER OF USER  
GENERATED CONTENT**

Incentivize and encourage your happy customers to share about you.

Build something that they would want to be part of.

Get more eyeballs through them.



**#5**

## **ASK FOR REFERRALS FROM YOUR HAPPY CUSTOMERS**

Make a feedback call and ask them if they have any concerns that you can solve for them.

Once they say everything is doing well, share your purpose and your goal, and ask them to refer you to someone just like them.

People know people like them. This is more powerful than you think.



**#6**

Last but never least.

## **TRACK AND OPTIMIZE YOUR EFFORTS**

What gets measured, gets managed. What gets managed, gets scaled.

Measure your marketing efforts and results.

Analyze data, identify what's working and what's not.

Make adjustments and optimize your strategies.

Else all are a waste!





**You reached here. This tells me you are someone who is really interested in growing your business.**

**An action taker who is genuinely committed to growing his/her business. 🙌**

**Get Started**



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