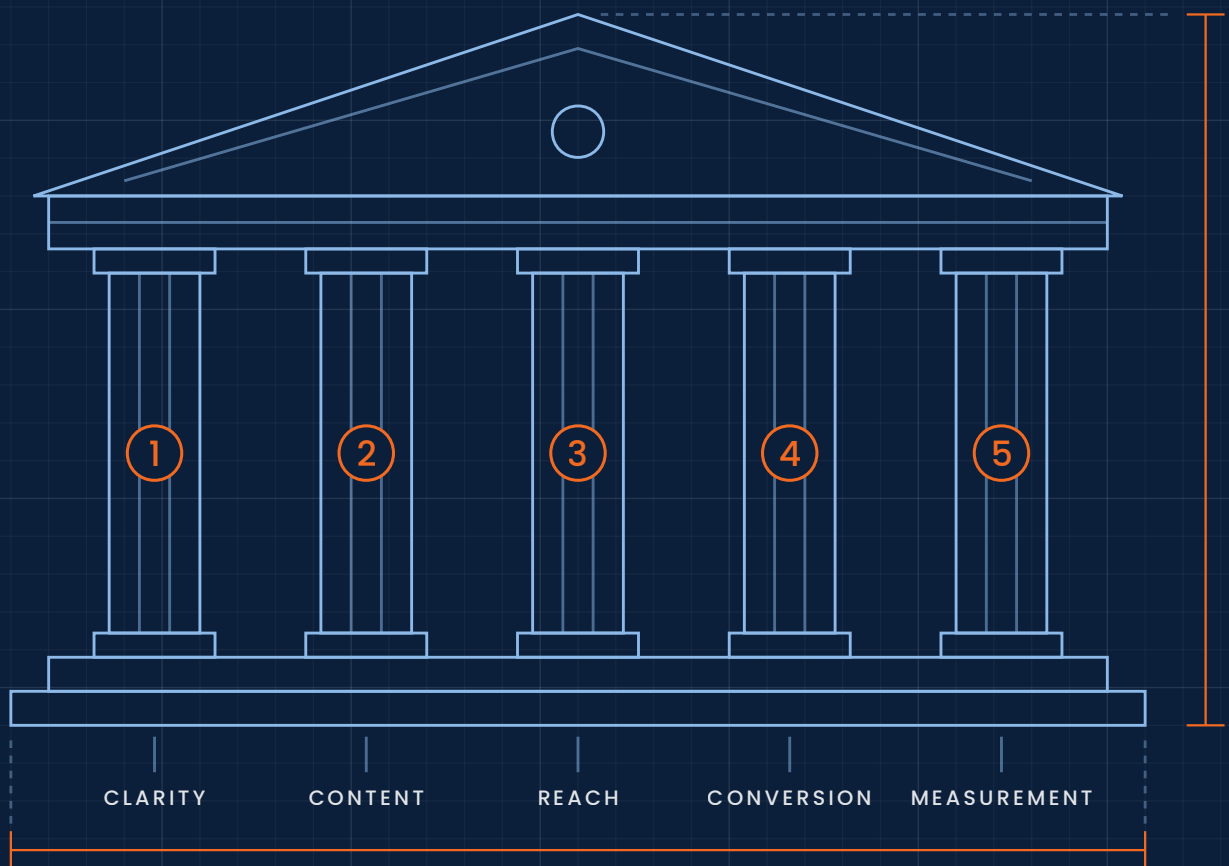


THE MARKETING BLUEPRINT

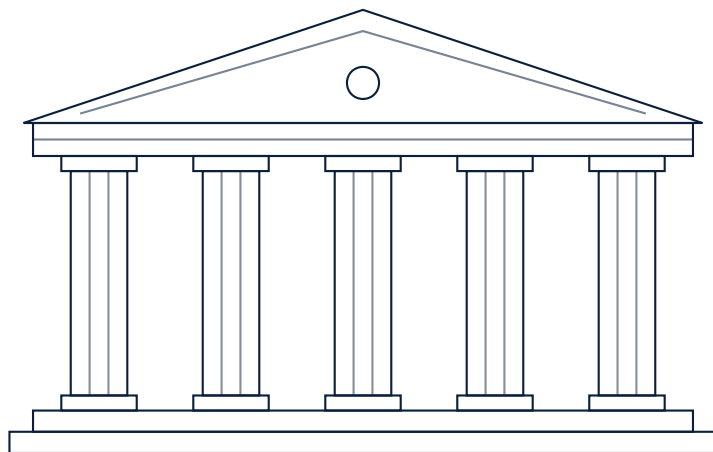
*Building a Digital Marketing System That Drives
Business Growth*



DR. TAHIR RUFAYEE

THE MARKETING BLUEPRINT

*Building a Digital Marketing System That Drives
Business Growth*



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The Marketing Blueprint

Building a Digital Marketing System That Drives Business Growth

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First edition, 2026

About the examples. The businesses, people and figures used as examples in this book are illustrative. They are composites created to explain a principle and do not describe any actual business or guarantee any result.

About platforms and tools. Product names, features and settings of advertising platforms, search engines and artificial intelligence tools change frequently. References to them reflect the position at the time of writing. All trademarks belong to their respective owners, and their mention does not imply endorsement.

Not professional advice. This book offers general guidance on marketing. It is not legal, financial or tax advice. Readers should take qualified advice on matters such as data protection, consumer law and advertising regulation as they apply to their own business.

Preface

Most of the business owners I meet have already tried digital marketing. They have boosted posts. They have paid someone to “handle social media”. Many have a website. And when I ask what all of it earned them, a good number are not sure.

The fault is rarely theirs. They were sold pieces — a page here, a reel there, an advertisement before a festival — and nobody showed them how the pieces are meant to connect. Marketing that is done in pieces produces activity. It takes a system to produce growth.

This book is my attempt to lay that system out plainly, from the first idea to the last number.

It is written for the reader who is starting from nothing: the owner who has never studied marketing, the manager who has been handed the company’s social media, the student who wants to understand the subject before learning the tools. For that reason it begins with marketing itself, before a single digital term appears. Only after that foundation does it move to content, advertising, search, websites and measurement.

The chapter on artificial intelligence comes late, and that is deliberate. AI is the most powerful set of tools marketers have ever been given, and it is of little use to someone who does not yet know what needs to be done. Learn the process first. Then let the tools make you faster at it.

I have tried to write without jargon. Where a technical term cannot be avoided, it is explained the first time it appears and again in the glossary. The examples come from the kinds of businesses most readers will recognize: clinics, showrooms, institutes, shops and service firms. The figures in those examples are illustrations, chosen to make a point clear. Your own numbers will differ, and finding them is part of the work.

A blueprint is not a building. Reading this book will not grow a business; applying it will. Every chapter ends with three things to do. If you do them in order, you will finish the book with a working marketing system and not just a set of notes.

Dr. Tahir Rufayee

Jammu, 2026

How to Use This Book

The book has five parts and twenty-two chapters. It is designed to be read from the beginning, because each part rests on the one before it.

Part	What it gives you
I. Understanding Marketing	The subject itself: what marketing is, where money is wasted, who your customer is and why they should choose you.
II. Building a Content Strategy	What to say, how to teach, how trust is earned, and which format suits which purpose.
III. Reaching the Right Audience	Unpaid reach, paid advertising, search, and the role of artificial intelligence.
IV. From Attention to Revenue	The website, the landing page, the enquiry and the follow-up.
V. Measure, Improve, and Scale	The numbers that matter, the arithmetic of profit, and a ninety-day plan.

Three features to look for

A **key idea** is set apart like this. If you remember only one line from a chapter, this is the one.

ILLUSTRATION

Worked **examples** appear in boxes like this. The businesses and figures are illustrative.

PUT IT TO WORK

- Every chapter closes with three actions. They are the real content of the book.

If you are short of time

Reading in order is best. If that is not possible, these routes cover the essentials for three kinds of reader.

You are...	Read these chapters first
An owner who wants to stop wasting money	1, 3, 5, 6, 7, 19, 21, 22
Someone responsible for content and social media	4, 5, 8, 9, 10, 11, 16
Someone about to spend on advertising	3, 6, 12, 13, 14, 18, 19, 20, 21

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PART I

Understanding Marketing

Before platforms, budgets and tools, there is the subject itself: what marketing is, why money gets wasted on it, who your customer is, and why that customer should choose you.

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Understanding the Basics of Marketing

Before the platforms, the tools and the jargon, there is one simple idea.

In every old market there is a shopkeeper who has never read a marketing book and practises the subject better than most companies. He knows his customers by name. He remembers what each family bought last month and keeps it ready before they ask. He stocks what the neighbourhood needs, prices it so people return, and stands behind what he sells. When a new family moves into the lane, someone tells them to go to him.

That is marketing. Everything else in this book is a way of doing the same thing at a larger scale, with better tools, for customers you cannot meet one by one.

What marketing means

Marketing is the work of understanding what a group of people need, shaping something of value for them, and making sure they know about it, trust it and find it easy to buy.

Notice what the definition leaves out. It does not mention posters, reels, logos or advertisements. Those are instruments. Marketing begins much earlier, with four plain questions:

1. **Who is this for?** A specific group of people, not “everyone”.
2. **What problem does it solve for them?** In their words, not yours.
3. **Why should they choose you?** Over a competitor, and over doing nothing.
4. **How will they find you and buy?** The route from stranger to customer.

A business that can answer all four clearly is already ahead of most of its competitors. A business that cannot will find that no amount of advertising fixes the gap.

Marketing is not what you say about your product. It is the whole system that brings the right customer to it, and brings that customer back.

Why marketing matters

A good product that nobody knows about earns nothing. An average product that the right people know, understand and trust can build a healthy business. This is uncomfortable for owners who are proud of their quality, but quality only starts to work after someone has tried you. Marketing is what earns the first try.

It matters for a second reason. Marketing forces a business to look outward. When you study your customers closely, you learn which products to stock, which services to drop, how to

price, and where to open next. Good marketing improves the business itself, not just its publicity.

How customers make buying decisions

Nobody buys the moment they first hear of you. A purchase is a short journey, and your customer may be anywhere along it.

Stage	What the customer is thinking	What your business should do
1. Need	"I have a problem," or "I want something better."	Be present where the need arises. Describe the problem clearly.
2. Search	"What are my options?"	Be findable: search results, maps, recommendations, social media.
3. Comparison	"Which one can I trust? Is it worth the price?"	Show proof, reviews, clear prices and honest differences.
4. Purchase	"Let me go ahead."	Make buying easy. Remove every unnecessary step.
5. Experience	"Was that a good decision?"	Deliver well, follow up, ask for a review, invite them back.

Take a family choosing a coaching institute for their daughter. The need appears when exam results fall short. They ask relatives, search online and look at a few institutes' pages. They compare results, fees, distance and how the staff spoke to them on the phone. They enrol. And over the following months they decide, from experience, whether to recommend the institute to the next family.

Each stage needs something different from the institute. A discount advertisement helps at stage four and is useless at stage one. Most wasted marketing is the right message delivered at the wrong stage.

Marketing, advertising, branding and sales

These four words are used as if they meant the same thing. They do not, and mixing them up leads to poor decisions.

Term	What it is	For a bakery, it looks like
Marketing	The complete system: choosing the customer, shaping the offer, pricing it, making it known, bringing people back.	Deciding to serve office-goers with fresh breakfast boxes, pricing them, and planning how offices will hear about them.
Advertising	Paid messages placed in front of a chosen audience. One tool inside marketing.	An Instagram ad shown to people working within three kilometres.
Branding	What people remember and feel about you: your name, look, voice and reputation.	The box, the smell, the handwritten note, the feeling that this bakery never cuts corners.
Sales	The direct conversation that turns one interested person into a customer.	The call to an office manager, the tasting, the agreed monthly order.

Marketing brings interested people to the door. Sales helps each one decide. Branding is the reason they came with a good impression and the reason they return. Advertising is one of several ways to speed all of this up.

The four decisions behind every offer

A long-standing way to remember the scope of marketing is the four Ps: **product** (what you offer), **price** (what it costs and how that is presented), **place** (where and how people get it) and **promotion** (how they hear about it). Promotion is the visible quarter. The other three quarters decide whether promotion has anything worth promoting.

Keep this chapter in mind as the book moves into digital tools. The tools change every year. The four questions do not.

PUT IT TO WORK

- ☐ Write your answers to the four questions on a single page. Keep each answer to two sentences.
- ☐ Take your last five customers and note which stage of the buying journey they were in when they first contacted you.
- ☐ Sort your current marketing expenses into the four Ps. See how much goes to promotion and how little to the other three.

Beyond Boosting: The Real Meaning of Digital Marketing

Digital marketing is not a blue button. It is marketing, carried out where behaviour can be seen and measured.

Ask ten business owners what digital marketing is and most will describe the same routine: put up a post, press Boost, pay a few hundred rupees, watch the likes arrive. When the phone does not ring, the conclusion comes quickly: “We tried digital marketing. It does not work for our business.”

What they tried was one feature of one platform. Digital marketing is a much larger thing, and it is also a much simpler thing than the jargon suggests. It is marketing, exactly as defined in the previous chapter, carried out through channels where people’s behaviour can be observed and measured.

What “digital” changes

Three things are different once marketing moves to digital channels.

Precision. A newspaper advertisement reaches every reader, whether or not they will ever need you. A digital campaign can be shown only to people in a particular city, of a particular age, with a demonstrated interest, or to people who visited your website last week.

Measurement. You can see how many people saw a message, how many clicked, how many filled in the form and, with a little discipline, how many became customers. A hoarding cannot tell you any of that.

Speed of learning. If a message is not working, you can know within days and change it the same afternoon. The cost of being wrong becomes small, provided you are watching.

What “digital” does not change

People still buy for human reasons: to solve a problem, to feel secure, to look after their family, to save time, to be respected. They still trust recommendations more than claims. They still walk away from confusing prices and slow replies.

Digital channels reward the businesses that understand this and punish the ones that treat the screen as a place to shout. A weak offer shown with great precision is still a weak offer.

Digital marketing gives you precision, measurement and fast feedback. It does not give you a reason for anyone to buy. That part is still your job.

The ground you stand on

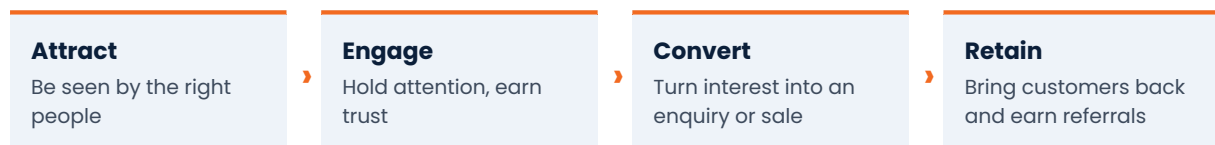
Every digital channel falls into one of four kinds. Knowing the difference keeps a business from building its entire presence on ground it does not control.

Kind	What it includes	Strength	Risk
Owned	Your website, your customer database, your email and WhatsApp contact lists (collected with consent).	You control it. It keeps its value for years.	Needs effort to build and maintain.
Rented	Social media profiles, marketplace listings, your Google Business Profile.	Free or cheap access to large audiences.	The platform sets the rules and can change them overnight.
Earned	Reviews, shares, word of mouth, press coverage, mentions by others.	The most trusted kind of attention.	Cannot be bought, only deserved.
Paid	Advertisements on search engines, social platforms, websites and apps.	Immediate, controllable and scalable.	Stops the day the budget stops.

A page with fifty thousand followers is rented ground. If the platform reduces your reach or suspends the account, the audience goes with it. A sound digital presence uses rented and paid channels to bring people towards what you own: a website they can visit and a list of people who have agreed to hear from you.

From a button to a system

Real digital marketing moves a person through four steps:



Boosting a post touches only the first step, and only loosely. It shows something to more people. It does not ask who those people are, give them a reason to act, offer them a place to act, or follow up when they hesitate.

AN ILLUSTRATION

A furniture showroom boosts a photograph of a sofa for ₹2,000. Twelve thousand people see it and two hundred like it. Four send a message asking the price. Nobody replies until the next morning. One of the four visits the showroom.

The same showroom could instead choose families who have recently moved house within the city, show them a short video on choosing a sofa for a small living room, invite them to book a free home measurement, reply within ten minutes, and send a reminder three days later to those who did not book. The second approach costs more thought than money. That is the difference between a button and a system.

The rest of this book builds that system one part at a time: the customer and the positioning, the content, the reach, the conversion and the measurement.

PUT IT TO WORK

- ☐ List every digital channel your business uses and mark each as owned, rented, earned or paid.
- ☐ For your last paid promotion, write down what happened at each step: attract, engage, convert, retain. Mark the step where people dropped away.
- ☐ Decide what you will build on owned ground this quarter: a proper website, a customer list, or both.

Why Businesses Waste Money on Marketing

The budget is rarely too small. It is usually leaking.

When marketing fails, the first explanation is always the budget. “We did not spend enough.” Occasionally that is true. Far more often the money was enough and it drained away through holes that nobody was watching.

Think of marketing as water poured into a bucket. Pouring faster does not help if the bucket leaks. Before spending another rupee, find the holes. There are seven common ones.

The seven leaks

- 1. No defined customer.** “Our product is for everyone” sounds generous and is expensive. A message written for everyone moves no one, and an advertisement shown to everyone is paid for by the many who will never buy.
- 2. No goal, or the wrong goal.** A campaign without a target cannot succeed or fail; it can only end. Worse is a goal that has nothing to do with the business: more followers, more likes, more views. These are easy to buy and they pay no salaries.
- 3. No reason to act now.** The customer sees your message, agrees mildly, and scrolls on. There was no offer, no deadline, no clear next step. Interest that is not asked to do something evaporates.
- 4. Nowhere good to land.** The advertisement is attractive, the click happens, and the visitor arrives at a slow website, a home page that says nothing about the offer, or a profile with no pinned information. The money that bought the click is gone.
- 5. Slow or missing follow-up.** This is the largest leak in most small businesses. Enquiries arrive on WhatsApp, Instagram and the phone, and they are answered late, briefly or not at all. A lead that waits a day has usually spoken to a competitor in the meantime.
- 6. No tracking.** If you cannot tell which rupee produced which customer, you cannot stop the waste or repeat the success. You are deciding by mood.
- 7. Impatience and inconsistency.** Three weeks of activity, a month of silence, a new agency, a new logo, a new plan. Marketing compounds like savings. Withdraw every month and nothing accumulates.

Most marketing budgets do not need to be bigger. They need to stop leaking between the click and the customer.

What a leak looks like in numbers

AN ILLUSTRATION

A clinic spends ₹30,000 on advertisements in a month. The reports look healthy: 90,000 people reached, 1,500 clicks.

- The clicks land on the clinic's home page, which opens slowly on a phone. Many visitors leave before it loads.
- Sixty people do send an enquiry.
- The front desk is busy with patients. Twenty-five enquiries get a reply the same day. The rest are answered the next day or not at all.
- Nobody calls back those who asked the fee and went quiet.
- Nine people book an appointment.

The clinic concludes that it paid more than ₹3,300 for each patient and that advertising is too expensive. But the advertising did its work: sixty people raised their hands. The loss happened after that, inside the clinic, at no additional cost to fix.

The quieter causes

Behind the seven leaks sit a few habits worth naming.

Copying competitors. If the shop across the road is making reels, we must make reels. But you do not know whether their reels are earning them anything. You may be copying their waste.

Buying tactics before strategy. A business hires someone “for social media” before deciding who its customer is or what it wants that customer to do. The tactic is carried out faithfully and achieves nothing in particular.

Judging the work by its appearance. A beautiful post that produces no enquiries is a cost. A plain message that produces ten is an asset. Owners often reward the first and question the second.

Treating marketing as an expense to be minimized. The cheapest designer, the cheapest video, the cheapest agency. Low cost is sensible. But the right question is not “What does this cost?” It is “What does this return?”

Find your own leaks

Use the table below as an honest audit. Wherever the answer is no, you have found money that can be recovered without increasing the budget.

Question	Yes / No
Can we describe our best customer in three sentences?	
Does every campaign have one goal with a number attached?	
Does every message tell people exactly what to do next?	
Does every advertisement lead to a page built for that offer?	
Do we reply to every enquiry within the hour during working hours?	
Do we contact a silent lead at least three more times?	
Do we know which channel our last ten customers came from?	
Have we followed one plan for at least ninety days?	

PUT IT TO WORK

- ☐ Complete the audit with your team, not alone. The front desk will know things the owner does not.
- ☐ Pick the single biggest leak and fix that one first. For most businesses it is follow-up.
- ☐ For one week, record the time between each enquiry and your first reply. The number will be instructive.

Marketing Is Not Posting: The Difference Between Activity and Results

Being busy and being effective look identical from the outside. Only the numbers tell them apart.

There is a monthly report that many businesses receive from whoever handles their marketing. It says: thirty posts published, twelve reels, eight stories a day, followers up by four hundred. It is tidy, it is true, and it tells the owner almost nothing about whether the business grew.

Posting is an activity. Marketing is judged by results. The two are connected, but one does not guarantee the other, and confusing them is the reason so much effort produces so little.

Two kinds of numbers

Activity: what we did	Result: what changed for the business
Posts and reels published	Enquiries received
Followers gained	Qualified leads (people who can and may buy)
Likes, views and reach	Appointments, visits or demos booked
Advertisements launched	Sales made and revenue earned
Emails and messages sent	Repeat purchases and referrals

Activity numbers are not worthless. Reach has to exist before enquiries can. But they are means. When a team is rewarded for the left-hand column, it will fill the left-hand column, and the right-hand column will be left to chance.

Why activity is so tempting

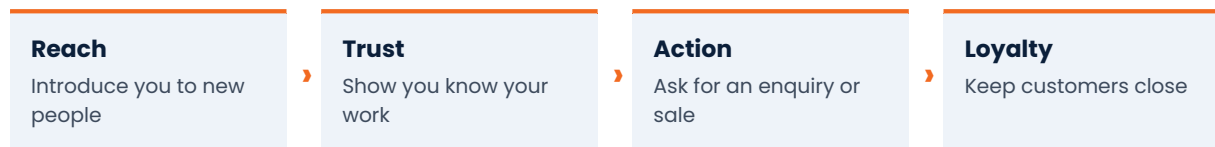
Activity is visible. Everyone can see that a post went up today. Activity is immediate; the likes arrive within the hour. And activity is fully under your control: you can decide to post thirty times, whereas you cannot simply decide to get thirty customers.

Results are slower, harder and more honest. So teams drift towards what can be shown at the end of the month. Nobody intends to waste effort. They are responding sensibly to the way they are judged.

If the report describes only what was done, ask the second question every time:
“And what happened because of it?”

Give every piece of content a job

The remedy is not to post less. It is to know, before anything is made, what job it is meant to do. There are only four jobs.



A reel showing a common mistake people make when buying tiles has a reach job. A detailed before-and-after of a completed house has a trust job. A post announcing free site visits this month has an action job. A festival greeting to past customers, with a reminder of the service warranty, has a loyalty job.

Once each piece has a job, it can be measured against that job. A reach post is judged by how many new and relevant people saw it. An action post is judged by enquiries. Judging a reach post by sales, or an action post by likes, leads to wrong conclusions about both.

It also exposes imbalance. Many pages turn out to be entirely reach and loyalty: pleasant content, festival greetings, no proof and no request. Others are all action: offer after offer, with nothing that gives a stranger a reason to believe.

The one-month test

For anything your business does regularly in the name of marketing, ask:

If we stopped doing this for a month, which number would fall?

If you can name the number, keep the activity and measure it by that number. If nobody can name one, the activity is a habit, not marketing. Either give it a job or stop.

A better monthly report

Replace the activity report with one page that reads from results backwards.

A REPORT WORTH READING

Result. 46 enquiries this month (38 last month). 11 became customers. Revenue from new customers: ₹3,20,000.

Where they came from. 19 from search and maps, 14 from Instagram advertisements, 8 from referrals, 5 unknown.

What worked. The video explaining installation costs produced 9 of the Instagram enquiries.

What did not. The festive discount post reached many people and produced one enquiry.

Next month. Make two more cost-explanation videos. Stop the generic offers. Find out where the 5 unknown enquiries came from by asking every caller.

That page takes less time to prepare than a list of thirty posts, and every line leads to a decision.

PUT IT TO WORK

- ☐ Take last month's content and label each piece with its job: reach, trust, action or loyalty. Look at the balance.
- ☐ Apply the one-month test to your three most regular marketing activities.
- ☐ Rewrite your monthly report in the five-part format above, starting with results.

Know Your Customer Before You Spend a Rupee

The cheapest research you will ever do is a conversation with ten people who already bought from you.

Every wasted campaign has the same origin. Someone decided what to say before finding out who was listening.

Knowing your customer is not a matter of filling in a form with an age range and a city. Two men of forty in the same town, with the same income, can want entirely different things from a car, a school or a holiday. What separates them is their situation, and situations are what you need to understand.

What you need to know

Who they are. The basics still matter: where they live, their stage of life, their work, roughly what they can spend. This tells you where to find them.

What triggers the need. People do not wake up wanting a water purifier. Something happens: a child falls ill, a relative mentions the supply, they move to a new flat. Find the trigger and you know when to appear.

The problem in their own words. A customer does not say “I require a comprehensive digital solution.” She says “people call and nobody picks up, and I think we are losing orders.” Use her sentence, not yours.

What they compare you with. Your competitor is not only the similar business down the road. It is also doing it themselves, asking a cousin, or putting the decision off for another year.

What makes them hesitate. Price is the objection they mention. The real ones are often different: fear of being cheated, of looking foolish in front of family, of committing and regretting it.

Who else decides. In many purchases the person enquiring is not the only decision-maker. A spouse, a parent, a business partner or an accountant has a say. Your message must survive being repeated at the dinner table.

Where their attention goes. Which apps, which search terms, which groups, which people they listen to.

People do not buy products. They buy progress out of a situation. Understand the situation and the marketing almost writes itself.

How to find out without a research budget

Talk to ten customers. Not a survey; a conversation of fifteen minutes each. Ask:

- What was happening in your life or business when you started looking?
- What else did you consider? Why did you not choose that?
- What nearly stopped you from choosing us?
- What surprised you after you bought?
- How would you describe us to a friend?

Write down their exact phrases. You will hear the same three or four ideas repeated, in language no copywriter would have invented and every future customer will recognize.

Read your own enquiries. Your WhatsApp chats, direct messages and call notes are a record of what people want to know before they buy. The questions that come up again and again are your content plan and your website's missing sections.

Read reviews, including your competitors'. Five-star reviews tell you what people value. One-star reviews of a competitor tell you which promise the market is waiting for someone to keep.

Ask the people who face customers. The receptionist, the delivery staff and the salesperson hear things the owner never does.

Look at what people search for. The suggestions a search engine offers as you type are real questions asked by real people.

One page, one customer

Put what you learn on a single page. One real, specific customer type is more useful than a thick document nobody reads.

Example: a home interiors firm	
Who	Couples aged 30–45 who have just bought their first flat in the city. Both working.
Trigger	Possession date announced; a move-in date set around a family occasion.
Problem, in their words	"We do not know what it will finally cost, and everyone we ask gives a different number."
Alternatives	A local carpenter recommended by family; a national modular brand; doing one room at a time.
Hesitations	Hidden costs. Delays. Quality of material they cannot judge themselves.
Who else decides	Parents on both sides, especially on cost and on the kitchen.

Example: a home interiors firm	
Where they look	Instagram for ideas, search for “interior cost per square foot”, friends who built recently.
What would convince them	A fixed written quotation, a visit to a finished home, a clear completion date with a penalty.

Read that page and the marketing follows. The content should explain costs. The offer should be a fixed quotation. The proof should be finished homes and on-time delivery. The message should be simple enough for parents to approve.

Choose one segment first

Most businesses serve several kinds of customers. Do not try to speak to all of them at once. Rank them by three questions: which is most profitable, which is easiest to reach, and which do you serve best? Begin with the group that scores highest and build the first ninety days around it. The others can follow once the first is working.

PUT IT TO WORK

- ☐ Book conversations with ten recent customers this fortnight. Use the five questions.
- ☐ Go through the last fifty enquiries and list the ten most common questions.
- ☐ Fill in the one-page customer profile for your single most valuable segment.

Positioning: Why Should Customers Choose Your Brand?

If you do not decide what you stand for, the customer will decide for you, and they will usually decide by price.

Stand in any market and read the signboards. “Best quality.” “Trusted service.” “Affordable prices.” “Customer satisfaction is our priority.” Every shop says it, so no customer hears it. When all the claims are the same, the only difference left to compare is price, and the business slides into a discount war it did not choose.

Positioning is the way out. It is the specific place you occupy in a customer’s mind compared with the alternatives: the short answer to “Why them and not the others?”

What positioning is, and is not

Positioning is not a slogan, although a slogan may express it. It is not a logo or a colour. It is a decision about what you will be known for, which means it is also a decision about what you will not be known for.

That second half is what owners resist. To be the fastest, you accept that you may not be the cheapest. To be the specialist in wedding photography, you turn away product shoots. A position that excludes nothing claims nothing.

“Quality, service and affordable price” is not a position. It is the minimum required to stay open.

Six ways to be different

You do not need a revolutionary product. You need one clear difference that matters to your chosen customer and that you can prove.

Basis	The idea	Example
Specialist	Serve one kind of customer or one kind of problem better than any generalist.	An accountant who works only with doctors and clinics.
Outcome	Promise a specific result rather than a service.	“Your website live in fourteen days,” not “website development”.

Basis	The idea	Example
Speed and convenience	Be the easiest and quickest to deal with.	A laboratory that collects samples at home before 8 a.m. and reports by evening.
Proof and guarantee	Remove the customer's risk.	A written completion date with a penalty for every day of delay.
Experience	Make the buying and using of the product noticeably better.	A showroom where a consultant, not a salesman, helps you plan the room.
Price	Be reliably the lowest.	Possible only when your costs are truly lower than everyone else's. Otherwise it is a slow exit.

Writing the position down

Use this structure. It forces the choices that vague language avoids.

For [a specific customer] who [is in a specific situation], [your brand] is the [category] that [delivers one main benefit], because [proof].

BEFORE AND AFTER

Before. “We are a leading interior design company offering quality work at affordable prices with complete customer satisfaction.”

After. “For first-time flat owners who are afraid of hidden costs, we are the interiors firm that gives a fixed written quotation and a guaranteed handover date, because we manufacture in our own workshop and have handed over more than a hundred homes on schedule.”

The second statement would need to be true to be used, and that is the point. It names the customer, names their fear, makes a promise a competitor cannot casually copy, and gives a reason to believe it.

The position comes directly from the customer page you built in the previous chapter. Their main hesitation, answered by your real strength, is usually the position.

Three tests

The swap test. Replace your name with a competitor's. If the statement is still true, it is not a position.

The “so what?” test. Read it to a customer. If the response is a polite nod, the benefit does not matter enough to them. Keep asking “so what?” until you reach something they care about. “We use German machinery” — so what? “The edges do not chip” — so what? “Your kitchen looks new for ten years.”

The proof test. Can you show it? Numbers, photographs, named customers, a guarantee in writing. A claim without proof is an opinion.

Living the position

A position on paper is worth nothing. It becomes real only when it shows up everywhere, without exception:

- the first line of the website and the social media bio
- the first ten seconds of every video
- how the phone is answered and what the quotation looks like
- what you say no to

If the position is on-time delivery, then every late delivery is not an operational problem. It is the destruction of the brand. Positioning is a promise that operations must keep, which is why it has to be chosen by the owner and not handed to a designer.

Changing a position every few months has the same effect as having none. Choose carefully, then hold it long enough for the market to learn it. You will tire of repeating it long before your customers have fully heard it.

PUT IT TO WORK

- ☐ Write your positioning statement using the template. Expect to rewrite it several times.
- ☐ Run the swap test, the “so what?” test and the proof test on it.
- ☐ List the five places a new customer first meets your business and check whether the position is visible in each one.

PART II

Building a Content Strategy

Content is how a business earns attention and trust before a sale is possible. This part turns “what should we post?” into a plan with a purpose.

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The Five Pillars of a Digital Marketing System

A system is a set of parts that hold each other up. Remove one and the rest carry weight they were not built for.



So far this book has dealt with understanding: what marketing is, where money leaks, who the customer is and why they should choose you. From here it turns to building. Before the individual parts, here is the whole structure.

A digital marketing system rests on five pillars. Each answers one question.



Pillar one: Clarity

Clarity is the customer profile and the positioning from the previous two chapters. It decides what every other pillar does. Without it, content has no subject, advertisements have no audience and the website has no headline.

Clarity costs almost nothing and is the pillar most often skipped, because it produces nothing to look at. Its absence is only felt later, as campaigns that “did not work” for reasons nobody can identify.

Pillar two: Content

Content is everything you publish that helps a customer understand and trust you: videos, posts, articles, photographs, testimonials, answers to questions. It is how a stranger gets to know you without meeting you.

The remaining chapters of this part cover it: what to talk about, how to teach, how attention and trust are won, and which format suits which job.

Pillar three: Reach

Good content that nobody sees changes nothing. Reach is how your message arrives in front of the right people: through unpaid posting, through advertising and through search. Part III covers each of these, along with what artificial intelligence now adds to the work.

Reach is where most budgets go. It is also the pillar that depends most heavily on the two before it. Paying to distribute an unclear message to an undefined audience is the most common way to waste money in marketing.

Pillar four: Conversion

Conversion is what happens after someone becomes interested: the page they land on, the form they fill in, the reply they receive, the follow-up when they go silent. Part IV deals with it.

A small improvement here is worth more than a large increase in reach. If one visitor in a hundred enquires and you raise that to two, you have doubled your leads without spending anything more on advertising.

Pillar five: Measurement

Measurement tells you which of the other four needs attention. It turns marketing from opinion into management. Part V covers the numbers that matter, the arithmetic of profit, and a ninety-day plan that puts the whole system to work.

Why it must be a system

The five pillars are not a menu from which to choose. They multiply each other, and anything multiplied by zero is zero.

The business has...	But lacks...	What happens
Strong content and reach	Conversion	Many views, many followers, few enquiries.
A fine website and offer	Reach	A shop in a lane nobody walks down.
Reach and conversion	Clarity	Leads arrive, but they are the wrong people and do not buy.
Everything except	Measurement	Some of it is working. Nobody knows which part.
Reach only	Everything else	Money spent, nothing to show. This is “we tried digital marketing”.

A system is only as strong as its weakest pillar. Strengthening the strong ones further does very little. Find the weakest and work there.

This is why the same advice produces opposite results for two businesses. “Run more advertisements” is right for the firm with a strong offer and nobody looking at it. It is ruinous for the firm whose enquiries go unanswered.

Rate your own system

Give each pillar a score from one to five, honestly.

Pillar	Score 1 means	Score 5 means	Your score
Clarity	“Our customer is anyone who needs us.”	A written customer profile and a position that passes the swap test.	
Content	We post when we remember.	A planned calendar built on defined themes, with proof and teaching.	
Reach	Occasional boosts.	Organic, paid and search each have a defined role and budget.	
Conversion	Enquiries go to whoever is free.	A page for each offer, replies within the hour, a follow-up sequence.	
Measurement	We check likes.	We know cost per lead and cost per customer by channel, every month.	

The lowest score is where the next month’s effort belongs. Once it rises, another pillar will become the lowest, and attention moves there. Building a marketing system is this cycle, repeated.

PUT IT TO WORK

- ☐ Score the five pillars with your team. Where scores differ between people, discuss why.
- ☐ Name the weakest pillar and write down one change that would raise it by a point.
- ☐ Note which part of this book covers that pillar and read it first if you are short of time.

Content Pillars: What Should Your Brand Talk About?

A brand that knows its themes never faces a blank calendar.

Every business that manages its own social media knows the Monday-morning question: “What do we post this week?” The usual answers are a festival greeting, a photograph of the product and a motivational quotation with the logo in the corner. None of them gives a customer a reason to choose you.

Content pillars end the question. They are three to five themes your brand returns to again and again, chosen because they matter to your customer and support your position. Everything you publish belongs to one of them. Anything that does not belong is left out.

The five families of content

Most useful themes come from one of five families.

Family	Its purpose	Examples
Teach	Answer the questions customers ask before buying.	How to choose, what it costs, mistakes to avoid, how the process works.
Prove	Show that you deliver what you promise.	Finished work, before-and-after, testimonials, numbers, case stories.
People	Let customers see who they will deal with.	The founder’s view, the team at work, how things are made, your standards.
Offer	Tell people what they can buy and why now.	New products, packages, limited offers, how to book.
Community	Show you belong to the place and the people you serve.	Local events, customer stories, causes you support, festivals done with meaning.

A business does not need all five in equal measure, and should name its pillars more specifically than these family names. A dental clinic’s “Teach” pillar might be called “Straight answers about dental treatment”. Its “Prove” pillar might be “Smiles we have restored”.

Deriving your pillars

Do not pick pillars because they sound good. Derive them from two documents you already have.

From the customer profile: the questions they ask, the fears that hold them back and the people who influence them. Each recurring question is a teaching topic. Each fear needs proof.

From the positioning statement: whatever you claim, one pillar must demonstrate, repeatedly. If your position is fixed pricing with no hidden costs, a pillar should show quotations, explain what drives cost and feature customers who paid exactly what was quoted.

PILLARS FOR A DENTAL CLINIC

Position: painless, clearly priced treatment for families who have been putting off the dentist.

Pillar	Sample topics
Straight answers	Does a root canal hurt? What do braces cost and why? When does a child need a first visit?
Smiles restored	Treatment stories told with patient consent; what was done and how long it took.
Inside the clinic	How instruments are sterilized; meeting the doctors; what happens in a first appointment.
Ways to begin	Family check-up packages; payment by instalment; how to book on WhatsApp.

Getting the mix right

A page that only sells is ignored. A page that only teaches is appreciated and never earns. A reasonable starting mix is:

Teach 40%	Prove 25%	People 20%	Offer 15%
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Treat this as a starting point and adjust from results. A business with a long, considered purchase, such as property or education, leans further towards teaching and proof. A restaurant leans towards offer and people. What matters is that the mix is a decision and not an accident.

Pillars are a filter as much as a source of ideas. Their most useful work is the content they stop you from making.

From pillars to a calendar

With pillars decided, planning a month becomes mechanical.

- 1. List ten topics under each pillar.** Your enquiry log from Chapter 5 will supply most of the teaching topics.
- 2. Fix a weekly rhythm.** For example: Monday teach, Wednesday prove, Friday people, with an offer in the last week of the month.

3. **Assign a format** to each piece, using the guidance in Chapter 11.
4. **Produce in batches.** Record four videos in one sitting. Photograph a month of finished work in one visit. Batching is what makes consistency possible for a small team.
5. **Leave room.** Keep one or two slots a week for what cannot be planned: a customer's message of thanks, a local event, a timely question.

Forty topics, produced in four batch sessions, is a quarter's content. The Monday-morning question does not arise.

Greetings, quotations and trends

Festival greetings are a courtesy and belong in the community pillar, but only when they carry something of you: your team, your customers, your place. A stock image with your logo is noise. The same applies to trends. Join one only if it can carry a message from one of your pillars. Otherwise let it pass. There will be another next week.

PUT IT TO WORK

- ☐ Name three to five pillars, each derived from your customer profile or your position.
- ☐ Write ten topics under each. Do not stop at five; the better ideas come later.
- ☐ Set a weekly rhythm and block one batch-production day in the coming fortnight.

Educational Content That Builds Authority

People buy from the business that helped them understand the decision.



A customer facing an unfamiliar purchase is uneasy. They do not know what a fair price is, which features matter or what questions to ask. Then one business explains the subject clearly, without pressure, and the unease turns into trust. When the time comes to buy, that business is not one option among many. It is the one that already helped.

That is what educational content does. It lets you demonstrate competence before the sale, instead of claiming it.

Why teaching sells

It reduces risk. The customer's biggest fear is making a bad decision. Each clear explanation makes the decision feel safer, and the person who made it safer is the natural choice.

It proves expertise. Anyone can write "fifteen years of experience". Only someone who has it can explain why a wall develops damp or why two quotations for the same kitchen differ by a lakh.

It gets found. People search for answers long before they search for suppliers. A business that has published the answer meets the customer at the start of the journey. This is increasingly true of AI assistants as well, which draw on clear, specific sources when they answer.

It keeps working. An advertisement stops when the budget does. A good explanation of a common question can bring enquiries for years.

"If I teach everything, why would they pay me?"

This is the fear that stops most experts from teaching. It rests on a misunderstanding of who the customer is.

Some people will take your explanation and do the job themselves. They were never going to pay you. Others, the majority with money and no time, will watch the same explanation and conclude that the work is more involved than they thought and that you clearly know how to do it. Knowing how a thing is done is not the same as wanting to do it. A person who understands how a roof is waterproofed still does not want to climb onto the roof.

Teach what to do and why. Sell the doing. Generosity with knowledge is the strongest advertisement an expert has.

Where good topics come from

You do not need to invent topics. Your customers supply them every day.

Source	What it gives you	Example for a solar installer
Questions before buying	The most valuable topics of all.	"How many panels does a three-bedroom house need?"
Cost questions	What everyone wants to know and few will state.	"What does a 5 kW system cost, and what changes the price?"
Comparisons	Help with the choice they are stuck on.	"On-grid or off-grid: which suits your home?"
Common mistakes	Urgency without pressure.	"Four mistakes people make when choosing an installer."
Process	Removes fear of the unknown.	"What happens between your booking and the first unit generated."
Myths	Correct what holds people back.	"Do panels work in winter and on cloudy days?"

Notice the cost question. Many businesses refuse to discuss price in public. Customers search for it anyway, and the business that explains it honestly, even as a range with the reasons for variation, earns the enquiry.

The shape of a useful piece

Whatever the format, a good educational piece follows the same order.

- 1. One question.** Not everything you know about the subject. One question a real customer asked.
- 2. The answer first.** Give it in the opening lines. People who are made to wait will leave.
- 3. The reasoning.** Why that is the answer, in plain words. Explain any technical term the first time it appears.
- 4. An example.** A real case, a number, a photograph. This is what separates you from generic material.
- 5. The next step.** What the reader should do if this applies to them.

Depth and originality

The internet is not short of content. It is short of content that comes from actually doing the work. Rewriting what ten other websites say adds nothing, and both readers and search engines can tell.

What you have that nobody else has is your own experience: your projects, your photographs, your figures, your failures and what you learnt from them. One detailed account of how you solved a real customer's problem is worth more than twenty general articles. Publish less if you must, and make each piece something only you could have made.

Teach honestly

Authority is lost faster than it is built. State what you know and say where the answer depends on circumstances. Do not exaggerate results. In health, finance, law and education, where a wrong statement can harm someone, check every claim, avoid promising outcomes and encourage people to seek individual advice. Being trusted over many years is worth more than being impressive in one video.

PUT IT TO WORK

- ☐ Write down the twenty questions customers ask most often before buying. That is your first twenty pieces.
- ☐ Choose the cost question you have been avoiding and prepare an honest answer to it.
- ☐ Take one completed project and document it fully: the problem, what you did, what it cost in broad terms, and the result.

The Psychology of Attention, Trust, and Buying Decisions

Customers are not persuaded by information alone. They notice, they trust, and then they decide – in that order.

A message has to pass three gates before it produces a sale. It must be noticed. It must be believed. And the person must feel safe enough to act. Each gate has its own psychology, and understanding it is part of serving the customer well.

Attention: the first three seconds

A person scrolling on a phone decides in a moment whether to stop. You are not competing with your rivals for that moment. You are competing with their friends, their family groups, the news and everything else on the screen.

What earns the pause:

- **Relevance.** Name the person or the problem. “If you are building a house this year...” stops everyone building a house and loses nobody who matters.
- **Specificity.** “Three things your contractor will not tell you about cement” outperforms “Tips for construction”. Specific numbers and details signal real knowledge.
- **Contrast.** Something that looks or sounds unlike what came before it: a quiet shot among loud ones, a plain statement among exaggerations.
- **Faces and movement.** People look at people. A human being speaking to the camera holds attention better than a graphic.
- **An open question.** Curiosity keeps people watching, provided the answer is delivered. A headline that promises and does not deliver costs you their trust for good.

Attention is only the entrance. A video with a million views and no trust behind it is entertainment, not marketing.

Trust: the slow gate

Trust is the belief that you will do what you say. Strangers cannot check that directly, so they look for signals.

Signal	Why it works	How to provide it
Proof from others	People follow the choices of people like themselves.	Reviews, testimonials with names and faces, customer counts, recognizable clients.
Demonstrated expertise	Competence shown is believed; competence claimed is not.	Teaching content, detailed case stories, credentials where they are relevant.
Transparency	Whatever is hidden is assumed to be bad.	Clear prices or ranges, the process explained, real photographs of the premises and team.
Consistency	A steady presence looks stable.	The same message, quality and tone month after month.
Familiarity	People prefer what they have encountered before.	Repeated, useful appearances over time. Few buy on first sight.
Reduced risk	It shows you believe your own promise.	Guarantees, trials, easy returns, payment in stages.

Several of these correspond to the principles of influence described by the psychologist Robert Cialdini: social proof, authority, liking, consistency, reciprocity and scarcity. Reciprocity deserves a note of its own. When you give something useful without asking for anything, people feel inclined to return the favour. It is one more reason the teaching content of the previous chapter works.

The decision: feeling first, reasons after

People like to believe they buy by reasoning. Mostly they decide by feeling and then gather reasons to support the decision. That is not foolishness. It is how every person handles more choices than they have time to analyse.

A few patterns shape that moment.

Losses weigh more than gains. The pain of losing a thousand rupees is sharper than the pleasure of gaining the same amount. “Stop losing orders to missed calls” moves people more than “Get more orders”. Use this truthfully, about losses that are real.

Too many choices stop the decision. Offer twelve packages and the customer will “think about it”. Offer three, recommend one, and they choose.

The first number sets the scale. A customer who sees the premium package first judges the standard one as reasonable. Show options in a considered order.

Effort kills intention. Every extra field in a form, every additional step and every unanswered question loses a share of the people who meant to buy. Make acting easier than postponing.

People need a reason for today. Without one, a sincere “yes” becomes “later”, and later seldom arrives. A real deadline, a limited number of slots or a seasonal reason turns intention into action.

Attention gets you seen. Trust gets you considered. Safety gets you chosen. A campaign that works on only one of the three will stall at the next.

The line that must not be crossed

Every principle in this chapter can be used honestly or dishonestly, and the difference is simple. Honest use makes a true thing clear. Dishonest use makes a false thing convincing.

Honest	Dishonest
Real reviews from real customers	Purchased or invented reviews
"Only six installation slots left this month," when that is so	A countdown timer that resets for every visitor
A real price, and a real discount from it	A price inflated in order to be "discounted"
Describing a real risk the customer faces	Creating fear of a problem they do not have

Dishonest persuasion can win a sale. It cannot win the second one, and in a city where people talk, it damages many others. The businesses that last treat psychology as a way to communicate real value clearly, and leave the tricks to competitors who will not be around in five years.

PUT IT TO WORK

- ☐ Review the opening line or first three seconds of your last ten pieces. Rewrite the weakest three to name the person or the problem.
- ☐ Count your trust signals: reviews, named testimonials, visible prices, guarantees. Add the one you are missing.
- ☐ Look at your main offer. Reduce the choices to three, recommend one, and add a truthful reason to act this month.

Reels, Carousels, Blogs, Videos, and Stories: Choosing the Right Format

Choose the format for the job, not for the trend.

A carpenter does not ask which tool is best. He asks what needs doing, and then picks the tool. Content formats deserve the same treatment. Each one is good at certain jobs and poor at others, and the common mistake is to use whichever is fashionable for everything.

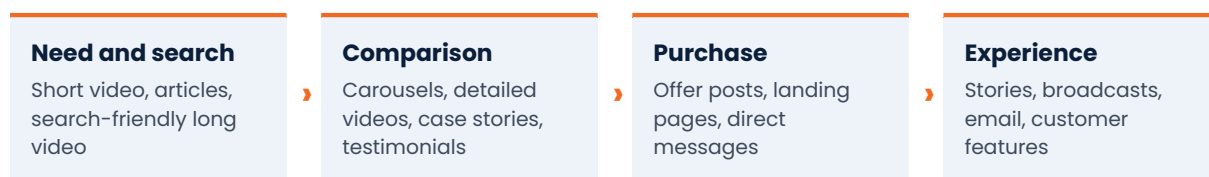
What each format is for

Format	Best job	How long it lives	Watch out for
Short vertical video (Reels, Shorts)	Reaching people who have never heard of you.	Days, sometimes weeks.	High views from the wrong audience. Entertainment that never mentions what you do.
Carousel (swipeable slides)	Teaching in steps; comparisons; checklists people save.	Weeks. Saved and shared more than most formats.	Too much text on a slide. A weak first slide that nobody swipes past.
Single image	Proof, announcements, one clear message.	Days.	Stock photographs. Graphics crowded with text.
Stories and status updates	Daily contact with people who already follow you.	Twenty-four hours.	Using them for anything a new customer needs to find later.
Long video (YouTube, webinars)	Depth, demonstration and trust for considered purchases.	Years. It is searchable.	Slow openings. No clear subject in the title.
Blog or article	Being found in search; answering detailed questions; explaining cost.	Years, if kept current.	Thin articles written for search engines and not for people.
Email and WhatsApp broadcasts	Bringing existing contacts back. Direct and personal.	Read once, but by people who already know you.	Messaging people who never agreed to receive it.

Three patterns are worth noticing. Short video is the strongest tool for reach and the weakest for depth. Long-form content, written or filmed, is slow to build and keeps working for years. Stories and broadcasts reach almost nobody new, and are excellent for staying close to the people you already have.

Matching format to the customer's stage

Return to the buying journey from Chapter 1.



A business with only short videos is visible at the first stage and absent at the comparison stage, where the decision is made. A business with only articles is thorough and unknown. A complete presence has at least one format working at each stage.

Choosing with three questions

- 1. Where is my customer?** A wholesaler's buyers may never open Instagram and may read every WhatsApp message. Go where they already are.
- 2. What does this message need?** A process needs steps, so a carousel or video. A transformation needs before and after. A complicated question needs length.
- 3. What can we sustain?** A weekly long video that stops after a month is worth less than a fortnightly one that continues for two years. Choose the rhythm you can keep.

Make once, publish many times

Small teams struggle because they treat every post as a new production. A better approach is to make one substantial piece and cut it into many.

ONE RECORDING, TWELVE PIECES

A physiotherapist records a twelve-minute video: "Back pain from desk work: what actually helps."

- The full video goes on YouTube, where people search for exactly this.
- Three exercises become three short vertical videos.
- "Five desk-posture mistakes" becomes a carousel.
- The transcript, edited, becomes an article on the clinic's website.
- One patient's recovery, with consent, becomes a testimonial post.
- Five stories across the week show the exercises and ask followers a question.
- A WhatsApp broadcast sends the article to past patients.

One morning of recording has filled a fortnight, and every piece carries the same message.

Craft still matters

Format decides where a piece can work. Craft decides whether it does. A few things separate content people watch from content they skip.

The first frame. Begin with the subject, not with a logo animation or a greeting. The opening shot and the opening line should make the topic unmistakable.

Sound. Viewers forgive an imperfect picture and abandon bad audio. A simple clip-on microphone improves a video more than a costly camera.

Light. Face a window. Natural light from the front flatters every face and costs nothing.

Subtitles. A large share of video is watched with the sound off. Subtitles keep those viewers and help people who are more comfortable in another language.

One idea. A piece that makes one point is remembered. A piece that makes five is not.

Real over polished. Your actual workshop, your own team and a customer's own words are more convincing than a studio and a script. Aim for care, not gloss: work that is clear, well framed, properly lit and true.

The format is the container. What fills it is the same in every case: a clear point, made for a specific person, with something real to show.

PUT IT TO WORK

- ☐ List your formats against the four stages of the journey. Find the stage where you have nothing.
- ☐ Plan one substantial piece this month and write down the eight smaller pieces you will cut from it.
- ☐ Fix the basics once: a microphone, a spot with good light, and subtitles on every video.

PART III

Reaching the Right Audience

A clear message still has to arrive. This part covers the three routes to an audience — unpaid, paid and search — and what artificial intelligence now adds to all of them.

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| 13 | Why Boosting a Post Is Not a Complete Advertising Strategy |
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Organic Marketing Versus Paid Advertising

One earns attention and the other buys it. A working system needs both, each doing what it is good at.

There are two ways to get a message in front of people. You can earn their attention by publishing things they find useful or interesting, and let platforms and search engines carry it. Or you can pay to have it placed in front of a chosen audience. The first is organic marketing. The second is paid advertising.

Owners tend to favour one and distrust the other. Some say, “We do not pay for advertisements; our work speaks for itself.” Others say, “Posting is a waste of time; just run advertisements.” Both are giving up half of what is available.

Side by side

	Organic	Paid
You pay with	Time, skill and consistency.	Money, plus the skill to spend it well.
Speed	Slow. Months to build.	Fast. Results within days.
Control	Limited. The platform decides who sees what.	High. You choose audience, timing and budget.
Durability	Lasting. Good content and reputation keep working.	None. It stops when the spending stops.
Trust	Higher. It was not paid for.	Lower. People know it is an advertisement.
Best at	Building credibility, answering questions, keeping customers close.	Reaching new people quickly, promoting offers, testing messages.

Neither is free. Organic marketing has a real cost in hours and in the patience it demands. Paid advertising has an obvious cost in rupees and a hidden one in the knowledge needed to avoid wasting them.

How they work together

Organic is the testing ground. When a post draws unusually strong saves, shares or enquiries without any spending, your audience has told you something. That is the message to put money

behind. Paying to promote a post that nobody responded to is the usual and more expensive way of finding out the same thing.

Organic is the proof behind every advertisement. A person who sees your advertisement often does not click it. They visit your profile, look at recent posts, read reviews and search your name. If they find an empty page or one last updated in the spring, the advertisement has paid for a bad impression. Paid reach sends people to check you out; organic content is what they find.

Paid makes organic effort go further. A strong teaching video that took a day to produce may reach a few hundred followers. A small budget can place it before twenty thousand people who match your customer profile. The asset already exists. The spending multiplies its use.

Paid fills the gaps organic cannot. Unpaid content cannot reliably reach people the week their need arises, or bring back those who visited your website and left. Advertising can.

Organic builds the reputation. Paid brings people to see it. Running one without the other means either a fine shop with no visitors or a crowd arriving at an empty room.

Where to put the weight

The balance depends on your situation.

Situation	Sensible emphasis
New business, no audience	Paid, to get the first customers, while publishing organic content steadily from day one so that there is something to find.
Established locally, new online	Organic and search first: collect reviews, document finished work, complete your listings. Add paid once the proof is visible.
Seasonal demand (weddings, admissions, festivals)	Organic all year to stay familiar. Paid concentrated in the weeks before and during the season.
Long, considered purchase (property, education, business services)	Heavy organic teaching content. Paid used mainly to distribute it and to remind people who have shown interest.
Impulse or low-price purchase (food, fashion, gifts)	Strong visual organic content. Paid for offers, new arrivals and local reach.

A sensible way to begin

For a business starting from very little, the order matters more than the amounts.

- 1. Put the organic foundation in place.** A complete profile, a clear position in the bio, ten to fifteen pieces that teach and prove, and reviews on your Google listing.
- 2. Start paid advertising small.** A modest daily budget, one audience, three or four different creatives. The first month's aim is learning, not profit.
- 3. Read the results by the right measure.** Enquiries and cost per enquiry, not views.

4. **Move money towards what works.** Add budget gradually to the winners. Stop the losers without regret.
5. **Keep publishing.** Advertising results improve when the page behind them is alive.

A caution on proportion. A business that spends its entire budget on advertising and nothing on what is advertised — the content, the page, the follow-up — has repeated the mistake described in Chapter 3. Whatever you set aside for advertising, reserve a fair share for making things worth advertising.

PUT IT TO WORK

- ☐ Find your three best-performing unpaid posts of the last six months. Consider whether they deserve a budget.
- ☐ Open your profile as a stranger would after seeing your advertisement. Decide whether what you see would reassure you.
- ☐ Using the table above, write one sentence stating where your emphasis should be this quarter and why.

Why Boosting a Post Is Not a Complete Advertising Strategy

The button is not the problem. Mistaking it for a strategy is.

The Boost button is probably the most successful product any advertising platform has made. It takes a task that once needed training and reduces it to three taps: choose a post, choose a budget, pay. Millions of small businesses use it and are satisfied that they are advertising.

It deserves a fair hearing. Boosting is not a trick, and it is not useless. It is a simple tool with a narrow purpose, and it disappoints only when it is asked to do the work of a whole strategy.

What boosting does

Boosting takes something you have already published and pays to show it to more people. You choose from a short list of goals, a broadly defined audience, a budget and a duration. The platform does the rest.

For some jobs that is all you need:

- announcing an opening, an event or a change of address to people nearby
- giving wider reach to a post that has already performed well without spending
- keeping your name in front of a local audience at low cost

If the aim is simply that more people in your area see a particular message, boosting does it efficiently.

What boosting leaves out

Trouble begins when the aim is enquiries and sales. Compare boosting with a properly built campaign and the gaps are plain.

A complete campaign has...	Boosting typically gives you...
A business objective chosen deliberately, and the platform optimizing for it	A simplified goal attached to whatever post you picked
Several audiences tested against each other	One audience, loosely defined
Several creatives tested to find what works	One post, originally made for your followers
A message written for strangers	A message written for people who already know you

A complete campaign has...	Boosting typically gives you...
A destination built for the offer	Your profile, or a general website page
A follow-up path for people who showed interest and did not act	Nothing after the first view
Results measured as leads and customers	Results reported as reach and engagement

Platforms change their features often, and the boosting tools of next year may offer more than today's. The principle will not change. A campaign is designed backwards from a business result. A boost begins with a post and hopes.

There is also a problem of purpose. A post is written for followers: people who know your name, your location and what you sell. A stranger needs different information. Who are you? Why should I care? What do you want me to do? A boosted post delivers a message meant for friends to an audience of strangers, and the strangers scroll past.

The seven links of a campaign

A complete advertising strategy is a chain. Each link depends on the one before.

1	Objective	What business result do we want?
2	Audience	Exactly who should see this?
3	Offer	Why should they act now?
4	Creative	What will stop and persuade them?
5	Destination	Where do they land, and is it built for this?
6	Follow-up	What happens to those who hesitate?
7	Measurement	What did each customer cost?

Boosting handles a weak form of the second link and the fourth. The remaining links are left empty, and they are the ones where the money is made or lost.

THE SAME ₹10,000, SPENT TWICE

Boosted. A gym boosts a poster reading “New Year Offer — Join Now!” for ₹10,000. It reaches 55,000 people, collects 700 likes and brings 14 messages asking the price. Six are answered the same day. Three people join.

Built. The same gym sets up a campaign with the objective of collecting leads. The audience is adults within four kilometres. Three short videos are tested: a member's twelve-week change, a walk through the facility, and the trainer explaining the beginner programme. The offer is a

free three-day trial, with twenty passes available this week. Clicking opens a short form asking for name, number and preferred time. Every lead receives a WhatsApp message within ten minutes and a call the same day. People who opened the form and did not submit it are shown a reminder video for the next week.

Fewer people see the second campaign. Sixty-five request a trial, forty attend, and seventeen join.

These figures are an illustration, not a forecast. What they show is where the difference comes from. The platform, the city and the budget were the same. The chain was complete.

Boosting buys views of a post. A campaign buys progress towards a customer. Decide which one you are paying for before you pay.

Moving from boosting to campaigns

You do not have to give up the button. Use it for what it does well and build campaigns for everything that is meant to produce revenue.

The move is less technical than it looks. The advertising platforms' full tools — Meta's Ads Manager, Google Ads and others — are not hard to operate. What is hard is the thinking they require: a defined customer, a real offer, a page to send people to and a team ready to reply. That thinking is the subject of this book. The software is the smaller part.

The next chapter takes the four links you control most directly — objective, audience, creative and offer — and deals with each in turn.

PUT IT TO WORK

- ☐ Review your boosts from the past six months. For each one, write down what the goal was and whether it could have been measured.
- ☐ Take one product or service and write a single line for each of the seven links.
- ☐ Mark the links you currently have nothing for. They are your priorities before the next rupee is spent.

Targeting, Campaign Objectives, Creatives, and Offers

Four levers decide almost everything about how an advertisement performs.

An advertising account has hundreds of settings. Four decisions determine most of the outcome. If these are right, small errors elsewhere are forgiven. If they are wrong, no amount of fine adjustment will rescue the campaign.

Lever one: the objective

When you create a campaign, the platform asks what you want. This is not a formality. Advertising systems are optimizing machines. Whatever you ask for, they will find the people most likely to do exactly that, at the lowest cost.

Ask for views, and your advertisement will be shown to people who watch videos and do nothing else. Ask for clicks, and it will find people who click on everything. Ask for leads or purchases, and it will look for people who complete forms or buy.

At the time of writing, Meta groups its objectives into six: **awareness, traffic, engagement, leads, app promotion and sales**. Google Ads and other platforms use different names for similar ideas. The names will change. The rule will not:

Choose the objective closest to the business result you want. The platform will deliver precisely what you ask for, and nothing beyond it.

The classic error is to choose traffic or engagement because the cost per result looks low. A click for ₹3 feels better than a lead for ₹250, until you count how many of those clicks became customers.

Lever two: targeting

Targeting is the decision about who sees the advertisement. The main options are these.

Method	What it is	When to use it
Location	A city, a district, or a radius around your premises.	Always, for a local business. Do not pay to reach people who cannot reach you.
Demographics	Age, gender, language and similar attributes.	To exclude those who clearly do not fit. Keep it loose.
Interests and behaviour	People the platform believes are interested in a subject.	For testing, when you have no data of your own.
Your own audiences	Customer lists, website visitors, people who engaged with your page or watched your videos.	For follow-up and repeat business. Usually the most profitable audience you have.
Lookalike audiences	People the platform judges to be similar to your existing customers.	To find new customers once you have a few hundred real ones to model.
Broad	Location and age only, leaving the system to find buyers.	When your creative is strong and conversion tracking is set up. Increasingly effective.

The last row matters. Advertising systems have become very good at finding buyers by themselves, provided they are told accurately what a buyer looks like through your conversion data. Over-narrow targeting now often does harm. In practice, your creative does much of the targeting: an advertisement that opens with “For parents of Class 10 students” selects its own audience.

Whatever data you use, it must have been collected fairly. Upload customer contact details only where people have agreed to be contacted for marketing.

Lever three: the creative

The creative is the advertisement itself: the video or image, the words, the headline. Of the four levers, this is the one with the greatest effect that remains fully in your hands.

Most effective advertisements share a structure.

- 1. Hook.** The first seconds or the first line. Name the person or the problem.
- 2. Problem.** Show that you understand their situation.
- 3. Solution and proof.** What you offer and why they should believe it: a result, a customer, a demonstration.
- 4. Offer.** What they get if they act.
- 5. Call to action.** One clear instruction.

Two disciplines make creative work pay.

Test variations. Do not launch one advertisement. Launch three to five that differ in a way that means something: different hooks, different proof, video against image. Let the results choose. Your own preference is a poor predictor, and so is everyone else's.

Refresh before fatigue. An advertisement shown to the same people again and again stops working. When results decline while spending stays level, the audience has seen enough. Have the next creative ready.

Lever four: the offer

The offer is the answer to “What exactly do I get, and why should I act now?” A fine advertisement for a weak offer fails. An ordinary advertisement for a strong offer often succeeds.

An offer is not necessarily a discount. Discounting is the easiest offer to make and the most expensive to keep making.

Type of offer	Example	Good for
Free assessment	Free site visit and written estimate	Services where trust comes before price
Trial or sample	Three-day gym pass; a demonstration class	Experiences people need to feel
Bonus	Free installation; a second year of service included	Protecting your price while adding value
Bundle	Family check-up package	Raising the value of each order
Guarantee	Handover on the agreed date or a daily penalty	Purchases that feel risky
Limited availability	Twenty admissions in this batch	Real scarcity only
Discount	15% off until the 30th	Clearing stock; seasonal peaks. Use sparingly.

A strong offer is specific, valuable to the customer, low in risk and limited in a way that is true.

Testing without confusion

Change one lever at a time. If the audience, the creative and the offer all change together and results improve, you will not know which change did it.

Give every test enough time and budget to produce a meaningful number of results before you judge it. A day and a few hundred rupees tell you nothing. And judge by the measure that matters: cost per qualified lead or cost per sale, not cost per click.

PUT IT TO WORK

- ☐ Check the objective of every active campaign. Change any that are optimizing for something you do not want.
- ☐ Write three different hooks for your main product, each speaking to a different fear or wish from your customer profile.
- ☐ Design one offer that is not a discount.

Search Engine Optimization and the Power of Search Intent

On social media you interrupt people. In search, they come looking for you.

Every other channel in this book puts a message before people who were doing something else. Search is different. A person who types “best orthopaedic doctor near me” has announced a need, its urgency and their location in five words. No targeting option on any platform is as accurate as a customer describing what they want.

Search engine optimization, or SEO, is the work of making sure that when such a person searches, they find you.

Search intent

Behind every search is an intention. The same subject can be searched with entirely different purposes, and each needs a different response from you.

Intent	The searcher wants	Example searches	What to offer
To learn	Information; an answer.	“why do walls get damp”, “how much does a root canal cost”	A clear article or video that answers the question.
To find	A particular business or website.	“[your business name] phone number”	An accurate listing and a website that appears for your own name.
To compare	Help in choosing.	“best CBSE schools in Jammu”, “granite or tiles for flooring”	Honest comparisons, reviews, case stories.
To act	To buy, book or call now.	“waterproofing contractor near me”, “book car service today”	A service page with price guidance, proof and an easy way to make contact.

The commonest SEO mistake is to mismatch the two. A sales page offered to someone who wanted to learn will be ignored. A long article offered to someone ready to book loses the sale. For each search term that matters to you, first ask what the person is trying to do, and then build the page that does it.

“To learn” searches are the most numerous and the furthest from a sale. “To act” searches are fewer and worth far more. A sound plan covers both: teaching content brings people in early, and service pages receive them when they are ready.

The three parts of SEO

Technical foundation. Search engines must be able to read your website, and visitors must be able to use it. Pages should load quickly, work properly on a phone, be served securely over HTTPS and be organized so that every important page can be reached in a few clicks.

Content. Each service you offer and each important question your customers ask should have its own page, written in the words customers use. A single “Services” page listing ten things cannot rank well for any of them.

Authority. Search engines judge trustworthiness partly by what others say about you: links from reputable websites, mentions in local media and directories, and reviews. This cannot be manufactured in bulk. It grows from being a real business that others refer to.

Local search

For any business that serves a local area, the most valuable SEO asset is not the website. It is the Google Business Profile: the listing that appears on the map and beside search results.

Do this	Why
Claim and verify the listing	An unclaimed listing can show wrong details that you cannot correct.
Choose the right primary category	It largely decides which searches you appear for.
Keep name, address, phone and hours exactly correct and identical everywhere online	Inconsistency confuses search engines and customers alike.
Add real photographs regularly	Listings with recent, real images are chosen more often.
Ask every satisfied customer for a review	The number, quality and recency of reviews influence both ranking and choice.
Reply to every review, good or bad	It shows future customers how you treat people.

A request for a review, made in person at the moment a customer is pleased and followed by a link on WhatsApp, is the most productive five minutes in local marketing.

Search is changing

For two decades, search meant a list of ten links. That is no longer the whole picture. Google now places AI-generated summaries above many results and offers a conversational mode that answers follow-up questions. Many people ask assistants such as ChatGPT or Gemini directly. A growing share of simple questions are answered on the results page itself, with no visit to any website.

For a business, this means three things.

- **Simple informational traffic will decline.** If your content only repeats facts available everywhere, the AI summary will replace it.
- **Being the source matters more.** These systems draw on pages that are clear, specific and trustworthy. Original experience, real figures and direct answers are what get cited.
- **Reputation beyond your website counts.** Reviews, mentions and a consistent presence across the web shape what both people and machines conclude about you.

The fundamentals remain as they were. Be useful, be specific and be the real thing. Tactics built on tricks have always had a short life, and they have a shorter one now.

SEO is not about pleasing an algorithm. It is about being the best answer to a question your customer is already asking.

Patience

Paid advertising works in days. SEO works in months. A new page may take three to six months to settle into its position, and a new website longer. This makes SEO the wrong tool for an urgent need and the right one for lasting growth, because once a page ranks, each visit it brings costs nothing more.

PUT IT TO WORK

- ☐ List twenty searches a customer might type. Mark each as learn, find, compare or act, and check whether you have a suitable page for it.
- ☐ Complete every section of your Google Business Profile and add ten real photographs.
- ☐ Begin a daily habit: ask one satisfied customer for a review.

Artificial Intelligence in Marketing: Opportunities, Tools, and Limitations

AI can do in minutes what used to take a marketing team days. It cannot tell you what is true, what is right for your brand, or what your customer feels.

No development has changed the daily work of marketing as quickly as artificial intelligence. Tools that write, design, analyse and converse are now within reach of the smallest business, often at no charge. Some people treat them as magic. Others treat them as a threat. Neither view is of much use to a business owner.

This chapter comes late in the book on purpose. AI makes marketing work faster. It does not decide what work should be done. A business that understands its customer, its position and its system will use AI to move quickly. A business that understands none of them will use AI to produce confusion in larger quantities.

What AI is, in plain terms

Two kinds of AI concern a marketer.

Generative AI produces new material — text, images, audio, video — in response to an instruction. Assistants such as ChatGPT, Claude and Gemini are the best-known examples, alongside tools that generate images and video. They work by recognizing patterns across enormous amounts of existing material and producing what is most plausible in reply.

Predictive AI finds patterns in data and makes decisions from them. It has been at work inside advertising platforms for years: choosing who sees your advertisement, how much to bid and which version to show.

The word to remember is *plausible*. Generative AI produces what sounds right. That is not always the same as what is right.

Where AI helps

Area	What AI can do	Example
Customer research	Summarize large volumes of reviews, survey answers and interview notes; pick out recurring themes and phrases.	Paste in two hundred reviews of your category and ask for the ten most common complaints.
Content ideation	Produce topics, angles, hooks and outlines from a brief.	Twenty video ideas for one content pillar, each with three opening lines.
Content production	Draft captions, articles, scripts and emails; make images; subtitle, translate and edit video.	A first draft of an article from your voice note; subtitles in three languages.
Personalization	Adapt one message for different customer segments; recommend products from past behaviour.	The same offer written for new parents, students and senior citizens.
Campaign optimization	Automated bidding, audience discovery and creative combinations inside advertising platforms.	Automated campaign types such as Meta's Advantage+ and Google's Performance Max.
Analytics	Explain reports in plain language; spot unusual changes; answer questions about your data.	"Which campaign had the lowest cost per lead last quarter, and what did the best ones have in common?"
Automation	Answer routine enquiries at any hour; qualify leads; update records; send reminders.	A WhatsApp assistant that answers questions on fees and timings and books appointments.

For a small team, the practical result is this. Work that needed a writer, a designer, an analyst and an assistant can now be started by one capable person. Note the word *started*.

Giving AI a proper brief

The quality of what AI produces depends almost entirely on what it is given. "Write a post about our clinic" produces something any clinic could have published. A proper brief has five parts.

Role — who it should act as. **Context** — your business, customer and position.
Task — exactly what you want. **Constraints** — length, tone, what to avoid.
Examples — samples of your own best work.

This is why the earlier chapters matter. The customer profile and positioning statement you wrote in Part I are the context that turns a general-purpose tool into something useful to your business. Without them, AI can only offer the average of everything it has seen.

Where AI falls short

It states false things with confidence. Generative AI can invent statistics, quotations, sources, prices and regulations, and present them in perfect prose. In a medical, financial, legal or educational business, publishing such an error can harm people and expose you to liability.

It tends towards the generic. Left alone, it produces the most typical version of anything. When every competitor uses the same tool with the same lazy instruction, every brand sounds the same, which is the opposite of positioning.

It does not know your customer. It has never sat across the desk from the anxious parent or the sceptical shop-owner. It knows what people in general say, not what your customers in your city mean.

It can be out of date or biased. Its knowledge reflects the material it learnt from, including that material's gaps, stereotypes and age.

It raises questions of ownership and likeness. Generated images can resemble existing work or real people. Using someone's face or voice without permission is a legal and ethical problem, whatever tool produced it.

It needs care with data. Customer names, phone numbers and health or financial details should not be pasted into any tool without knowing how that tool stores and uses what it is given.

Using AI responsibly

Trust is the central asset of this book, and careless use of AI can destroy it quickly.

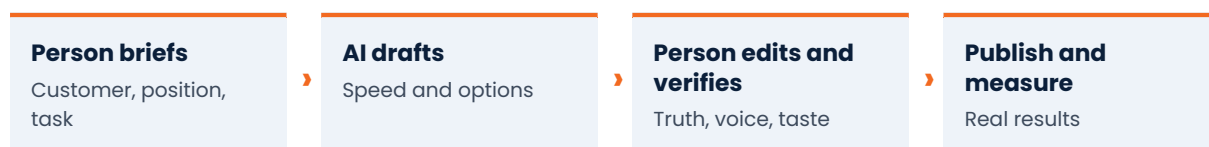
- **Never invent proof.** No generated testimonials, no artificial “customers”, no invented results. This is deception, with or without AI.
- **Do not imitate real people.** No cloned voices or generated likenesses without clear consent.
- **Be open where it matters.** Several platforms now ask for realistic AI-generated content to be labelled. Follow their rules, and tell people when they are talking to an automated assistant.
- **Keep a person within reach.** An automated reply is a convenience until a customer has a real problem. Make it easy to reach a human being.
- **Respect privacy and consent.** In India, the Digital Personal Data Protection Act, 2023, and the Rules notified under it in November 2025 place legal duties on how businesses collect, use and protect personal data, with the main obligations taking effect in stages up to 2027. Take proper advice on what this requires of you; this book is not a substitute for it.
- **Check everything before it is published.** Every fact, figure, name and claim.

Why human judgment stays in charge

Task	What AI contributes	What only a person can do
Strategy	Options, summaries, comparisons	Choose the customer, the position and the trade-offs
Writing	A fast first draft	Make it true, specific and in your voice
Visuals	Concepts, variations, edits	Decide what is honest, tasteful and right for the brand
Customer contact	Immediate answers to routine questions	Handle the complaint, the exception, the upset person
Analysis	Patterns in the numbers	Decide what the pattern means and what to do next
Accuracy	—	Take responsibility for every word published

The last row is the one that matters most. A tool cannot be held accountable. When something published under your name is wrong, the responsibility is yours, and so is the reputation.

The sound way to work is a simple loop:



Treat AI as a fast, well-read assistant who has never met your customer and sometimes makes things up. You remain the editor, and the editor signs the work.

Creativity has not become less valuable. It has become more valuable. When competent, average content can be produced without limit and at almost no cost, the scarce things are those AI cannot supply: a real point of view, an understanding of a particular community, the courage to say something specific, and work that shows a human being cared about it.

PUT IT TO WORK

- ☐ Write a reusable context brief for your business: customer, position, tone, things never to say. Use it at the start of every AI task.
- ☐ Choose one repetitive job this month, such as summarizing reviews or drafting replies to common questions, and hand the first draft to AI.
- ☐ Set one rule for the team and write it down: nothing produced by AI is published until a named person has checked the facts.

PART IV

From Attention to Revenue

Attention is not income. This part covers what happens after someone becomes interested: the website, the page, the enquiry and the follow-up that turns it into a customer.

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| 18 | Landing Pages, Funnels, and Calls to Action |
| 19 | Lead Generation, Follow-Ups, and Remarketing |

Your Website Is Part of Your Sales System

A website is not a brochure you print once. It is the only member of your sales team who works every hour of every day.

Many business websites were built to satisfy a feeling that “we should have one”. Someone chose a template, supplied a paragraph about the company’s vision, added a gallery and a contact form, and nobody has looked at it since. It exists. It does not sell.

The alternative is to treat the website as a working part of the sales process, with a job, a target and regular maintenance like any other asset that earns money.

Why a website still matters

A business with an active social page can reasonably ask whether a website is needed at all. There are four reasons it is.

You own it. As Chapter 2 explained, a social profile is rented ground. Your website is yours. Nobody can reduce its reach or change its rules.

It is where serious buyers check. Before a significant purchase, people search your name. A professional website tells them the business is established. Its absence, or a neglected one, raises a doubt.

It is where search sends people. Almost all the SEO value described in Chapter 15 depends on having pages for search engines to show.

It can be measured and improved. On your own site you can see what visitors did, where they left, and test changes. No social platform gives you that degree of control.

The five-second test

Open your home page on a phone and hand it to someone who does not know your business. After five seconds, take it back and ask three questions:

1. What does this business do?
2. Who is it for?
3. What are you supposed to do next?

If they cannot answer all three, the page is failing. Most do, because they open with a slideshow of stock photographs and a line such as “Welcome to excellence”.

The top of your home page needs a headline that states your position, one supporting line, a visible way to act, and an image of something real.

What a selling website contains

Element	What it does	Common failing
Clear headline	States what you do, for whom, and why you.	A vague slogan that could belong to anyone.
Primary action	One obvious next step: call, WhatsApp, book, request a quotation.	Hidden in a menu, or five competing buttons.
Proof	Reviews, client names, numbers, photographs of real work.	A testimonials page nobody visits, instead of proof on every page.
A page for each service	Explains each offering fully, for visitors and for search.	Everything listed in one paragraph.
Process	Shows what happens after they contact you.	Left to the imagination, which assumes the worst.
Price guidance	A price, a range or a starting figure.	"Contact us for pricing," which many visitors read as "expensive".
Answers to questions	Deals with objections before they are raised.	No FAQ, although the same ten questions arrive every week.
Contact options	Phone, WhatsApp, form, address and map, opening hours.	A form only, with no indication of when anyone will reply.
About	Real people, real premises, a real story.	Stock photographs and a mission statement.

Speed and the phone

Most of your visitors arrive on a mobile phone, often on an ordinary connection. If the site was designed and approved on a desktop screen, it was approved for a minority.

Test your own site on your own phone, using mobile data and not the office Wi-Fi. If it takes more than a few seconds to become usable, visitors you have paid to attract are leaving before they see anything. The usual causes are oversized images, heavy animation and cheap hosting. All three can be fixed.

On a phone, the important actions should be reachable with a thumb: a number that dials when tapped, a WhatsApp button that opens a chat, and a form with as few fields as possible.

Signals of trust

A visitor is quietly asking whether you are real and reliable. Answer on every page:

- real photographs of your team, premises and work
- a physical address and a working telephone number
- reviews with names, and links to where they can be verified
- registrations, certifications and memberships where relevant
- clear privacy, refund and service policies

- a secure connection, shown by the padlock in the browser
- signs that the site is current: recent work, this year's dates

Wire it for measurement

A website that is not measured cannot be improved. Three things should be in place from the first day.

1. **Analytics**, so that you know how many people visit, from where, and which pages they read.
2. **Conversion tracking**, so that every form submission, call tap and WhatsApp click is counted.
3. **Platform tags**, the small pieces of code from advertising platforms that let you measure campaign results and reach past visitors again. Use them in line with your privacy policy and the consent your visitors have given.

Chapter 20 explains what to do with these numbers.

Judge your website as you would judge a salesperson: by how many of the people it meets go on to make an enquiry.

Maintenance

A website is never finished. Put four checks in the calendar.

How often	Check
Weekly	Submit your own contact form and tap your own WhatsApp button. Confirm that the message arrives.
Monthly	Add recent work and reviews. Look at which pages people leave from.
Quarterly	Review prices, offers, team details and opening hours for accuracy.
Always	Keep software updated and backups running. A hacked or broken site harms both sales and reputation.

The first check deserves emphasis. Contact forms fail without warning far more often than owners suppose: a changed email address, a full inbox, an expired plug-in. Businesses have gone months without receiving a single website enquiry and blamed the market. Test your own form this week.

PUT IT TO WORK

- ☐ Run the five-second test with three people outside your business.
- ☐ Compare your site with the table of elements and list what is missing.
- ☐ Submit your own contact form today, and time how long the reply takes.

Landing Pages, Funnels, and Calls to Action

Sending paid traffic to your home page is like inviting a guest for dinner and leaving them at the gate with a map.

A person clicks an advertisement because one specific promise caught their interest. What they see in the next few seconds decides whether the click was worth paying for. If they arrive at a general home page and have to hunt for what was promised, most will not bother.

This chapter covers three connected ideas: the page that receives the click, the path a customer follows, and the words that ask them to act.

The landing page

A landing page is a single page built for one audience, one offer and one action. That is what makes it different from a home page.

	Home page	Landing page
Visitor	Anyone, arriving from anywhere	A specific audience from a specific campaign
Purpose	Introduce the whole business	Win one action
Navigation	A full menu, many paths	Little or none. One path.
Content	Overview of everything	Everything about one offer, and nothing else

The single most important quality of a landing page is **message match**. The headline should repeat the promise that earned the click. If the advertisement said “Free home measurement for modular kitchens”, the page must open with exactly that, not with a general welcome to the company.

Anatomy of a landing page

1. Headline — the promise from the advertisement, repeated.
2. Supporting line and image — what it is, who it is for; a real photograph or short video.
3. Primary call to action — visible without scrolling.
4. Benefits — three to five, written as outcomes for the customer.
5. Proof — testimonials, results, numbers, recognizable clients.
6. How it works — the steps after they enquire.
7. Objections answered — price, time, risk, "what if".
8. Call to action again — with the reason to act now.

Two practical rules. Keep forms short: name and phone number are usually enough to begin a conversation, and each additional field costs you enquiries. And build for the phone first, because that is where most of the traffic comes from.

The funnel

A funnel describes the stages between a stranger and a customer. It is called a funnel because it narrows: many people enter, fewer continue at each stage.



The funnel is useful because it converts a vague complaint — “marketing is not working” — into a precise one. Every funnel loses people. What you need to know is where yours loses more than it should.

READING A FUNNEL

A campaign reaches 10,000 people.

- 3% click: **300 visitors** to the landing page.
- 10% of visitors enquire: **30 leads**.
- 20% of leads buy: **6 customers**.

Now suppose only 2% of visitors had enquired. That is 6 leads and one customer, from the same advertising spend. The fault would lie in the page, not the advertisement, and more advertising would only add to the loss.

Find your own figure for each stage. The weakest stage is where the next improvement is cheapest.

Different stages need different content, which is why the formats of Chapter 11 were matched to the buying journey. Reach content fills the top. Teaching and proof move people through the middle. Offers and landing pages close the lower part. Follow-up and service produce loyalty. A business that makes only one kind of content has a funnel with a missing section.

Calls to action

A call to action is the instruction that tells a person what to do next. It is often the weakest line on the page: “Submit”, “Click here”, “Learn more”.

A strong call to action has three qualities.

It is specific. The customer knows exactly what will happen. “Get my free quotation” is clear. “Submit” is not.

It states the value. It names what they receive, not what they have to do. “Book my free site visit” is better than “Fill the form”.

It is single. One primary action per page. A page that asks the visitor to call, follow, subscribe, download and share ends up with none of them.

Weak	Strong
Submit	Get my free quotation
Contact us	Talk to a consultant on WhatsApp
Learn more	See the price list
Register	Reserve my seat — 12 left
Click here	Check available dates

Two levels of commitment

Not every visitor is ready for the main action. Someone thinking about solar panels may not want a salesperson to visit yet, but would happily use a savings calculator or read a buyer's guide.

Offer one primary action for those who are ready, and one lighter option for those who are not: a guide, a price list, a short video, a question on WhatsApp. The lighter option lets you continue the conversation with someone who would otherwise have left without a trace.

In India, for most small and medium businesses, the most effective call to action is often a click that opens a WhatsApp chat. It asks for very little, it is familiar, and it begins a conversation at once. It works only if someone is ready to reply, and that is the subject of the next chapter.

One page, one audience, one offer, one action. Every extra element is a chance for the visitor to do something other than what you paid for.

PUT IT TO WORK

- ☐ For your current or next campaign, build a dedicated landing page using the eight-part structure.
- ☐ Work out your own funnel percentages for the last campaign and identify the weakest stage.
- ☐ Rewrite every button on your website so that it states the value the visitor receives.

Lead Generation, Follow-Ups, and Remarketing

Most sales are lost in silence, between the first enquiry and a second message that nobody sent.

A lead is a person who has raised a hand: someone who showed interest and gave you a way to contact them, with permission to do so. Generating leads is the purpose of most of what this book has described. What happens to them next decides whether that effort becomes income.

Generating leads worth having

People part with their details in exchange for something of value. That something is a lead magnet.

Lead magnet	Example	Kind of lead it produces
Quotation or estimate	"Get a written estimate in 24 hours"	Ready to buy; comparing options
Free consultation or visit	"Free site inspection"	Serious; needs guidance
Trial or demonstration	"Attend one class free"	Wants to experience before deciding
Guide or checklist	"Home loan document checklist"	Early stage; needs nurturing
Calculator or assessment	"Calculate your solar savings"	Interested; weighing the value
Price list or catalogue	"Download our rate card"	Comparing; sensitive to price

There is always a trade between quantity and quality. A form with two fields and a tempting giveaway will collect many leads, most of them idle. Add one qualifying question — "When are you planning to start?" or "What is your budget range?" — and you will receive fewer, better leads. Judge a source by the customers it produces, not by the size of the list.

The first five minutes

The most valuable moment in a lead's life is the moment it arrives. The person is thinking about the problem at that instant, with the phone in hand. An hour later they are in a meeting. By the next day they have spoken to two of your competitors.

Reply within minutes wherever you can. This single habit improves conversion more than any change to an advertisement, and it costs nothing. Make it possible with:

- an automatic acknowledgement that says when a person will be in touch
- one named individual responsible for new leads on each shift

- alerts that reach a phone, not only an inbox
- prepared answers to the ten commonest questions, so that a full reply takes thirty seconds

Follow-up: where the sales are

Very few people buy on first contact. They ask, they consider, they talk to family, they become busy. A lead that falls silent is rarely a refusal. It is someone whose attention went elsewhere.

Most businesses follow up once, if at all, and then label the lead “not interested”. A simple sequence recovers a large share of them.

When	Channel	Message
Within minutes	WhatsApp or call	Thank them, answer the question, propose a next step.
Day 1	Call	A proper conversation. Understand the need. Send the quotation.
Day 3	WhatsApp	Something useful: a guide, a video, an answer to a common doubt.
Day 7	WhatsApp or call	Proof: a similar customer's result. “Shall I hold a slot for you?”
Day 14	Call	A direct, courteous check. Is this still a priority? Is anything holding it back?
Day 30 onwards	Broadcast or email	Stay in light contact with useful updates, as long as they are willing.

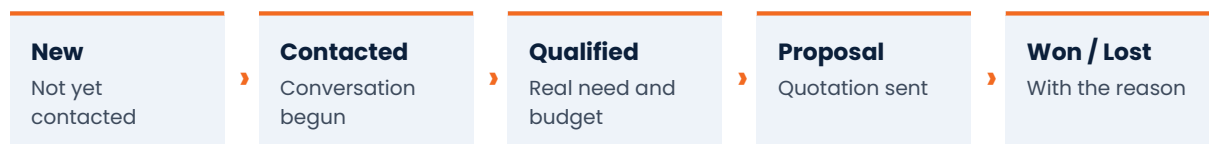
Each message should give something and not merely ask. “Any update?” is a nuisance. “You asked about waterproofing before the monsoon — here is a two-minute video of the method we use” is a service.

Persist with courtesy. If someone asks you to stop, stop at once and record it. Contacting people only with their consent and honouring a request to opt out is good manners, and increasingly it is the law.

Write everything down

No follow-up system survives on memory. You need one place where every lead is recorded. For a small business this can be a shared spreadsheet. As volume grows, a customer relationship management system, or CRM, does the same work with reminders and reports.

Whatever the tool, record seven things: **name, contact, source, need, status, next action with its date, and owner.**



Two rules keep the system honest. No lead is without a next action and a date. And every lost lead has a reason recorded, because those reasons, read together after three months, will tell you more about your pricing, offer and service than any consultant.

Remarketing

Remarketing means showing messages to people who have already had contact with you: visitors to your website, people who watched your videos, those who opened a form and did not complete it, and past customers.

It works because these people are no longer strangers. They are familiar with you, and familiarity, as Chapter 10 described, is a foundation of trust. Reaching them costs far less than finding new people.

Audience	What to show them
Watched a video or engaged with a post	A stronger piece of teaching content, or proof.
Visited a service page	A testimonial for that service, and the offer.
Began a form and did not finish	A reminder, with the main objection answered.
Enquired and did not buy	A case story; a limited reason to decide.
Past customers	Related products, service reminders, a referral invitation.

Use restraint. An advertisement that follows a person for months becomes an irritation. Limit how often it is shown, change the message, and stop showing it to people who have already bought. Build these audiences only from data people have agreed to share.

The customers you already have

The cheapest growth in any business comes from people who have already paid you once. They trust you, they need no persuading about quality, and reaching them costs almost nothing.

Three habits pay for themselves:

- **Ask for a review** when the work is delivered and the customer is pleased.
- **Ask for a referral**, and make it easy: a message they can forward, a reward for both sides if that suits your trade.
- **Stay in touch** with a reason: a service reminder, an anniversary of the purchase, something new that suits what they bought.

A lead is not a sale. It is the start of a conversation that you are responsible for continuing.

PUT IT TO WORK

- ☐ Measure your average time to first reply this week. Set a target and name the person responsible for it.
- ☐ Write the six messages of your follow-up sequence and save them as templates.
- ☐ Set up a lead sheet with the seven fields today, and enter every enquiry of the past month.

PART V

Measure, Improve, and Scale

What is measured can be managed. This part covers the few numbers that matter, the arithmetic of profit, and a ninety-day plan that puts the whole system to work.

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Marketing Analytics: Which Numbers Actually Matter?

A number matters only if it would change a decision.

Modern marketing produces more data than any owner can read. Every platform has a dashboard with dozens of figures, all rising and falling, all appearing important. The owner either ignores all of it or watches the wrong thing closely.

The cure is a single test applied to every number: *if this figure changed, would we do anything differently?* If the answer is yes, it is a decision metric. If the answer is no, it is decoration.

Vanity metrics and decision metrics

A vanity metric feels good and tells you nothing about the business: followers, likes, impressions, video views. As Chapter 4 explained, these are early signals, a long way from money and easy to inflate. A decision metric is tied to revenue or cost. It tells you where to put the next rupee.

The numbers along the funnel

Each stage of the funnel from Chapter 18 has a measure.

Stage	Metric	How to calculate it	What it tells you
Awareness	Reach	People who saw your content	Whether you are being seen at all
Interest	Click-through rate (CTR)	$\text{Clicks} \div \text{impressions} \times 100$	Whether the creative earns attention
	Cost per click (CPC)	$\text{Spend} \div \text{clicks}$	What each visitor costs
Consideration	Landing page conversion rate	$\text{Leads} \div \text{visitors} \times 100$	Whether the page and offer persuade
	Cost per lead (CPL)	$\text{Spend} \div \text{leads}$	What each enquiry costs
Purchase	Lead-to-customer rate	$\text{Customers} \div \text{leads} \times 100$	Whether the leads are good and follow-up works
	Customer acquisition cost (CAC)	$\text{Total cost} \div \text{new customers}$	What each customer costs
	Return on ad spend (ROAS)	$\text{Revenue from ads} \div \text{ad spend}$	Revenue earned for every rupee of advertising
Loyalty	Repeat purchase rate	$\text{Returning customers} \div \text{total customers} \times 100$	Whether customers come back

Read these as a chain. A high click-through rate with a low landing page conversion rate means the advertisement is good and the page is not. A low cost per lead with a poor lead-to-customer rate means unsuitable leads or weak follow-up. What you want is the point where the chain breaks.

Setting up measurement

Analytics can only report what it has been set up to record.

On the website. Install an analytics tool, and define conversions: form submissions, taps on the phone number, clicks on the WhatsApp button, purchases.

On advertising platforms. Install each platform's tag and check that it records the same conversions. Without this the platform cannot optimize for results, and you cannot judge them.

On links. When you share a link in a campaign, a broadcast or a profile, add tracking labels (known as UTM parameters) so that your analytics can tell which source each visitor came from.

In person. A great deal of business arrives by telephone, by walking in or by a WhatsApp message with no traceable click. For these, the oldest method is still the best. Ask every new customer, "How did you hear about us?" and write the answer in the lead sheet.

Be modest about attribution

Attribution means deciding which channel deserves credit for a sale. It is harder than the dashboards make it look.

A customer may see a video on Instagram, search your name a week later, read your reviews, visit the website and finally telephone after a friend's recommendation. Which channel won the sale? Each platform will claim it. Add the claims together and you will appear to have sold more than you did.

Do not look for a perfect answer. Use several imperfect ones side by side:

- what each platform reports
- what your website analytics shows
- what customers say when asked
- what happens to total enquiries when a channel is paused or increased

When the four broadly agree, trust them. When they disagree, trust the last two.

One page, eight numbers

Bring everything on to a single page that is reviewed every month.

#	Number	This month	Last month	Target
1	Total marketing spend			
2	Total leads			
3	Cost per lead			
4	Leads by source			
5	New customers			
6	Lead-to-customer rate			
7	Customer acquisition cost			
8	Revenue from new customers			

If the page takes more than fifteen minutes to fill in, the tracking needs repair, not the page.

A rhythm for review

Weekly, for fifteen minutes. Look at leads, cost per lead and response time. Catch problems early: an advertisement that has stopped working, a form that has broken, enquiries left unanswered.

Monthly, for one hour. Complete the one-page dashboard. Take three decisions: what to stop, what to continue and what to try.

Quarterly, for half a day. Step back. Is the customer profile still right? Is the position holding? Which pillar is now the weakest?

Avoid judging day by day. Results move about for reasons unrelated to your decisions, and reacting to each movement does more damage than waiting.

Compare with yourself

Owners often ask what a “good” cost per lead is. No general answer is of use. A ₹2,000 lead is costly for a salon and cheap for a builder of homes. The comparison that matters is with your own previous month, and with what you can afford to pay. That second figure is the subject of the next chapter.

Collect fewer numbers and act on all of them. A dashboard that leads to no decisions is a hobby.

PUT IT TO WORK

- ☐ List every number you currently look at and apply the test: would a change in this lead to a different decision?
- ☐ Confirm that your website records form submissions, call taps and WhatsApp clicks as conversions.
- ☐ Create the eight-number page and fill it in for last month, even if some boxes have to be estimates.

Customer Acquisition Cost, Conversion Rates, and Profitability

Marketing is not finished when a sale is made. It is finished when the sale has earned more than it cost.

It is entirely possible to run campaigns that look successful — plenty of leads, plenty of sales — and lose money on every one of them. A business that does not know what a customer costs and what a customer is worth is not managing its marketing. It is hoping.

This chapter needs nothing beyond simple arithmetic. It may be the most valuable arithmetic in the book.

Customer acquisition cost

Customer acquisition cost, or CAC, is the total amount spent to win one new customer.

$$\text{CAC} = \text{total marketing and sales cost} \div \text{number of new customers}$$

The word that matters is *total*. Most businesses count only advertising spend and arrive at a figure that flatters them. A true calculation includes everything spent to win those customers.

CALCULATING CAC HONESTLY

In one month a business spends:

Item	Amount
Advertising	₹60,000
Agency fees and content production	₹25,000
Share of sales staff time spent on new leads	₹15,000
Total	₹1,00,000

It wins 25 new customers.

$$\text{CAC} = ₹1,00,000 \div 25 = ₹4,000 \text{ per customer.}$$

Had the business counted advertising alone, it would have believed its CAC was ₹2,400, and it would have made decisions on a figure that understates the real cost by two-fifths.

Is that a good CAC?

It is impossible to say without knowing what a customer is worth. Two further numbers are needed.

Gross margin is what remains from a sale after the direct cost of delivering it: materials, stock, delivery. If you sell for ₹10,000 something that costs ₹6,000 to supply, gross profit is ₹4,000 and gross margin is 40%.

Customer lifetime value, or LTV, is the gross profit a customer brings over the whole period they stay with you.

$$\text{LTV} = \text{average order value} \times \text{gross margin} \times \text{number of purchases}$$

Continue the example. The average order is ₹10,000 at a 40% margin, so each order yields ₹4,000 of gross profit.

- If a customer buys **once**, LTV is ₹4,000. With a CAC of ₹4,000, the business breaks even on marketing and has nothing left for rent, salaries or profit.
- If a customer buys **three times**, LTV is ₹12,000. Each customer now returns three times what it cost to win them.

A widely used rule of thumb says a healthy business earns about three rupees of lifetime gross profit for each rupee of acquisition cost. Use it as a guide and not as a law. Its main lesson is that repeat business changes the entire sum. The same CAC that ruins a business selling once can be very profitable for one that sells again and again.

How quickly do you earn it back?

A favourable ratio is not sufficient if the money returns too slowly. The **payback period** is the time a customer takes to return what they cost.

A tuition centre spends ₹4,000 to enrol a student who brings ₹1,500 of gross profit each month. The cost is recovered in under three months, and everything after that contributes to the business. Had payback taken eighteen months, the centre would have needed a year and a half of cash in reserve to fund its own growth.

For a small business cash is as important as profit. Prefer channels and offers that pay back fast.

Conversion rates multiply

The funnel from Chapter 18 has several stages, and their rates multiply together. Modest gains at each stage therefore compound into large ones.

	Before	After
People reached	10,000	10,000
Click-through rate	3% → 300 visitors	4% → 400 visitors
Landing page conversion	10% → 30 leads	12% → 48 leads
Lead-to-customer rate	20% → 6 customers	25% → 12 customers

No single stage improved dramatically. A somewhat better creative, a somewhat better page and somewhat faster follow-up together doubled the number of customers from the same spend. CAC was halved.

This is why Part IV matters as much as it does. The usual instinct is to increase the budget. The more profitable course is nearly always to improve the rates first, and then increase the budget.

The ROAS trap

Return on ad spend is the figure advertising platforms display most prominently.

$$\text{ROAS} = \text{revenue from advertising} \div \text{advertising spend}$$

A ROAS of 4 means four rupees of revenue for each rupee of advertising. That sounds excellent, and it may be a loss.

WHEN A ROAS OF 4 LOSES MONEY

A shop spends ₹25,000 on advertising and sells goods worth ₹1,00,000. ROAS is 4.

The shop's gross margin is 20%, so its gross profit on those sales is ₹20,000.

It spent ₹25,000 to earn ₹20,000. The campaign lost ₹5,000 before a single salary or the rent was paid.

Revenue is not profit. To know the ROAS you need, calculate the break-even point:

$$\text{Break-even ROAS} = 1 \div \text{gross margin}$$

Gross margin	Break-even ROAS
20%	5.0
25%	4.0
40%	2.5
50%	2.0
60%	1.7

Below the break-even figure, every sale from advertising costs you money. Above it, you are contributing to overheads and profit. Know this number for your business before you look at another campaign report.

The four levers of profitable growth

Every way of making marketing more profitable comes under one of four headings.

1. **Raise conversion rates.** Better creative, better pages, faster replies. More customers from the same spend.
2. **Raise the value of each order.** Bundles, upgrades, sensible additions at the moment of purchase.
3. **Raise repeat purchase.** Service reminders, follow-up, loyalty, simply staying in touch. This lifts LTV without touching CAC.
4. **Cut waste.** Stop the campaigns, audiences and channels that cost more than they return.

Spending more on advertising is not on the list. Scale is the reward for getting the four right. It is not a substitute for them.

Know three numbers: what a customer costs, what a customer is worth, and how long the difference takes to arrive. Everything else in a marketing report is detail.

PUT IT TO WORK

- ☐ Calculate your true CAC for last month, with every cost included.
- ☐ Work out your gross margin and break-even ROAS, and write the figure where the whole team can see it.
- ☐ Estimate how many times a typical customer buys from you. Then list three ways to raise that number by one.

Building a 90-Day Digital Marketing Growth Plan

Ninety days is long enough to see real results and short enough to keep everyone's attention.

Everything in this book comes together here. The earlier chapters each dealt with one part of the system. This one puts them in order and sets them against a calendar.

A quarter suits the work for good reasons. A month is too short: organic content has barely begun, campaigns are still learning, and no conclusion is reliable. A year is too long: nobody keeps to a twelve-month plan, and the market will have changed before it ends. Ninety days allows a foundation to be built, a system to be launched, and enough results to gather for sound decisions.

Before day one

Three things have to be settled before the plan begins.

One goal with a number. Not “grow the business online”. Something that can be seen to have happened or not: “Sixty qualified leads a month by day ninety, at ₹800 or less per lead,” or “Twenty new customers a month at a CAC below ₹5,000.”

A budget. Decide the total for ninety days and divide it under three heads: building (website, content production, tools), advertising, and people's time. Hold back part of the advertising budget for the third month, when you will know what deserves it.

An owner. One named person is responsible for the plan. Others will do much of the work, but a plan that belongs to everyone belongs to no one.

Days 1–30: Foundation

The first month builds what the rest depends on. It produces little visible result, and it is the month businesses most want to skip. Do not.

Week	Work	Chapter
1	Interview ten customers. Write the one-page customer profile. Record your current numbers as a baseline.	5, 20
1–2	Write and test the positioning statement. Score the five pillars.	6, 7

Week	Work	Chapter
2	Repair the website: headline, proof, contact options, speed on a phone. Install analytics and conversion tracking.	17, 20
2–3	Complete the Google Business Profile. Begin asking for a review every day.	15
3	Define content pillars and forty topics. Hold the first batch-production day.	8, 9, 11
3–4	Build one landing page for one offer. Set up the lead sheet and the follow-up templates.	18, 19
4	Begin publishing to the calendar. Prepare three to five advertising creatives.	8, 14

By day 30: a clear position, a website that converts, tracking that works, a month of content prepared and a follow-up process ready for the first lead.

Days 31–60: Launch and learn

The second month puts the system in front of the market. Its purpose is learning. Profit comes later.

Week	Work	Chapter
5	Launch the first campaign: one objective, one audience, three to five creatives, sending people to the landing page.	13, 14
5–8	Publish three to four pieces a week across the pillars. Hold a second batch day.	8, 11
5–8	Reply to every lead within minutes. Run the full follow-up sequence. Record every outcome.	19
6	First review. Pause the weakest creatives. Note which hooks earn attention.	14, 20
7	Test a second offer or a second audience. Change only one thing.	14
8	Publish the first two search-focused articles, answering your commonest questions.	9, 15

By day 60: real figures for cost per lead and lead-to-customer rate, a clear view of which creative and offer work best, and a lead sheet that shows why people buy and why they do not.

Expect the first fortnight of advertising to be discouraging. Costs are higher while the platform learns and while you learn. The businesses that give up in week six are the ones who say that digital marketing does not work.

Days 61–90: Optimize and scale

The third month is where the return appears. You now have evidence, and you act on it.

Week	Work	Chapter
9	Move budget to the winning creative, audience and offer. Stop everything else.	14, 21
9–10	Start remarketing to website visitors, video viewers and leads who have not yet bought.	19
10	Improve the weakest stage of the funnel: the page, the form or the reply.	18, 21
10–11	Turn the best results into proof: testimonials, case stories, reviews. Feed them back into content and advertisements.	9, 10
11	Use AI to speed up what is now routine: content drafts, replies to common questions, the monthly summary.	16
12	Calculate true CAC, LTV and payback. Write down the process that worked.	21
13	Ninety-day review. Set the goal for the next quarter.	20

By day 90: a system that produces a predictable number of leads at a known cost, written down well enough for someone else to run it.

The weekly rhythm

A plan works only if someone works it every week. A simple routine keeps it moving.

Day	Fifteen to sixty minutes on
Monday	Last week's numbers: leads, cost per lead, response time. Decide this week's one priority.
Daily	Reply to leads within minutes. Follow up. Ask one customer for a review.
Wednesday	Check running campaigns. Pause what is clearly failing.
Friday	Prepare or schedule next week's content. Update the lead sheet.
Month end	Fill in the eight-number page. Decide what to stop, continue and try.

The day-90 review

At the end, answer five questions in writing.

1. Did we reach the goal? If not, by how much did we fall short, and at which stage of the funnel?
2. What does a lead cost us now, and what does a customer cost?
3. Which pillar is now the weakest?
4. What did customers tell us that we did not know ninety days ago?
5. What is the single goal for the next ninety days?

Then begin again. The second quarter is easier than the first, because the foundation is already there and each new effort builds on the last.

A closing word

This book began with a shopkeeper who knew his customers by name. Nothing in the twenty-one chapters since has replaced him. The profile, the position, the content, the campaigns, the pages, the follow-up and the numbers are all ways of doing at scale what he does by instinct: know who you serve, offer them something of real value, make it easy to find and to buy, and treat them well enough that they come back and bring others.

The tools will go on changing. Platforms will rise and decline. Artificial intelligence will do more of the routine work each year. A business that has understood its customer and built a system around that understanding will adapt to all of it. A business that chases each new tool without that understanding will keep spending and keep wondering why.

Build the system, measure it honestly, and improve one part at a time.

PUT IT TO WORK

- ☐ Write your ninety-day goal as one sentence with a number in it.
- ☐ Name the owner, fix the budget, and put the start date in the calendar.
- ☐ Begin with week one: ten customer conversations. Everything else follows from what they tell you.

Glossary

A/B test — Running two versions of an advertisement, page or message at the same time to see which performs better.

Attribution — Deciding which channel or message deserves credit for a sale.

Audience — The group of people chosen to see a piece of content or an advertisement.

Boosting — Paying to show an existing social media post to more people, using simplified settings.

Call to action (CTA) — The instruction that tells a person what to do next, such as “Book a free site visit”.

Campaign objective — The result an advertising platform is told to optimize for, such as leads or sales.

Carousel — A social media post made of several slides that the viewer swipes through.

Click-through rate (CTR) — The percentage of people who clicked after seeing a piece of content or an advertisement.

Content pillar — One of the three to five themes a brand returns to repeatedly in its content.

Conversion — A completed action that matters to the business: an enquiry, a booking, a purchase.

Conversion rate — The percentage of people at one stage who move on to the next.

Cost per click (CPC) — Advertising spend divided by the number of clicks.

Cost per lead (CPL) — Advertising spend divided by the number of leads.

Creative — The advertisement itself: its image or video, words and headline.

CRM — Customer relationship management. A system, or a simple sheet, that records every lead and customer and what happens next.

Customer acquisition cost (CAC) — The total marketing and sales cost of winning one new customer.

Customer lifetime value (LTV) — The gross profit a customer brings over the whole time they buy from you.

Earned media — Attention you did not pay for or publish yourself: reviews, shares, word of mouth, press.

Funnel — The stages a person passes through from first hearing of you to becoming a loyal customer.

Generative AI — Software that produces new text, images, audio or video in response to an instruction.

Google Business Profile — The free listing that shows a business on Google Maps and beside search results.

Gross margin — The share of a sale that remains after the direct cost of supplying it.

Impressions — The number of times a piece of content was displayed, including repeat views by the same person.

Landing page — A page built for one audience, one offer and one action.

Lead — A person who has shown interest and given permission and a means to be contacted.

Lead magnet — Something of value offered in exchange for a person's contact details.

Lookalike audience — People an advertising platform judges to be similar to your existing customers.

Organic — Reach or traffic that is not paid for.

Owned media — Channels you control: your website and your own contact lists.

Paid media — Advertising space you buy.

Payback period — The time a customer takes to return what it cost to win them.

Positioning — The specific place a brand holds in a customer's mind compared with the alternatives.

Reach — The number of different people who saw a piece of content.

Remarketing — Showing messages to people who have already visited, engaged or enquired. Also called retargeting.

Return on ad spend (ROAS) — Revenue from advertising divided by advertising spend.

Search engine optimization (SEO) — The work of making a business easy to find in search results without paying for each visit.

Search intent — What a person is trying to achieve with a particular search.

Segment — A group of customers who share a situation or need.

UTM parameters — Labels added to a link so that analytics can tell which source a visitor came from.

Vanity metric — A number that looks impressive and does not lead to any decision.

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Dr. Tahir Rufayee founded TR Technology Solutions in Jammu in 2017 with a simple purpose: to help businesses in Jammu & Kashmir grow through digital channels. The company builds websites and applications and runs digital marketing for businesses across the region, guided by the belief that it grows when its partners grow.

He is the Managing Director of TR Technology & Business Solutions Private Limited and the Editor-in-Chief of *Himalayan Express*, a daily English newspaper.

The Marketing Blueprint sets out the approach he recommends to business owners who want their marketing to produce measurable growth: understand the customer, build a system, and judge every effort by its results.

Marketing done in pieces produces activity.

It takes a system to produce growth.

Most businesses have tried digital marketing. They have boosted posts, hired someone for social media and paid for a website. Many are still unsure what any of it earned them.

The Marketing Blueprint explains, in plain language and from the very beginning, how the parts are meant to fit together. It starts with what marketing is and ends with a ninety-day plan you can begin on Monday.

-
- I Understanding Marketing
 - II Building a Content Strategy
 - III Reaching the Right Audience
 - IV From Attention to Revenue
 - V Measure, Improve, and Scale
-

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