

# Beyond Discounts: How to Master SaaS Negotiation and Onboarding

Discounts are easy to give and hard to recover from. In SaaS sales, a founder or salesperson may reduce price to close a deal quickly, especially when the month is ending or a competitor is cheaper. But heavy negotiation can reveal something deeper than price sensitivity. It can reveal whether the customer truly values the solution, understands the implementation effort, and is likely to stay.

Limesh Parekh's insight is sharp: customers who over-negotiate price and under-ask about features, training, and implementation often become churn risks. This is a powerful lesson for SaaS teams. The goal is not simply to win the deal. The goal is to win the right deal and onboard the customer successfully.

A discount can close a sale. Good qualification and onboarding create retention.

## Why SaaS Negotiation Is Different

In a one-time product sale, the transaction may end after delivery. In SaaS, the relationship begins after the sale. The customer must adopt the product, train users, change habits, update data, and see ongoing value. If the customer buys only because of a discount, but does not commit to implementation, the account may churn quickly.

That is why SaaS negotiation should not focus only on price. It should reveal intent.

A strong SaaS salesperson listens to what the customer

negotiates. Are they asking about business outcomes? Are they asking how their team will be trained? Are they asking what support is included? Are they clarifying timelines, user roles, data migration, and success metrics? Or are they only pushing for a lower number?

The negotiation tells you how serious the buyer is.

## **Price Obsession as a Red Flag**

Every buyer wants value for money. Negotiation itself is not bad. But when price becomes the only serious discussion, the sales team should slow down.

A customer who cares only about the discount may not be thinking about adoption. They may see the software as a purchase, not a process change. They may expect results without team effort. They may blame the vendor later for problems caused by low usage.

This is dangerous because SaaS success depends on shared responsibility. The vendor must provide a good product, onboarding, and support. The customer must provide attention, users, data, and willingness to change old habits.

If one side is not serious, the product may fail even if the software is good.

## **Qualifying Against Churn Before Closing**

Most sales teams qualify for closure. Better SaaS teams qualify for retention.

That means asking questions that reveal whether the customer can succeed after purchase:

*What problem are you trying to solve?*

*Who will own implementation internally?*

*Which team members will use the software?*

*What process are you replacing?*

*How will you measure success after 60 or 90 days?*

*Are you willing to attend training and ensure adoption?*

*What has failed with previous tools?*

*What would make this project unsuccessful?*

These questions may reduce the number of quick closures, but they improve account quality. A customer who cannot answer them may not be ready.

## **Why Onboarding Begins During Sales**

A seamless onboarding experience does not begin after payment. It begins during the sales conversation. The salesperson must set realistic expectations, understand customer goals, document requirements, and prepare the implementation team.

If sales overpromises or hides complexity, onboarding becomes difficult. The implementation team receives a customer with unclear expectations. The customer feels misled. Support pressure increases. Churn risk rises.

Instead, the salesperson should sell the truth. They should explain what the product can do, what it cannot do, what the customer's team must do, and what a successful onboarding journey looks like.

This honesty builds trust and protects retention.

# The Discount-Commitment Exchange

If a discount is necessary, it should be connected to commitment. Instead of reducing price casually, SaaS teams can negotiate around mutual value.

For example:

*A discount can be tied to annual payment.*

*A lower setup cost can be tied to faster data readiness.*

*A special offer can be tied to attending onboarding sessions.*

*A pilot can be tied to defined success criteria.*

*A price concession can be tied to a case study if successful.*

This changes the conversation. The customer receives value, but the company also receives commitment.

# The Role of Training in Retention

Training is not an optional add-on in SaaS. It is often the difference between adoption and churn. Many customers fail not because the software lacks features, but because the team does not build habits around it.

Sales teams should talk about training before closure. They should make the customer aware that implementation requires time and attention. This filters customers who want results without participation.

When training is positioned clearly, customers understand that success is a joint project.

# Handoff Matters

SaaS negotiation and onboarding are connected through the

handoff. Everything learned during sales should move to the implementation team: customer pain points, goals, objections, promised features, stakeholders, timeline, and risks.

A poor handoff makes the customer repeat themselves. It also creates gaps between what was sold and what is delivered. A strong CRM process can help here by capturing details throughout the sales cycle and making them visible to onboarding.

The customer should feel that the company remembers them, not that they are starting from zero after payment.

## **How to Build a Better SaaS Negotiation Playbook**

Founders should create a negotiation playbook that helps salespeople protect value and qualify honestly.

Include:

*Approved discount boundaries.*

*Questions to ask before discounting.*

*Red flags that suggest churn risk.*

*Commitments required from discounted customers.*

*Rules for documenting promises.*

*A checklist for sales-to-onboarding handoff.*

*Training expectations to explain before closure.*

*Lost-deal and churn feedback loops.*

This gives salespeople confidence. They do not have to choose between being rigid and giving away value. They can negotiate strategically.

# The Bottom Line

SaaS negotiation is not about winning the lowest price conversation. It is about understanding customer seriousness, protecting service quality, and setting up successful onboarding. Discounts may close deals, but fit, commitment, and implementation create retention.

The best SaaS teams look beyond the signature. They ask whether the customer is likely to succeed after the sale. That is how negotiation becomes a retention strategy, not just a closing tactic.

## FAQs

### **Are discounts bad in SaaS sales?**

Not always. Discounts can work when tied to commitment, annual payment, adoption milestones, or strategic value.

### **What is a red flag during SaaS negotiation?**

A buyer who focuses only on price and shows little interest in training, implementation, features, or outcomes may be a churn risk.

### **When should onboarding begin?**

Onboarding should begin during sales through expectation-setting, documentation, and a clear handoff to the implementation team.

Source Note: Based on The Thrive podcast episode featuring Limesh Parekh of Enjoy IT Solutions: <https://www.thethrive.in/podcasts/from-inr-2-crore-loss-to-crm-success-limesh-parekhs-bootstrapped-journey-from-bhilad/>

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# The Strategic Advantage of the Refund Policy

A refund policy is usually treated as a customer service detail. Many founders see it as a defensive promise: something written in fine print to reduce buyer anxiety or handle complaints. But when designed correctly, a refund policy can become a strategic sales advantage. It can increase trust, speed up decisions, improve qualification, and even protect the company from bad-fit customers.

Limesh Parekh's view on refunds is simple and powerful: if the product does not work for the customer, the customer's money should not work for the company. That philosophy is not just generosity. It is a business discipline. It forces the company to sell honestly, onboard seriously, and focus on long-term customer success rather than short-term revenue.

For SaaS and service businesses, this mindset can change the way sales teams think about closing deals.

## Why Refund Policies Build Trust Faster

Every customer carries risk when buying a product, especially in B2B. They wonder whether the software will work, whether their team will use it, whether support will be available, and whether the vendor will disappear after payment. This fear slows down decisions.

A clear refund policy reduces that fear. It tells the buyer that the company is confident enough to share the risk. Instead of saying, "Trust us because we are selling this," the company says, "Trust us because we are willing to stand behind the outcome."

That matters in SMB markets where relationships, reputation, and practical results often matter more than brand glamour. A refund promise can help a smaller company compete against larger names because it makes the buying decision feel safer.

## **Refunds Force Better Sales Qualification**

The most underrated benefit of a refund policy is internal discipline. When the company knows it may have to return money if the product does not work, the sales team becomes more careful about whom it sells to.

This is exactly why the policy is strategic. It discourages forced selling. It pushes the team to ask better qualification questions:

Does the customer have a real problem?

Is the product a genuine fit?

Will the customer invest time in onboarding?

Does the customer's team have the discipline to use the solution?

Are expectations realistic?

Is the buyer committed or only looking for the cheapest option?

A weak-fit customer may bring revenue today but create support pressure, poor adoption, complaints, and churn tomorrow. A refund policy makes that risk visible before closure.

# Why Bad-Fit Customers Increase CAC

Customer acquisition cost is not only the money spent to acquire a customer. It also includes the sales time, demos, follow-ups, onboarding effort, and support attention required to make that customer successful. If a bad-fit customer churns quickly, all of that effort is wasted.

Worse, unhappy customers can damage referrals and team morale. Sales may celebrate the closure, but implementation and support teams inherit the friction. The company pays the hidden cost of a poor sale.

A refund policy can reduce this damage by changing the sales team's incentives. If a customer is likely to fail, the best decision may be not to close the deal. That may feel painful in the short term, but it protects retention, reputation, and service quality.

## The Refund Policy as a Sales Filter

A good refund policy acts like a filter. Serious customers appreciate the assurance but still focus on value, implementation, and outcomes. Weak-fit customers may reveal themselves through their questions and behavior.

For example, if a prospect negotiates aggressively on price but shows little interest in training, adoption, features, or process change, that is a warning sign. They may be buying the idea of transformation without committing to the work required. In SaaS, that often leads to churn.

The refund policy gives the sales team permission to step back and ask: Are we confident this customer will succeed? If the answer is no, the deal is not as attractive as it looks.

# Confidence Is Stronger Than Pressure

Traditional sales pressure tries to push the customer into buying quickly. A refund-backed sales approach does the opposite. It removes fear and creates confidence.

This is important because customers can sense desperation. When a salesperson forces urgency, overpromises, or avoids discussing fit, buyers become defensive. When a company confidently says that it only wants money if the product works, the conversation becomes more honest.

That honesty can shorten the sales cycle. Customers do not need to spend as much energy protecting themselves from the vendor. They can focus on whether the solution is right.

## Refunds Can Create Referrals

One of the strongest examples from Limesh's experience is refunding a large fee when a customer's team was not using the CRM properly. Instead of damaging the relationship, the refund created trust and led to multiple referrals.

This lesson is important. A refund does not always mean failure. Sometimes it proves integrity. A customer who receives fair treatment may not be the right user today, but they can still become an advocate. They may remember that the company acted responsibly when it had the chance to keep the money.

In relationship-driven markets, that reputation has long-term value.

## How to Design a Strategic Refund

# Policy

A strong refund policy should be clear, fair, and connected to implementation responsibilities. It should not become an invitation for casual misuse, but it should genuinely protect customers.

Founders should define:

*What outcomes or usage conditions are covered?*

*What onboarding steps must the customer complete?*

*What time window applies?*

*What documentation or review process is required?*

*Who approves refunds?*

*How will feedback from refunds improve sales qualification?*

The policy should also be explained during sales, not hidden after purchase. If the refund promise is part of the trust-building process, customers should understand it before they buy.

## What Refund Policies Teach the Company

Every refund is data. It can reveal poor qualification, unclear expectations, weak onboarding, missing features, or customer segments that are not a good fit. Instead of treating refunds only as losses, founders should review them as learning opportunities.

Ask:

*Why did the customer fail?*

*Could we have identified the risk earlier?*

*Did sales overpromise?*

*Did onboarding underdeliver?*

*Was the customer uncommitted?*

*Should we change our ICP or qualification criteria?*

This converts refund pain into strategic improvement.

## **The Bottom Line**

A refund policy is not just a customer-friendly promise. It is a sales strategy, qualification tool, and trust-building mechanism. It reduces buyer fear, forces honest selling, protects retention, and helps the company learn which customers it should serve.

The strongest companies do not chase every rupee. They choose customers they can genuinely help. A well-designed refund policy keeps the business aligned with that principle.

## **FAQs**

### **Does a refund policy increase risk for the company?**

It can, but it also reduces the risk of bad-fit sales by forcing better qualification and honest expectations.

### **How does a refund policy help sales?**

It reduces buyer fear, builds trust, and shows confidence in

the product or service outcome.

## **Should every SaaS company offer refunds?**

Not necessarily in the same way. But every SaaS company should have a clear policy for handling poor fit, failed adoption, and customer dissatisfaction.

Source Note: Based on The Thrive podcast episode featuring Limesh Parekh of Enjoy IT Solutions: <https://www.thethrive.in/podcasts/from-inr-2-crore-loss-to-crm-success-limesh-parekhs-bootstrapped-journey-from-bhilad/>

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## **SaaS Pricing: Why Being Cheap is a Failure Strategy**

Many SaaS founders believe low pricing is the easiest way to win customers. It feels logical: if the product is cheaper than competitors, buyers should say yes faster. But in SaaS, being cheap can quietly become a failure strategy. A price that does not fund sales, onboarding, support, retention, and product improvement creates a business that looks attractive on the surface but becomes unsustainable underneath.

Limesh Parekh's warning from the podcast is especially useful for early-stage SaaS founders: price cannot be based only on the cost of code. Software may be delivered digitally, but the business around it is very real. Customers need education, demos, implementation, training, support, and long-term success. If the price does not pay for these functions, the company eventually compromises service quality, and churn

follows.

The cheapest product is not always the strongest product. Sometimes it is simply the product that has not understood its true cost.

## **The SaaS Pricing Trap**

The most common early pricing mistake is assuming that because software has low marginal delivery cost, the product can be sold extremely cheaply. A founder may think, "The code is already built, so every new user is almost pure profit." That mindset ignores the full operating model of SaaS.

A SaaS company has to spend money before and after the sale. It must attract leads, run campaigns, pay salespeople, conduct demos, onboard customers, answer questions, fix bugs, train teams, maintain infrastructure, improve features, and retain accounts. These costs do not disappear because the product is online.

If a company sells a product for too little, it may still get users, but it will not have enough margin to serve them well. This creates a dangerous cycle: cheap pricing attracts price-sensitive customers, price-sensitive customers demand more proof and support, the company cannot afford strong service, customers do not adopt properly, and churn increases.

What looks like growth becomes leakage.

Price Must Fund the Whole Customer Journey

SaaS pricing should be designed around the full customer journey, not just the software license.

## **A healthy price should support:**

Customer acquisition: marketing, lead generation, sales

conversations, demos, and proposal work.

Sales enablement: training, collateral, follow-up systems, and tools that help the sales team convert the right customers.

Implementation: setup, data migration, configuration, onboarding, and customer education.

Customer success: usage monitoring, support, training refreshers, issue resolution, and renewal management.

Product improvement: engineering, security, integrations, bug fixes, and roadmap development.

Retention: relationship management, adoption support, and proactive problem-solving.

*When pricing ignores these costs, the business is forced to underinvest in the exact activities that make customers successful.*

## **Why Cheap Pricing Attracts the Wrong Customers**

Low pricing can also attract customers who are not committed to implementation. This is especially true in B2B SaaS. A buyer who chooses only on price may not value training, process change, or disciplined adoption. They may ask for discounts aggressively but ignore onboarding, team readiness, or long-term fit.

Limesh points out that customers who focus too heavily on negotiation and too little on features, training, or implementation can become churn risks. That is a powerful insight. SaaS is not only purchased; it must be adopted. If a customer does not invest attention, ownership, and effort, even a good product can fail in their organization.

Pricing should filter for seriousness. It should signal that

the product is valuable and that implementation matters.

## **The Hidden Cost of Poor Service**

When a SaaS product is underpriced, service usually suffers first. The company may delay support hiring, reduce onboarding effort, avoid proactive customer success, or depend on the founder to handle escalations manually. In the short term, this may keep costs low. In the long term, it damages trust.

Customers do not judge SaaS only by features. They judge it by whether it helps them solve a business problem. If the product is powerful but the customer does not understand how to use it, the perceived value is low. If issues are not resolved quickly, confidence drops. If onboarding is weak, adoption stalls.

This is why price and retention are connected. A price that funds service helps customers succeed. A price that starves service increases churn.

## **Free Trials Are Not Always What Founders Think**

Founders often treat free trials as a way for customers to test features. But in B2B SaaS, a free trial can also function as lead qualification for the company. It reveals whether the prospect has a real use case, whether they are willing to engage, and whether they can adopt the product seriously.

If a customer signs up but does not attend onboarding, import data, invite users, or define a business goal, the issue may not be the product. The issue may be poor fit or low commitment. A trial should not simply be a free sample. It should be a structured evaluation.

That means pricing and trials should work together. The goal

is not to get everyone in. The goal is to identify and serve the right customers profitably.

## How SaaS Founders Should Price More Wisely

A better SaaS pricing approach starts with unit economics. Founders should estimate the cost of acquiring a customer, onboarding that customer, supporting them, and retaining them over time. Then they should compare that cost to expected revenue and lifetime value.

Useful pricing questions include:

How much does it cost to generate a qualified lead?

How much sales time is required before closure?

How much onboarding effort does each customer need?

How many support hours are typical in the first 90 days?

What does customer success need to do to prevent churn?

What gross margin is required to keep improving the product?

Which customer segment gets the clearest value from the product?

Once these questions are answered, pricing becomes strategic instead of emotional.

### Cheap Is Not the Same as Affordable

There is an important distinction between being affordable and being cheap. Affordable pricing respects the customer's budget while still protecting the company's ability to deliver value. Cheap pricing ignores the real cost of value delivery.

For Indian SMB SaaS companies, affordability matters. But

affordability should not come at the cost of implementation, support, and survival. A product can be priced fairly without being underpriced.

## **The Bottom Line**

Being cheap is a failure strategy when the price does not support the full SaaS operating model. A sustainable SaaS company must price for customer acquisition, onboarding, service, retention, and product improvement. Otherwise, it attracts weak-fit customers, underfunds support, and creates churn.

The goal is not to charge the highest possible price. The goal is to charge a price that allows the company to deliver the promise it sells. In SaaS, that is the difference between appearing attractive and becoming durable.

## **FAQs**

### **Why is low SaaS pricing risky?**

Low pricing can underfund onboarding, customer success, support, and retention, making it harder for customers to get value.

### **Should SaaS startups avoid affordable plans?**

No. Affordable plans can work if they still support healthy margins and a clear service model.

### **How should founders think about SaaS pricing?**

They should price based on the full customer journey, including acquisition, training, implementation, support, and

retention.

Source Note: Based on The Thrive podcast episode featuring Limesh Parekh of Enjoy IT Solutions: <https://www.thethrive.in/podcasts/from-inr-2-crore-loss-to-crm-success-limesh-parekhs-bootstrapped-journey-from-bhilad/>

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# How Starbucks Is Ruling The Indian Coffee Industry

Steaming hot and full of flavor, coffee is the most consumed beverage in India. After tea, it is the key ingredient that fuels productivity, creativity and social relationships. Starbucks understands this cultural significance of coffee and has pioneered its way into the hearts of its customers in India.

Creating strong customer loyalty involves much more than just serving a perfect cup of brewed espresso or cappuccino. Starbucks dedicates itself to connecting with customers by providing them delightful experiences from start to finish.

The company also uses smart technology to understand customer preferences so that they can continue to deliver personalized offers tailored to individual needs and wants. On top of that, their in-store staff are empowered with role-specific technology such as interactive tablets for ordering that allow for more accurate servings.

The success story does not end here; Starbucks recognizes that the Indian market is maturing day by day where value-for-money plays an important role when it comes to product prices and appealing menu options.

Its latest menu items offer an array of beverages at affordable prices while also providing different dietary requirements like vegan, gluten free, dairy free or other health conscious choices.

Starbucks goes far beyond the typical coffee house experience by creating a sense of community through initiatives such as partnerships with local businesses, live music performances and art exhibitions conducted in some outlets regularly.

Every detail has been taken into account since their launch in India – making sure they stay ahead in the industry while maintaining quality standards blended flawlessly with modern Indian culture.

If you live in India, you know that the consumption of coffee was not very high earlier as compared to now. And with time Starbucks has become the most significant player in the coffee industry. But the question comes here: How did they manage to dominate the country's coffee market? Let's take a look at their rise to success.

For years, Indians considered coffee something that only rich people drank. But these days, we see numerous cafes opening across the country. They sell various types of beverages ranging from cappuccino to chai tea. There are over 3,500 franchise stores of Starbucks in India today.

*"Coffee consumption in India grew by 3 per cent to 1.06 lakh tonnes in 2011 as compared to 2010, according to data from the International Coffee Organisation."*

**Source:** [ndtv.com](http://ndtv.com)

Starbucks was founded in 1971 in Seattle, Washington. Since its inception, it has grown into a global chain with over 28,000 stores worldwide. Today, Starbucks is the largest coffee retailer in America and also ranks among the top 20 companies in the world.

It also boasts the highest share in terms of revenue generation. With a strong foothold in the major metropolises, the company is expected to continue its growth in the months ahead.

After achieving massive success around the world, it came up with an innovative idea of expanding coffeehouses in India as well. India, known as a country of Tea lovers, will enjoy a variety of coffee drinks.

This question put Starbucks in difficulty in expanding its venture coffee in India. Starbucks, with high risk, took a decision and brought its coffee venture in 2003, but its turn failed.

With this, Starbucks enterprise started planning and plotting strategies for their expansion in the country and decided to start a joint venture with Ratan Tata's brand (TATA Coffee) with this, they announced the opening of stores at various locations across the country.

## **The early days**

In 1971, Jerry Baldwin, Zev Siegl, and Gordon Bowker were the founders of Starbucks. The three friends first met at the University of San Francisco and thought to sell good-quality coffee beans.

Until 1976, the location of the Starbucks store was in Seattle. Before Howard Schultz took over Starbucks, it only sold coffee beans. In 1987, the founders sold the company to Howard Schultz, who rebranded the Starbucks company, Il Giornale.

Starbucks started growing really quickly and opened its first stores outside of Seattle. By 1989, the company opened 46 stores across the USA. In 1996, it opened its first store in Japan. Within 2 years it had 28 stores in Japan.

Later, it started getting various coffee companies and began testing a fresh-pressed coffee system. And then Starbucks started to face its share of setbacks and hurdles.

During the 2008 recession, Starbucks closed 600 stores in the United States. In the same year, the company had layoffs of almost 1000 jobs. In addition, it also closed several stores in Australia as well. By 2009, they had completed around 977 stores worldwide. But, Starbucks pushed through all the hurdles and rose to the top.

## **Starbucks India**

In October 2012, Starbucks Corporation with TATA Global Beverages entered the Indian coffee market, starting their first store in Mumbai, India. A 50:50 joint partner, owned by Tata Consumer Products and Starbucks Corporation, that owns and operates Starbucks outlets in India. The outlets are branded Starbucks “A Tata Alliance” and it got the title “Tata Starbucks”.

Today, Kevin Johnson is the CEO of Starbucks. The Starbucks store in India is owned by a joint venture of TATA Starbucks Private Limited. The brand is now known as Starbucks Coffee – “A Tata Alliance.” And also, Starbucks signed an agreement with Nestle back in 2018, which says Nestlé has the right to market Starbucks’ packaged coffee and food service products worldwide.

## **(Infrastructure) The Hidden Secret Success Behind Starbucks in Indian Market**

The Starbucks store located at Connaught Place in New Delhi has art painted on the walls, and the store is entirely made up of mats and ropes. The store located in Pune has a designed

infrastructure with localized railings and a prosperous display of treasure and copper.

## **1) Menu For Indian customers**

Apart from the usual products offered internationally, Starbucks coffee store in India has some special Indian-style Menu offerings such as Tandoori Paneer Roll, Elaichi Mewa Croissant, Chocolate Rossomalai Mousse, Malai Chom Chom Tiramisu, Chicken Kathi Roll, and Murg Tikka Panini to offers Indian customers.

All espressos sold in Indian outlets are made from Indian roasted coffee beans which are supplied by Tata Coffee. Starbucks also sells Himalayan bottled mineral water and free Wi-Fi is available at all Starbucks stores.

In January 2017, Tata Starbucks introduced Starbucks' tea brand Teavana which offers 18 different varieties of tea across its outlets in India. One of the varieties, called the India Spice Majesty Blend, was specifically developed for Indian customers and is only available in India. India Spice Majesty Blend is a blend of full-leaf Assam black tea infused with whole cinnamon, pepper, cardamom, cloves, star anise, and ginger.

On 15 June 2015, Tata Starbucks declared that it was suspending the use of ingredients not approved by the Food Safety and Standards Authority of India (FSSAI).

## **2) Experimentation & Innovation**

Starbucks always comes up with innovative ideas for presenting, roasting, and preserving themselves in the coffee market. The company took the initiative solely to keep on experimenting with making Starbucks.

### **3) Customer Relationships**

Starbucks believes in focusing on existing relationships with customers, ensuring more fan following, and creating coffee more according to customers' preferences. The brand advocates more impact on customers' brains by doing tricks like mistakes in their spelling names.

### **4) Building Strong Social Media**

Starbucks followed social media strategies, boosted social media with their posts, followed newsletters, blogs like LBB, Buzzfeed India, Social media marketing, etc. Their target audience is youth; hence they asked popular social influencers to promote and affiliate their offers on each and every page; these things helped to publicize their campaign and their coffee this way they create a strong Starbucks market.

Starbucks expects India as its top 5 market; due to its massive financial support, Starbucks has an advantage in investments and market opportunities. The thought of a joint venture with Tata Global beverages, supported by Starbucks corporation a lot, turned into a great idea for Starbucks to become a successful venture in India.

The success of Starbucks also involved quality improvement in the taste of the menu and infrastructure, particularly for the Indian market. The customers are welcomed, and the store ambience includes fast and free WiFi for their customers, with a sip of coffee, and a good time in the cafe.

## **How does Starbucks make money?**

Starbucks's revenue model has been categorised into operated stores, licensing fees from licensed stores, and the growth of other products. A large product of revenue comes from the company-operated stores. According to a report from 2018, around 82% of total revenue comes from this segment only.

The licensed stores do contribute much (12% to the total revenue) but are known to be very popular. The licensed stores hold lower margins and high operating margins as compared to the other company-operated stores.

These licensed stores sell products like tea, coffee, snacks and other Starbucks products and generate royalties and license fees for Starbucks.

The third source of Starbucks' sales of packaged tea, coffee and other instant beverage products to customers, is outside the company-operated and licensed stores. Also, some premium quality coffees, Food items, Whole bean Coffees and others.

Moreover, Starbucks also sells a few coffee machines and equipment like espresso machines, coffee brewers and others to licensed stores normally.

## **The Gold Card Reward by Starbucks**

There was a time in 2008 when Starbucks was going through layoffs and some really hard times. And that's when Howard Schultz was re-appointed as the CEO of Starbucks, who took the Starbucks with some very remarkable alterations.

His most incredible initiative was the reward system. In this, the customer deposits some money in their Starbucks account and when they use the money for buying coffee, the company rewards them through the gold card reward.

This became the most successful marketing plan and around 41% of Americans preferred the Starbucks app for payments. And whenever a customer buys any beverage products from the store, they indirectly lend money to Starbucks at a 0% interest rate.

The money earned through this marketing plan was invested into different ventures, for the upgradation of the company. The most incredible thing about this reward back system is that the customers can only use the money to buy coffee from

Starbucks and through this, there is a never-ending financial deal with the customers.

## **Revenue Model**

Starbucks comprises different business segments that also play an important role in helping the company generate good revenues. Its focus is to provide premium quality products with warm and friendly customer service. Around 79% of company revenue normally comes from Starbucks-owned stores.

The cost structure of Starbucks majorly consists of fixed expenses such as administration and store operation pricing. Another primary cost driver is the occupancy price which is a variable expense.

## **Challenges faced by Starbucks' India**

### **1) Competition:**

In India, coffee is available in every price range, posing a serious threat to Starbucks' coffees and products. Many coffee houses offer products at a very affordable rate, and though you can say that they have a different target audience, Starbucks needs to keep an eye on these not-so-high premium brands.

### **2) Pandemic and Global Recession:**

Like any other retail store all over the world, the coronavirus pandemic, health situation, and global recession have affected Starbucks as well due to the unpredictable situation. Starbucks temporarily closed 2000 stores in China, and overall 50% of the chain's corporate footprint and 46% of licensed stores in the US are closed as well.

### **3) Rising Prices of Raw Coffee Beans:**

The price of raw coffee beans – Arabica, the world's most-produced coffee (representing over 65% of the world's production), has risen dramatically during the pandemic due to concerns over its availability, hoarding, and supply chain disruption as well.

Any additional dollar channeled to purchase raw coffee beans at a so costly price reduces Starbucks' profitability and if the prices continue to increase could pose a serious challenge to Starbucks.

## **Starbucks current situation**

Today, Starbucks is the leading successful coffeehouse chain and one of the top companies worldwide selling coffee drinks and food, the company has its merchandise and more across the globe.

Grocery shops across the United States and other countries also sell bottled coffee, cold coffee, and ice cream products. In November 2019, it opened the most prominent coffee lovers spot in Chicago with more than 200 employees.

Due to the COVID-19 pandemic, the company had to close several of its stores, but it eventually announced opening new stores across the world.

Starbucks Corporation has reported consolidated net revenues of \$ 8.7 billion in the first quarter (Q1) of the fiscal year 2023, a jump of 8% compared with the 2022 quarter. Although the company has a significant challenge of competing with other coffee shops at such high costs, what benefits Starbucks is its aesthetic vibes and peaceful environment, which is suitable for office meetings and even for studies.

In 2022, Starbucks collaborated with the South Korean

multinational conglomerate Samsung. And both companies have launched mobile cases. Moreover, they have found quirky cases for Galaxy Buds as well. The companies have teamed up to make adorable and chic cases for Galaxy devices.

All the accessories of the collaboration are manufactured with eco-friendly materials only. However, it is a limited edition across South Korea. It has been produced exclusively for the South Korean market only.

## Summary

Starbucks is an American chain of coffeehouses that has world stores. Jerry Baldwin, Zev Siegl, and Gordon Bowker are the founders of Starbucks in 1971. In the early 1980s, they sold the company to Howard Schultz, who decided to convert the coffee bean store into a coffee cafe.

Starbucks comes at 114th position on the Forbes Fortune 500 list. In 2021, Starbucks made a net income of US\$4.20 billion. Today, the company has over 32,000 stores all around the globe.

## FAQ's on Starbucks:

### Must read articles:

- [How Domino's Became Pizza's Biggest Chain in India](#)
  - [Prafull Billore \(MBA Chaiwala\): From tea stall owner to selling franchise](#)
  - [Indian e-commerce Giant Flipkart Success Story](#)
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# The Power Of Personal Branding In Lead Generation

Lead generation can be an incredibly powerful tool for business growth. But it is a long, often difficult process. It requires continuous effort to establish and strengthen relationships with potential customers and partners.

Thankfully, there are ways to make this process easier with the help of personal branding.

Your brand is your voice – it speaks volumes without you having to utter a word. Crafting the right narrative communicates quickly who you are and what you stand for, allowing audiences to trust you almost instantly.

Branding yourself as an expert in your field through effective content writing helps establish credibility and attracts discerning customers looking for professionals they can trust. Thoughtfully planned visuals will engage prospects even further and also serve as a reference that resonates after initial contact has been made.

Brand recognition will set you apart from competitors while correctly delivering messaging across broadcast channels ranging from social media, emails and web presence to name tags or even tattoos! A well-crafted personal brand gives customers one consistent image of what they should expect from your services whatever channel it may be on.

Today people are familiar with the power that a business leader's personality has to influence the reputation of their company. How can you separate the figure of Richard Branson from Virgin, Steve Jobs from Apple, or Elon Musk from Tesla Right? You can't imagine those names with those products.

However, personal branding isn't just for business leaders.

Take a look at this startling statistic: “93% of people trust product or service recommendations from people they know, while only 34% trust messages from a [corporate] brand.”

Overall, by investing in yourself and leveraging strategic branding tactics, lead generation becomes more organic as customers start coming directly to you instead of being acquired by costly marketing campaigns. Designed essential allays any trust concerns and ensure that each offer delivered is actionable value.

*The purpose of this article is to demonstrate the power of personal branding as a lead generation tool.*

## **Personal branding**

Personal branding is not about being famous or being an influencer who promotes products. It's about being known for something – be that expertise, a passion, or a message about the brand. It's about inspiring your audience, building a tribe and having an impact on certain people.

Your personal brand is your brand reputation online. It's what people who don't yet know you but one day will think of you when they will see your product or whenever they wanna buy that category product.

The practice of 'personal branding' is not only controlling the narrative of how you're seen but actively working to be seen as branding in a certain field.

## **Why Is Personal Branding Important?**

In an era where people's attention spans are getting shorter by a few minutes, the need to make an impression is more important for the brand. And the best way to do this is by creating a solid, powerful and memorable brand identity.

Unfortunately, today most business owners do not realize the importance of personal branding because they think it's a lot of extra work.

However, the truth is that if you want to create a successful business today, you must create a successful brand first. People who know you and your business will trust you more and will buy more products and services from you which will eventually.

## **Types of personal brand**

### **1) The Altruist**

Altruists are people who are highly recognized for their commitment to helping others. These are people who not only dedicate themselves in terms of actions, but also with regard to being mindful of their personal relationships with others.

### **2) The Careerist**

True careerists are the person who has shown a preference for professional way above all other personal achievements. More often associated with business-related networks such as LinkedIn-careerists constantly share information with others that will raise their status in their industry.

### **3) The Hipster**

Hipster branding refers to a recognized subculture of progressive people who embrace individuality above all else. Although modern hipsters are usually associated with young millennials who give up mainstream trends.

A hipster is also a person who likes to try things first and share reviews or knowledge with others. Hipsters can adopt aspects of both altruism and careerism as well. For them, sharing is seen as an important part of their existence.

## **4) The Boomerang**

The boomerang brand type refers to people who share content and generate interactions simply to create discord through controversy with others. In many cases, it's not important to agree with the content-choosing to pass on the information for the potential of being seen as provocative.

## **5) The Connector**

Connectors are people who have pride in themselves and in their ability to bring people together. These are usually well-connected individuals who openly use their network to unite. Typically creative, they obtain validation and satisfaction through others, and people.

## **6) The Selective**

The selective person is a person that only shares information with certain people. They usually carefully curate information based on the general needs and interests of the specific audience. They are largely known for being resourceful. To determine that often takes careful self-analysis that will let you reveal your values, strengths, and weaknesses.

# **3 Benefits of using personal branding for lead generation**

## **1) Personal branding helps build trust with potential leads**

When it comes to lead generation, trust is a very important factor that can make or break a potential sale. If a lead doesn't trust you and your business, they're unlikely to do any business or purchase from you. That's where personal

branding helps you.

Personal branding is all about presenting yourself and your expertise and skills in a way that resonates with your target audience. When you develop a strong personal brand, you're not just promoting your products or services – you're also showcasing your personality, skills, knowledge, values, and unique qualities. By doing so, you're giving potential leads a reason to trust you and your business.

## **2) Helps in developing a powerful personal brand that resonates with your target audience**

In today's crowded digital landscape, developing a personal brand is important for standing out from the competition and building a good audience. But to be truly effective, your personal brand requires you to resonate with your target audience – that is, the people you're trying to reach and connect with.

A personal brand helps you to resonate with your target audience, you need to start by understanding who your target audience is, what they want, and what challenges they face. You can involve doing research on your target market, surveying your existing audience list, or simply paying attention to the conversations and trends in your industry.

## **3) Leveraging personal branding to attract high-quality leads**

Personal branding can be a great tool for attracting high-quality leads – that is, target customers who are a good fit for your business and are more possible to convert into paying customers. By leveraging your personal brand, you can establish yourself as an authority in your industry and build a loyal following that is engaged.

One way to leverage your personal brand for lead generation is to aim at creating high-quality content that offers value to your target audience. This might include blog posts, social media updates, videos, podcasts, or other forms of content that demonstrate your expertise and provide solutions to the challenges and pain points of your ideal customers.

## **5 key elements of a powerful personal brand**

### **1. Experience**

Ensure you're engaging in impactful and exciting ways to embrace new opportunities and challenges so that you'll have a variety of experiences to draw upon. And they don't all need to be good experiences; in fact, being able to share information about times when things went wrong will lend your story authenticity and make you more relatable.

### **2. Collaboration**

In order to demonstrate the relevance of your storyline to your audience of a potential audience, it helps if you can collaborate with your existing audience. Ask their permission to share their experiences to support your narrative.

### **3. Awareness**

While your personal experience and working relationships are very important for building your personal brand, It's important to be aware of the massive context in which your brand is situated.

You can increase your brand exposure by reverse engineering what a branding and digital marketing agency do for targeting your audience, as you may get even greater results.

## 4. Openness

It might seem senseless to talk about your weaknesses and failures as part of personal branding but remember: “a personal brand should reflect your actual personality and should not be an idealised or fake version of who you are.”

You must be willing to be open, honest, and vulnerable about your mistakes and disappointments. That’s what will give your personal brand integrity and encourage your customers to trust you.

## 5. Content – Creation & Distribution

Your experience, collaboration, awareness, knowledge and openness will go invisible if you don’t create compelling content to get these qualities to check assurance. This means once you’ve got the content, you need to distribute it on the right media channels to be seen by your target audience.

When you come to distribute your content, it’s helpful to identify the timing for your personal branding marketing strategy.

For more immediate results you can choose:

- Paid social media
- Paid Google/Bing ads
- On the other hand, for a longer, slow-burn approach that builds up your brand gradually, you can try:
  - Guest blogging
  - Organic social media
  - Speaking gigs and conferences

# How personal branding can be used to generate leads

## 1) Ensure content quality

The path to grabbing the attention of people towards your expertise goes through providing helpful content.

Start strategizing what you want to convey to your audience. While coming up with content ideas, and keeping a pulse check on the challenges or issues your audience wants the solutions for- how you as a market expert can help them solve those issues?

Having consistent, high-quality content is the beginning point to use your personal brand. Optimize your social profiles and make sure you're using high-quality images, and videos your expertise is demonstrated, and your copy is crisp and typo-free.

Your goal is to make the audience aware of what you are working for in your niche, your vision relating to your niche, and how you are a problem solver for your audience's issues.

Considering all these points, you can create relevant and quality content to spearhead your personal branding efforts. It will drive the target audience to visit your page, generate more leads, and create brand advocates.

## 2) Consider your marketing content as an asset

When you are paving the way to propel your personal branding, it is important to treat your marketing content as an asset. The reason for this is simple: it will help you open up new profit avenues and create multiplied demand for your product markets.

### **3) Leverage the power of your followers and subscribers**

According to the Edelman-LinkedIn study, 56% of decision-makers say they use thought leadership content as an important way to vet business. Incorporate thought leadership in your personal branding marketing strategy, and build and leverage relationships with other thought leaders in your niche.

Why? That's because you will get advantages from shared branding and augmented exposure while also discovering new perspectives that you might otherwise have missed noticing. For strengthening relationships, fetching growth, and amplifying engagement, you can create shared content aligning with collaborations and fun competitions for your audience.

### **4) Social Media Platform**

Leading your personal branding effort is directly proportional to building a beneficial and strong network. Leverage social media channels and expand your network so you to brand yourself, show professionalism, cultivate more and create more.

Utilizing social media channels makes it easier to connect with your target audience, establish relationships, and even get unexpected opportunities. When selecting social media channels, keep your brand or business goals intact.

### **5) LinkedIn**

LinkedIn is a separate use case of personal branding well, which is intentional because LinkedIn is completely different from other platforms. LinkedIn is the most profitable social media platform if you want to reap the most out of your personal branding efforts.

It has developed a reputation as a professional social

platform, giving you ample reasons for exercising your personal branding efforts on LinkedIn you can cultivate quality leads, promote your content, and find partnership opportunities.

## **6) Conferences & Speaking Gigs**

Conference and Speaking gigs are a great medium for personal branding. Speaking at workshops and conferences is a go-to marketing strategy for lead generation. Moreover, these are a perfect way to represent your views and expertise while meeting new minds in your niche community.

Speaking gigs or conferences are the combination of two important parts when it comes to personal branding- content production and content distribution. It would be best if you aimed at educating and adding value.

# **Personal branding strategy**

## **1. Know yourself First**

Many people don't know who they are and what they want to be in their careers. So many out there struggle with personal branding because they don't understand themselves and their identity.

If you are ambiguous about your aspirations in life and know where you want to take your things in life, there is no way you can define yourself and convey that to others. Thus, before trying to establish yourself, find a clear definition of yourself, your strengths, things that define you, and your vision & mission in life.

## **2. Test Yourself**

After strategizing all your strengths or traits, test your skills and knowledge with your circle online, or offline and

arrive at a credibility score. Then start working on improving your score over a period of time.

### **3. Define your Target Audience**

Define and get to know about your target audience which will help you choose the right medium.

### **4. Establish Presence**

In today's social media world, your online presence contributes 100% to your personal brand's online reputation. You will be googled by friends, colleagues or target customers, so make sure your online content speaks about the real authentic YOU.

### **5. Upgrade your Social Media channel**

Social Media channel is no longer about posting photos of food and fancy vacations; it has a deeper objective to protect your personal brand image and true skills across multiple platforms. And today Vlogging is one of the best trends – speaking out would give you more credit than a brief 'about me' section.

## **Tips on building a strong personal brand**

### **1. Make those around your marketing successful:**

While some personal brands are built at the expense of others, the most highly regarded personal brands are developing on the success they have created for others. Think "selfless" as opposed to "selfish."

## **2. Hiring a coach or mentor:**

This is something that many successful brand struggle with as their pride can be a barrier to seeking the wisdom and counsel of others. However, this is one of the best investments to build a powerful, strong and sustainable personal brand.

## **3. Invest in continuing education:**

So you already earn a significant income, run your business and you're busy – the reality is that it is far simpler to reach the C-suite than to remain there. You will only survive in the working environment if you continue to refine and advance your skill sets and competencies.

## **4. Learn to work the media, or hire someone:**

You can be a target for the media channel and while the controversy is not always a bad thing it causes more unnecessary brain damage than you will possibly want to incur. You can hire someone expert to do it for you.

# **Personal Branding Examples**

## **1) Elon Musk**

Elon Musk, creator of Tesla and SpaceX, at least once. He is often associated with his companies' names across the world. Elon Musk is a great example of careerist personal branding that represents new technology. People will remember his electric cars and rockets.

## **2) Kylie Jenner**

Kylie Cosmetics, which owns cosmetics brand Kylie Jenner into the youngest "self-made" billionaire in the world. Kylie is a

member of the wealthy Kardashian family. She could influence people by her own brand and used her face to demonstrate her product line.

She has a strong social media presence and brought excellent results to this young celebrity. Kylie Cosmetics now has 25.5 Million followers on Instagram and customers worldwide.

### **3) Shaun White**

Shaun White is famous for his accomplishments in snowboarding and skateboarding across the world. Today he owns his own clothing brand. The store has everything an athlete needs. Simply put, personal branding is connected with your identity, personality, and expertise.

## **Summary**

Building a powerful personal brand means telling your own compelling story, being open and authentic, designing on your experiences, and staying aware of the wider context. And it means making sure your brand story is heard by the right audience by producing and distributing great content.

The aim of your personal branding activities should be to educate, inform, knowledge and help your audience. Demonstrating your expertise and showing that you understand your audience's pain points will generate leads as a natural result.

## **FAQ's on Communication:**

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# Do's and Don'ts Of Creating A Visual Brand

Designing for visual impact takes more than just aesthetic appeal. To create an iconic brand that resonates with audiences, we need to understand the principles of visual communication.

A great visual brand is consistent, and emotive, images, logos, and design photos that you use to promote your business do your visual brand in the market based on an understanding of your target audience.

You may not realize it, but your visual brand tells the story and journey of your business, including your company's values, core, personality and purpose. It can be one of the best marketing tools you can use for communicating with your customers.

Meticulously craft messages to express values and ideas in ways that are both visually stunning and emotionally gripping. Focus on every detail, pick color palettes and font styles carefully, as design decisions should be anchored in a solid concept driven by a clear purpose.

Vividly illustrate stories to connect with viewers by creating meaningful symbols that tell a memorable story. Put yourself in your customer's shoes: when perusing visuals, they should experience something fresh and original that leaves them feeling informed and inspired.

However, try not to overthink things: keep the vibe light-hearted rather than overly serious or corporate so that it's easy for potential customers to relate to the message you're conveying.

Always push boundaries but don't go over the top – too much

complexity can distract people from your core values or perspective, reducing the overall effect of any campaign.

Poor visual branding, however, can affect and hurt your business image. Business owners who are interested in developing their own visual brand should read this article.

## **Visual Branding**

Visual branding is an important element of your marketing strategy. It consists of all the visual elements used to represent your business in the market, from your logo, and images to the font on your business cards. Each element works together to create the overall look and feel of your business image.

It's important for every business to convey its brand personality and make an emotional impression on its audience. Finally, your visual branding approach will help unite the many fragments of your brand through consistent images, design and fonts, etc.

Whether your target customer looks at an email newsletter, Instagram post or brochure, shared visual branding elements will signal that it's your business that is different from others.

## **The Visual Branding Process**

1. Effective your brand personality and how it relates to your business goals, aims and values.
2. Conduct market research to understand your market competitors' visual branding approaches and what your target audience will be looking for.
3. Gather inspiration and collect visual images, and design references through mood boards, sketches, mockups and

other exercises.

4. Create logo design options that could represent your business, then select the one that feels like the right fit.
5. Select other visual elements that work well with your logo, and background and complete your visual brand.

## **The do's of creating a visual brand**

### **1. Do be consistent**

The visual elements you use to showcase your brand should all have a similar feel and message. Consistency is a huge part of creating visual branding for the photographer and content creator behind Art & Anthem, who works with businesses to develop their visual brand.

Consistency helps customers recognize you. It also let them connect with your brand and develop a good relationship. An inconsistent strategy to create a visual brand can create a perception that your company needs to be more genuine and trustworthy.

### **2. Do understand your target market**

Your visual brand impacts customers' understanding of your business. But you don't know how to target customers who will respond to your visuals. That's why the most important part of developing your visual brand is understanding your target market.

Consumers no longer simply buy things out of need. There are many options available in the market and your competition, so they do their research and usually lean toward the brand they can relate to more.

Once you know who your customers are and what they want to see, you can create and use visuals that appeal to those aspirations and needs. This increases your chances that consumers will select your company over your competitor's market.

### **3. Be clear**

Communicate with your designer and show the world what your business stands for. Bring a collection of words, images or phrases you feel represent your business. Share the story of the journey of your business.

Defining your company's core values will let you build stronger relationships with customers, as they will be able to gain a more understanding of the foundation of your business.

Your core values will help you stand out and give you a competitive advantage over other brands in the competitors. The values of your business will help in framing your brand's story for your target audience.

### **4. Do combine online and offline marketing channels**

Combining both channels into your branding materials. Don't create a calm and funky website if your office is advanced and traditional. Online and offline experiences need to be a consistent and same page. For example if you're playing an ad on an online channel make sure you're using the same things on offline marketing.

### **5. Define the core values of the business**

Defining your business's core values will let you build stronger relationships with customers, as they will be able to gain a good understanding of the foundation of your company.

Your business core values will help you stand out and give you a competitive advantage over other similar brands in the market.

## **Don'ts of creating a visual brand**

### **1. Don't just stop with your logo**

Many new businesses spend a lot of time, and money to design the perfect logo. While it's a vital part of your brand, it isn't the only thing that matters. When considering the elements that make up your visual brand, it's essential to suppose beyond the logo.

Consider how product images, ad photography and social media images showcase your brand. All these elements work together to create a visual brand image that tells clients what your brand stands for.

### **2. Don't focus only on social media**

Visuals are important in fostering a connection between the brand and its customers, especially on social media. But that doesn't mean, Twitter, Instagram and Pinterest are the only platforms you need to consider the impact of your visual brand.

Every point of contact a customer has with your brand, from the photo in an announcement to the card you transport with orders, can impact how they perceive your company. All these brand visuals need to be exactly considered and integrated with each other.

### **3. Don't just focus on visuals**

Developing a visual brand that promotes your business images takes time. But if you're willing to experiment and discover what your customers respond to, you'll eventually hit on a

formula that works for your business growth.

People need help to avoid trying to create visual things before understanding what they need to communicate with their target audience. Instead of starting with photos, fonts or designs that you like, take time to understand your brand and your target audience. This will help you to visualize the elements that you select and orient your efforts toward the thing of connecting with the right customers.

## **4. Copy from other business company**

Never risk ruining your brand's reputation by copying content or design elements from your market competitor. You must understand that what works for your brand won't work for yours.

Your brand should be unique to you. Not only is copying going to leave a bad impression on your customers, but you could also end up in a lawsuit for copyright infringement.

## **5. Miss out on trends**

Is every trend going to advantage your brand? No. But is it still important to stay on top of the latest trends in marketing? Yes. Staying up-to-date with what is currently trending can help your brand reach more audiences, especially when using #hashtags.

Your brand can be found/seen more when you are participating in a trend that thousands of others are also participating in around you. Although you want to stay on top of the latest trends in the market, you also want to be sure you are only participating in the trends that are going to be successful for your business.

# 5 Main Elements of Visual Branding

## 1. Logo

The very first thing is a logo. This easily-identifiable mark showcases your brand through words, an icon, or a combination of both. It doesn't need to be a literal depiction of what you do, but should be easily recognizable as yours in the market.

## 2. Typography

Typography basically is the way the fonts are displayed, their hierarchy, sizes, boldness, etc. If designed correctly it helps your visuals and your brand to convey the needed message, in the order you need it to be conveyed.

## 3. Color Palette

Colour increases recognition by up to 86%, so having a clear, consistent, and distinctive colour palette is one of the most important things you can do for your brand.

Colour also speaks about your brand a lot of meaning, so it's a powerful tool for conveying your brand's personality, appealing to your ideal audience, and sharing your message.

You can select 1-3 core colours, plus some supporting neutrals representing your brand to create a cohesive, clear and consistent palette that you can use across all your touchpoints.

## 4. Graphic Elements

These graphic elements such as illustrations, patterns, icons, and textures pull everything together to create a cohesive brand identity.

Patterns and textures can be used for packaging, social media

backgrounds, website elements and many more, while illustrations and icons can be used to elevate & communicate information or add personality to your brand which can make it different in the market.

## 5. Imagery

A picture is worth a thousand words, so the imagery is a very important element of your brand identity when it comes to communicating your vision, values, and the voice of your business. Establishing a direction for your photography & videography will establish your brand identity and convey your brand message in a clear and powerful way.

## Summary

Visual Brand defines who you are and how people perceive your business. It's what helps people to identify your brand through a theme song, and your tagline, and based on colour or font, reputation is the image it conveys to others that affect whether or not people do business with you.

Visual elements can give your brand a unique identity and drive you to make important decisions in your eCommerce marketing strategy. It can even increase revenue, which can reach up to 28%. Visual branding is a great tool for attracting visitors who tend to become important buyers, with the help of marketing tactics.

## FAQ's:

### Must read articles:

- [Top 10 Made In India Brands](#)
- [Top 15 Shoe Brands In India for men & women 2022/2023](#)
- [All You Need To Know About Brand Image](#)

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# How to Convert WordPress to a Static Website and Super Charge Your SERPs

If you've ever used WordPress you would definitely be aware of its amazing capabilities and incredible versatility. It is one of the most popular website building platforms in the world accounting for more than third of all websites that are live on the internet.

Thanks to such massive popularity, there are some incredible things being built around the WordPress platform to make it even better, especially in terms of making it search engine friendly.

After all, a better rank in the SERPs will result in more traffic and more traffic to a website will directly correlate to more revenue. So it's definitely in the best interest of the website owner to make the website more search engine friendly.

It is generally agreed that static websites perform better in terms of search engine rankings as compared to dynamic websites. Let us first understand what a static website is, and how it differs from a dynamic website.

## What is a Static Website?

# Static Website



# Dynamic Website



A static website, as the name suggests, is simply a set of web pages that are presented to the user to view and read. The user can however interact with the web pages through clicks, hovers and all other actions.

This is because a static website has javascript enabled which allows for such actions to be performed by the user. The main limitation for static websites is, however, the lack of ability to interact with any database and modify its content.

This essentially means that any user interaction, action or data input cannot be saved for retrieval later on. It also means that the website cannot have typical features such as

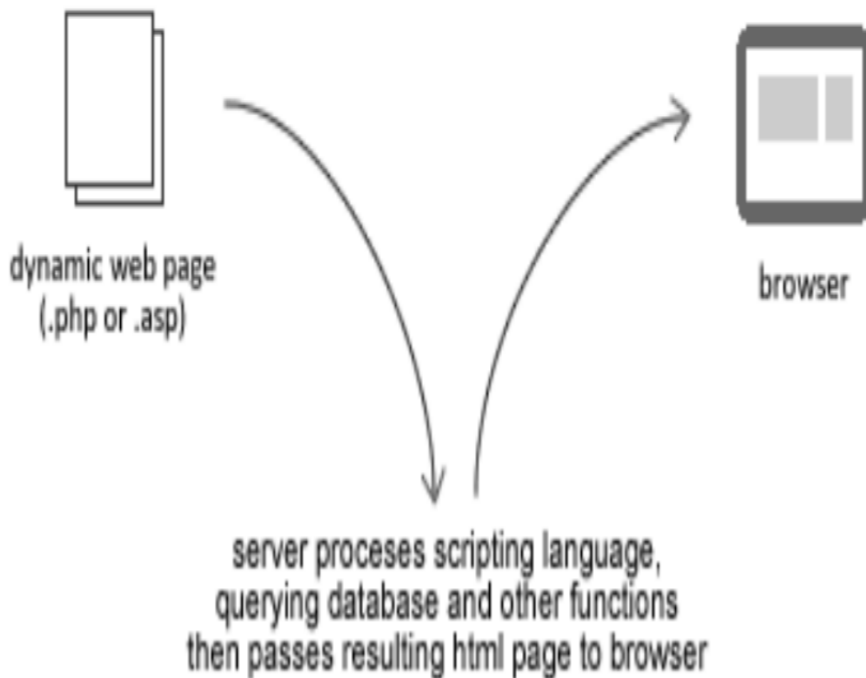
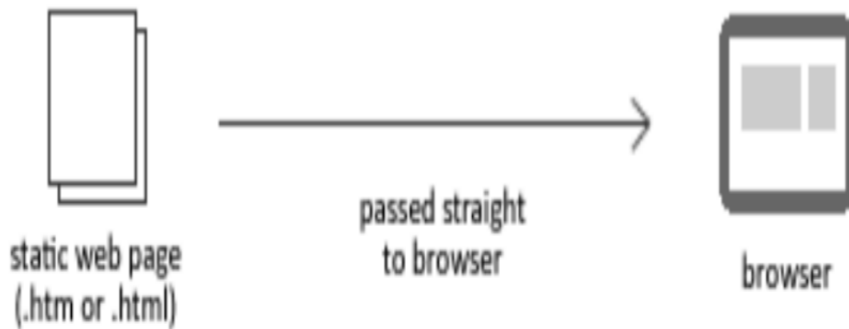
registering for an account, logging in, publishing user generated content, etc.

## **Where can Static Websites be used?**

A good use case for a static website would be a blog where the user only needs access to the content for viewing. There is no need for the user to be logged in or making edits to the content of the website.

Since WordPress is primarily a blogging platform and most websites built using WordPress are, in fact, blogs, it makes perfect sense to convert WordPress based blogs to static websites and enjoy the amazing SEO benefits it provides.

## **Dynamic Websites**



A couple of good examples of dynamic websites would be ecommerce websites and social media platforms.

## Dynamic Ecommerce Websites



Ecommerce stores involve a huge amount of user generated data that needs to be stored in a database. For example, customers provide their address and contact details for when they place an order. These need to be saved and stored securely in order for the company to be able to pack their order and ship the products that they have ordered to them. In addition, these details also need to be retrieved when the customer wants to

view their order history or order status.

These types of actions are only possible with a web application running on the server. This web application will take in all the requests that come from the user interactions in the front end, interact with the database and respond to the user with the dynamic content that they seek.

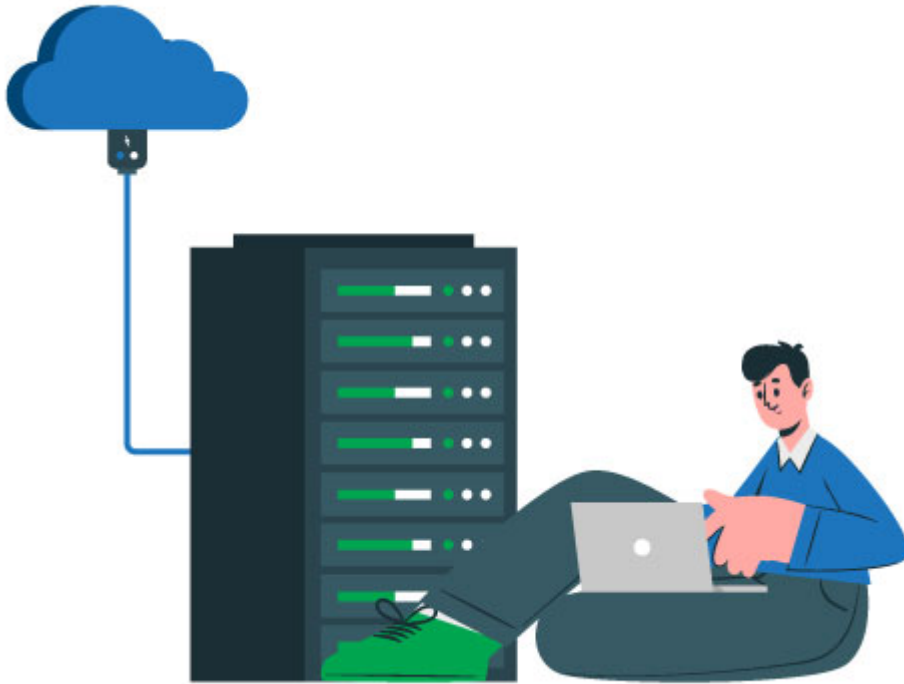
## Dynamic Social Media Websites



With social media websites, the page displayed to each user will, by itself, be different. The updates feed for me would be posts and photos posted by my friends whereas it would be different for another person. This is the very definition of a dynamic website and requires a full fledged web application running on the server to handle such tasks.

## Benefits of Static Websites

## 1) Low Server Cost



It can be inferred from the above explanation that static websites don't require a database or any complex web application running on the server. This means the load on the server is extremely low.

Hence, you only need to have a minimal and basic server running in order for a static website, even one with hundreds of thousands of different pages to be hosted. This results in massive savings in server costs.

Thus it can be a lucrative option for individuals and small companies to convert their websites to static websites and enjoy the massive savings.

## 2) High Speed



Since there is no complex web application running in the server and there is no read or write process to the database being done, static websites are incredibly fast.

All that's needed is a server application like Apache or Nginx to receive the user requests coming in and send the requested pages back. The load times are thus so low that static websites almost seem to load instantaneously.

### **3) Great User Experience**

This fast load time leads to a great overall user experience. It also means that the bounce rate for static sites will be much lower as users don't have to wait until the page gets loaded.

## 4) Static Sites and SEO



The ultimate aim of any search engine is to provide the user with the content that is not only the most relevant to what they are looking for, but also satisfies them. This is the primary reason why modern search engines like Google and Bing look at various metrics including site speed when they rank the websites on their Search Engine Results Page (SERP).

For any query that the user enters into the search engine, the number of relevant results can often go into millions. Of these, the best and most relevant content can number in hundreds and even thousands.

This is why search engines look at factors like load time, bounce rate and even ease of readability to determine which pages to rank. Dynamic sites often have higher load times in the order of a few seconds whereas static sites often load in just a few hundred milliseconds.

This gives static sites a huge edge over dynamic sites in terms of SEO and ranking highly for any search term.

# How WordPress Works?



WordPress is a web application built using PHP. It needs to be installed in the server system and comes with a built in user login system as well as a wonderfully user friendly admin panel. This makes it extremely easy to install, configure and get a website up and running in just a few minutes.

It comes with a built-in database for storing content as well as any meta data associated with it. Whenever any page is requested, WordPress reads the relevant entry from the database, reads at the user configuration for the look and feel of the website and then builds the requested page and sends it back to the user for viewing.

Thus, for each page that gets viewed, the server uses CPU and memory to build the page dynamically. This makes it extremely easy for the website owner to create and edit content. Since each page is being built as and when the requests come in, the edits are reflected instantaneously to the user.

Unfortunately, to enable this ease of use, WordPress websites become completely dynamic.

## **How to convert: WordPress to a Static Site?**



As we've seen previously, there are enormous benefits to both WordPress as well as static sites.

Hence, it would be naturally amazing to get the best of both worlds and be able to build websites through WordPress,

convert them to static sites and deploy them to the server to make it super SEO friendly.

This is exactly what we will learn now. Let us look at the steps you need to take in order to convert your WordPress to a static website.

## **1) Host WordPress Locally or on a Development Server**

A good way to get started would be to install a WordPress local hosting service such as [XAMPP](#). In case you are migrating an existing website to make it static, you will need to create a backup of your database and files and move it to the local installation of wordpress. You can easily do this through any backup and restore plugin such as [Updraftplus](#).

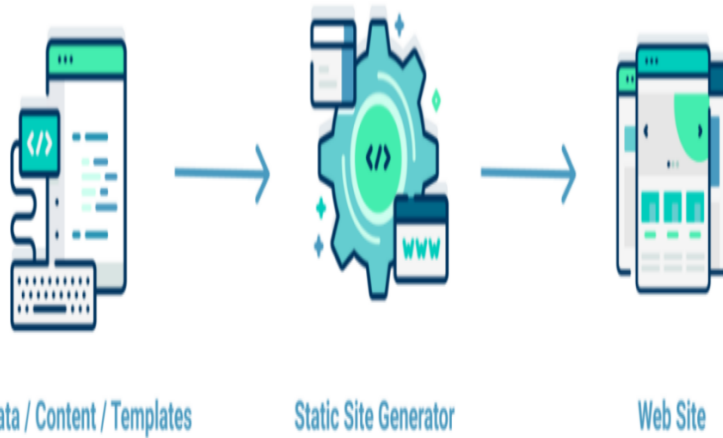
In case you work with others in your team who will be collaborating in content creation and editing, it would be better to host wordpress on a development server instead of locally.

Either way, get the WordPress installation up and running and create and publish all your content inside WordPress.

You will see that the published content is dynamically generated as usual in the correct local or development server URLs.

## **2) Install Static Generator Plugin**

## BUILD TIME



## REQUEST TIME



A static site generator is where all the magic happens with regards to making a wordpress website static. These simply crawl through all the pages of a website, build the necessary HTML, CSS, Javascript and image files necessary for each page and save them locally in a neat folder tree that corresponds

to the website's route map.

When it comes to WordPress, there are numerous wonderful static site generator plugins that get this job done fabulously. One of the best plugins that handles this for free is [WP2Static](#).

Once you've downloaded the plugin, head over to the 'Install New Plugin' section of your wordpress and use the Upload option to upload and install this plugin. Once installed, click the Activate button next to the plugin in the 'Installed Plugins' section to activate the plugin.

### **3) Generate Static Site**

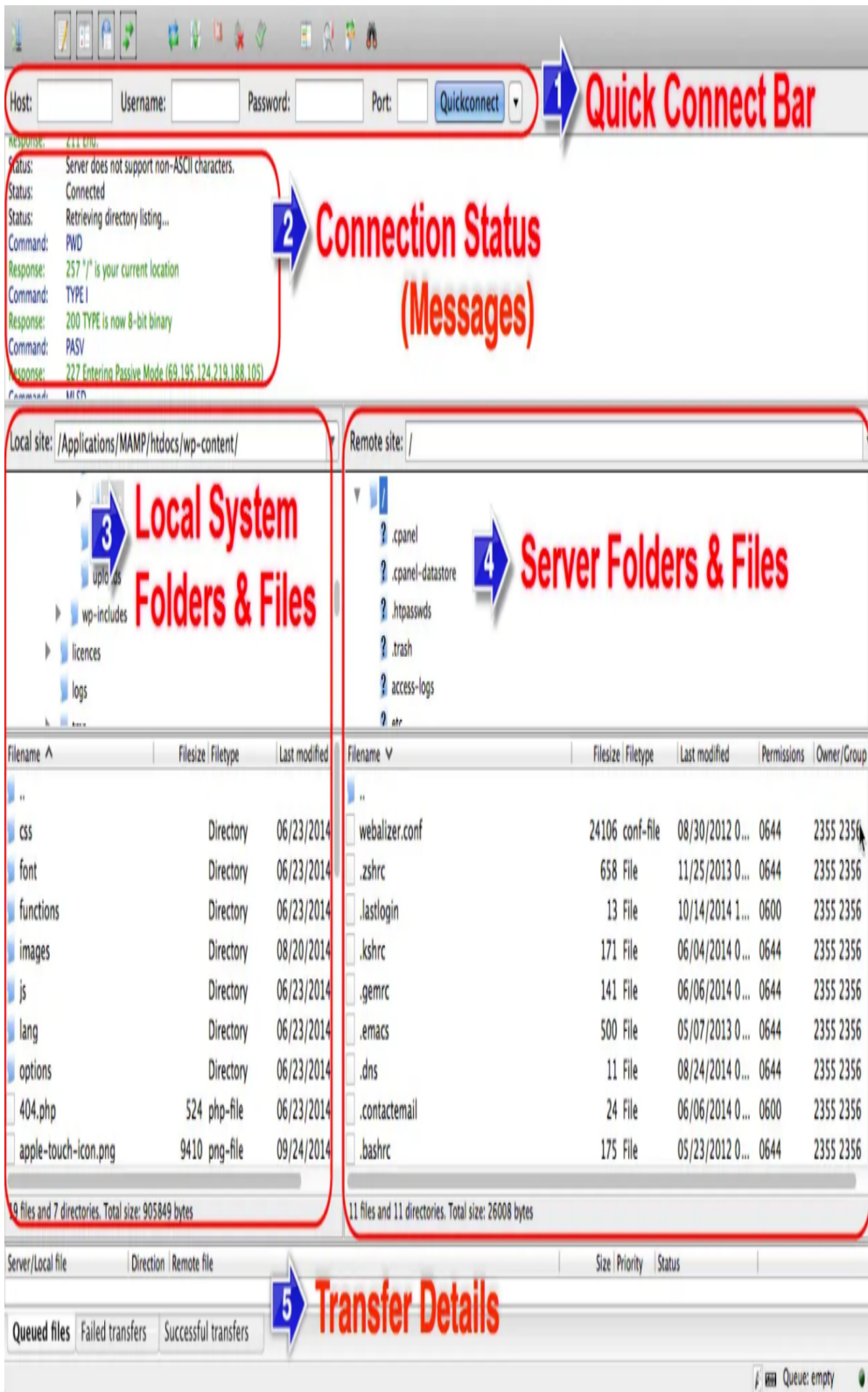
Once the static site generator plugin has been installed and activated, it will add a new option in WordPress' left navigation menu called 'Wp2static'.

Under this, you will see an 'Options' section where you can tweak the various settings related to how the plugin works and behaves.

For now, you can use the defaults and head over to the 'Run' section. Simply click on the 'Generate Static Site' button and wait for the process to finish.

It will take quite some time to finish its work. The larger and more number of pages your website has, the longer this process will take.

### **4) Upload the Generated Files to your Website Host**



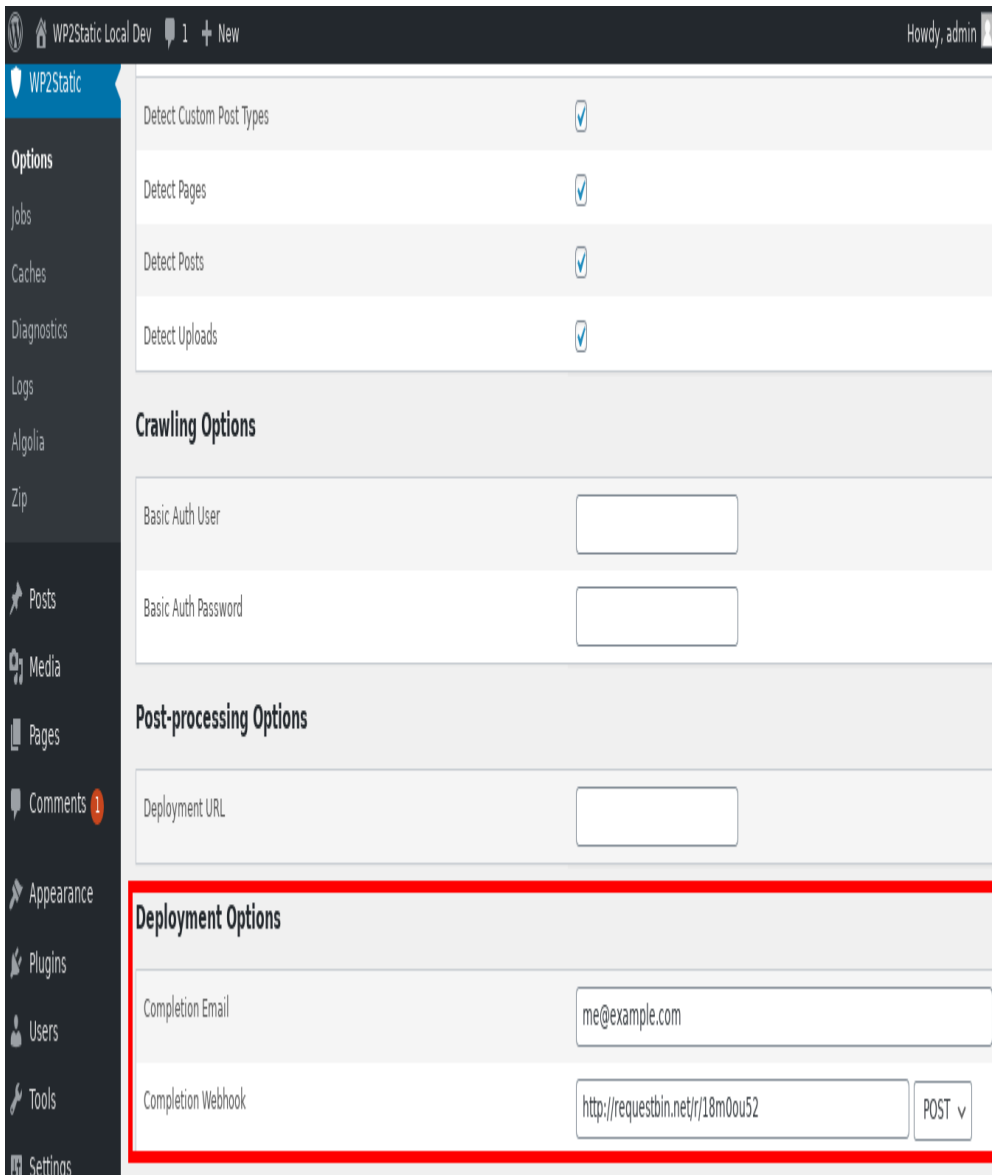
Once the static site generation has finished, you can find the generated static website files in your website's local folder. This is usually the '/wp-content/uploads/wp2static-processed-site' folder. Check this folder and you will see further subfolders containing the generated HTML and other files for your static website.

Next, use an FTP software such as FileZilla to upload all the contents of the 'wp2static-processed-site' folder to the host's server folder.

This is usually '/var/www/html' but can vary depending on your hosting provider. Do check with your hosting provider and make sure you upload the files to the correct folder, otherwise the pages will not show up correctly.

Once the upload is completed, the static site should be live on the host. You can check by visiting the ip address provided by the host provider and you should see the static website opening blazingly fast!

## **5) Update Domain DNS Records**



Now that the static website is live on the host server, all that's left to do is to modify your domain's DNS records to point to your host's IP address.

In order to do this, head over to your domain name provider's website and look for the DNS records option next to the particular domain.

Inside the DNS records options, you will see a specific record labelled 'A' record. Click on edit next to this record and in the value field, copy and paste the public IP address for your host server where you've just uploaded the static files of your website.

Click update and wait for 10-30 minutes. Once the new records

get propagated, your domain should now start displaying the static site.

## 6) Updating and Editing Content

Whenever you need to add new content, update or edit any existing content, you will need to completely regenerate the static site and reupload it to the host server using FTP.

Hence, it would be a good practice to develop an update schedule where you aggregate a bunch of posts and site updates and then generate the static files together for all these files.

That's it! Using the above steps you can easily convert your wordpress website to a static site and enjoy the enormous benefits that it brings.

What did you think? Any important steps or points to note that we missed? Any other trick that can make the static site generation process a bit easier? Let us know in the comments below.

### **Author Bio:**

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# A Simple Way To Introduce

# Yourself

If you're confused or nervous about how to introduce yourself to others, you're not alone. Introductions can feel uncomfortable or stressful if you need to introduce yourself to a new team of colleagues or a stranger at social events.

Presenting yourself isn't always easy. You have to craft a story that's both powerful and persuasive, while still being authentic and relatable.

To achieve this balance, focus on the big picture of your career instead of simply listing individual accomplishments. Describe why you're passionate about what you do, identify areas in need of improvement, and outline how these elements will come together to create an even brighter future.

Start by emphasizing your core values and the beliefs that define who you are as a professional. Show how they shape your decisions and how they lead to meaningful outcomes that benefit those around you – clients, colleagues or customers.

Be sure to also show humility; highlight opportunities for growth without dwelling on mistakes or failures. Don't be afraid to voice passions or take risks, but always strive for progress not perfection when presenting yourself and developing in your field.

Finally, express gratitude for all those who helped you along the way – whether it be mentors, partners or friends – stressing the importance of collaboration to drive long-term success.

You can stop worrying about awkward introductions because in this article you will learn the best way of introducing yourself professionally, benefits, and examples to make introducing yourself easier. Get ready to make a great first impression!

# When do you use a self-introduction?

Self-introduction is kind of the act of introducing yourself to someone. When you meet someone new, you introduce yourself or ask them to introduce themselves. You might even introduce yourself to hundreds of people at one go such as at conferences or seminars etc.

Introducing yourself means providing more information about yourself in simple, clean, clear and confident language, giving people an idea about yourself. Not to forget the use of body language which helps to showcase your confidence.

## The Benefits Of A Strong Introduction

Knowing how to give an introduction professionally has many advantages. When you start with a strong introduction, others may perceive you as self-assured and capable.

An effective opening can make your conversation more engaging, whether your goal is to gain a job, make a sale, acquire a mentor or simply make a new professional connection. Establishing yourself as an open, friendly and professional person can create opportunities for you throughout your career.

- Helps to build connections.
- Improve self-confidence.
- Improves presentation skills.
- Leaves a powerful or impactful impression.
- Helps in building deep understanding and positive thinking habits.

# Some tips to introduce yourself professionally

## 1) State your purpose

Many people introduce themselves by stating their name and current job title, but you also need to briefly introduce yourself and try to add information your new contact cannot find on your business card.

If you are at a social event, consider starting with your name, and then stating your passion. You could also mention your goal, such as finding someone to collaborate on a new idea.

If you are interviewing for a job, quickly summarize who you are and why you are there. Your interviewers already know what role you are applying for, so have your professional introduction explain your purpose in a few sentences. You need to include your name and why you are a good candidate for the job.

Make a note that you are required to start your introduction in a way that is appropriate for the context. For example, if you are at a social event, you might simply begin by shaking a new connection's hand and giving them your first and last name.

Then, start a conversation by asking and answering questions about their background and your own.

Briefly introduce yourself example: "My name is Sarah, I moved to New York City because advertising is my passion, and this is the place to find an inspirational, innovative ad community. I have a good background in analyzing audiences for messaging optimisation and would love to tell you about the strengths I can bring to this role."

## **2) Body language is important**

Both your words and your body language make an impact on first impressions about yourself. Controlling your body language is essential during the introduction.

For example: when you approach a new coworker in your department, start with a strong handshake, and maintain eye contact during the conversation with that person. Doing this shows the other person you are engaged in your interaction.

When you introduce yourself to someone, you can demonstrate confidence by speaking in a clear and good voice. During your conversation with another person, maintain natural body language with relaxed shoulders and open arms. If you are seated, stand to greet the person who walks in the room, such as during an interview.

## **3) Explain your value**

Your professional introduction is required to convey your unique experience and qualifications so you stand out from other candidates for the specific role. Hearing an introduction that sounds different from other candidates directs your new contact's attention toward you and tends to make it more memorable for the employer.

During an interview introduction, for example, you need to let your interviewer know how you would make a valuable contribution to the team.

Example: "My name is Sarah, and I have 10 years of experience working in public relations with the Shri advertisement firm. I have worked with more than 20 destination marketing firms to increase tourism at their destinations, resulting in 40% more business at certain locations."

## **4) Understand the culture**

Consider researching the company before an interview or meeting to understand its company culture. For example, before an introduction to a computer programming company, review the website or social media pages to see what the company's culture is like.

If the company seems more casual, it may be appropriate to include humour while you introduce yourself. A more formal interview or meeting with a potential customer could make you more likely to be hired or to gain the client's business.

## **Introducing Yourself at a Video Interview**

### **1) Introduction**

Sometimes it happens that the moment you are escorted, you start getting nervous while facing the video. You start thinking about what questions they'll ask and how to answer them in such a short period of time.

The first question in an interview can be nerve-wracking as it determines what the recruiter will think of you for the rest of your interview.

Here are some points on how to ace self-introduction:

So how do you respond when a recruiter asks, "tell me something about yourself"?

It's important to be aware that the interviewer is trying to get a better understanding of your skills and background in a short time period. You should answer this question with information specific to the position you're applying for.

key points to mention in your introduction:

- Who am I? (Include your complete name, where you come from, and your personal background)
- My educational background, (where have you worked early, your best job achievements, and work experience related to the job role.)
- Share your professional experience and training.
- Talk about your hobbies and interests.

## **Education & Work Experience**

For example, if you're interviewing for a position in sales marketing, it would make sense to mention your experience in networking and interacting with people.

- **Education:** Even though your CV contains this information, it's still the best idea to remind the interviewer of how and what you studied. This will increase the chances that they pay attention to your skills during the interview section. Share your achievements and avoid sounding overconfident in what you are saying. Try to be polite and calm.
- **Professional Experience:** Remember to include the details of your work experience and all you learned during that period in your resume. Mention any internships and workshops you have attended and things you got to learn there.

## **2) Hobbies & Interests**

Mention your interests after experiences, but don't get too informal. Try to keep things in a tone of voice that should be natural and conversational but not too casual; you want to focus on getting to know a person's character so it's crucial for them to know yours.

## **3) Why You Want the Job**

Finally, it is very important that you mention what sets you

apart from other candidates who may be applying for this job position. This will show the interviewer that there are reasons why they should hire you.

If possible you can state what you can do for their business. Only you know the true reason for joining the company you're interviewing with is matter to you.

Try to be genuine and honest in your motivations for the role. Your authenticity will shine throughout the interview and be remembered by recruiters.

## **Things to keep improving your communication skills**

### **1) Listen Well**

To be a good communicator, you first have to listen well to what the other person is saying. Communication couldn't happen if one of the parties involved is not listening properly. By listening well, you get every important detail of the communication, and you also improve on how to communicate back well.

### **2) Be to the Point**

The majority of the miscommunication happens when there is too much needless information given. Keep your communication concise without compromising on its importance. This applies to both written and verbal communication ways. For written communication, proofreading, and verbal communication, try to practice saying only what is important during conversation.

### **3) Body Language**

Body language is a great way to communicate without words but still has a profound impact on managing your body. When you

are in a video conference call or face-to-face meeting, keep positive body language like an open stance, respond in between and eye contact. The other person subconsciously reads this, and their body language also becomes positive will conversation.

## **4) Always Proofread**

People assume they have not made a mistake while they do written communication. Do not make this mistake. Proofread what you have written once or twice before sending to another person.

# **5 Creative ways to introduce yourself**

## **1) Share your nickname**

Suppose you want to be called something other than your name, share that. They might just respond, "Oh, I have a cousin who goes by that which can create a subject to talk about."

## **2) Make a "business" card**

Keep something with you to give away to new people you meet anywhere in meetings or social events which is the best way to start a talk. So that you can talk beyond your name and contact information, and list random facts about yourself, your interests, and your hobbies.

## **3) Just start talking**

It's possible the person you're introducing yourself to feels a little nervous and awkward as well. Dare to start talking first into the conversation and see where it goes. They might feel relieved you talked first and relax immediately and give the next person to speak.

## **4) Keep it relevant**

Know about your surroundings? There's a possibility something happening around you that you can use as a topic for a conversation without just walking up to a stranger with your hand outstretched and an unsolicited handshake.

## **5) Search for common ground**

Do a little search while you're saying hello. Small talk is only awkward until the two people find something in common. "I'm studying English, I really love reading classic novels." You never know, they might read the same thing.

# **Professional Introduction Examples**

Here are some examples of professional introductions in different scenarios:

## **1) At an interview**

Keep your introduction short and straightforward to hold your audience's attention.

Example: "My name is Riya, and I enjoy promoting small companies to help them boost their profits. I am excited about the opportunity to be part of a team that raises awareness of the businesses in Delhi. I have a good background in public relations and would love to tell you about the strengths I could bring to this position."

## **2) To new customers**

A professional email introduction can be equally important to networking as a face-to-face meeting. Rather than body language and tone, emails rely on the clarity of language and accuracy of writing skills. A concise and error-free email impresses your contact and makes them consider your request.

Example: "My name is Yash, and I am reaching out from Bags Unlimited to inform you of the services we offer. Our company sends automatic shipments of various takeout bags to restaurants each month so you might always have enough for your clients.

We offer different packages based on your requirements, so I would love to set up a time to speak with you and give you more information."

### **3) To a new coworker or team member**

Your new colleague would possibly meet multiple people on their first day, so give them an introduction briefly.

Example: "My name is Anjali, and I work as the social media manager in the marketing department. Our team leader holds weekly meetings, and I look forward to working together in the future. Please let me know if I can help with anything as you yourself with the office."

## **Example of a Student Introduction (for IELTS)**

### **IELTS Speaking Introduction Question and Answers**

- Examiner: Can you please tell me your full name?
- Candidate: Sure, my name's Yash Ayudyha
- Examiner: Thank you. And what do you want me to call you?
- Candidate: Yash is fine.
- Examiner: Can you tell me where you're from or where you belong?
- Candidate: I'm from Mumbai.
- Examiner: Can I see your identification, please?
- Candidate: Sure, here you are.
- Examiner: Thank you, that's great. Now, in this first

part, I'd like to ask you some questions about yourself. Let's talk about it.

## Summary

Throughout your professional journey, you could meet various people who can help you develop needed skills and progress. You can establish a positive connection with an interviewer, network contact or mentor when you have a polished self-introduction.

In this article, we outline how to introduce yourself professionally, and its benefits, and provide instructions and examples for introducing yourself in various situations.

## FAQ's:

### Must read articles:

- [20 Best Motivational Quotes For Studying And Excelling](#)
- [Is Education Important To Become An Entrepreneur?](#)
- [12 Things Successful Entrepreneurs Sacrifice to Succeed](#)

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# What Is Performance Marketing: How It Works, Channels, And Benefits

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# 5 Sales Comprehensive Approaches

# Enhancing Marketing

Sales...the end all be all of marketing. If no sales are happening then it can be said that the [marketing strategy](#) and tactics are not working. However, as time passes, people are becoming more and more likely to not listen to salesmen and traditional marketing pitches.

When you hear information like “on average, only one appointment is created by a salesman from [209](#) cold calls” it makes you stop and think about it. Why is making sales so difficult?

Well, the thing is that people are always changing, and there is no “blueprint” for success. Be that as it may, we will still teach you some effective marketing approaches that have a high chance of success. Hopefully, they will help you improve your sales.

## 5 Sales Enhancing Marketing Approaches

### 1) Behavioral Targeting

This marketing tactic involves researching your audience and then tailoring your approach according to that data to get the best response. So, why does behavioral targeting work? The reason is that people want to be heard instead of being talked to. According to a survey, [69%](#) of buyers say that they want

the sales representative to listen to their needs.

Now, if you have done your research and collected data on your prospects through both your own and third-party platforms, this becomes much easier. In behavioral targeting, you need to analyze and understand what the prospect wants or needs by looking at what kind of items/services they have shown interest in or have not noticed at all.

Once you have that information, then you can simply use it with your outbound marketing techniques such as emails and calls to entice that prospect into making a sale.

There are a lot of ways in which you can segment your target market in order to meet their needs. For example, you can segmentize your market by age group and by gender. This sort of classification makes it easy for you to understand how you have to approach each group and what you have to do in order to make your offerings look appealing to them.

### **Do:**

- Make the prospect feel that you understand their needs;
- Suggest products and services that deal with their pain points.

### **Do not:**

- Use so much information about the prospect that they feel creeped out.

Elaborating a bit on the “Do Not” part, a good way to be transparent about your data collection policies is to simply explain them on your website/webpage. For example, if you use some of your user’s data for providing them with a personalized experience, you should make it clear what sort of data you use and what sort of data you don’t.

Being transparent like this helps you to build trust with your users and it lessens the qualms they have with sharing their

information with you.

## 2) Inbound Marketing

Inbound marketing refers to using tactics that let people who are interested in your brand, find it and interact with it. Inbound marketing is useful nowadays because people are not fond of listening to salesmen and sales talk. Instead, they prefer to do their research and make a purchase after that.

Approximately [81%](#) of retail shoppers do their own research online before they commit to a purchase. That overwhelming figure should tell you why inbound marketing is so successful.

One of the most effective inbound marketing techniques is to create and spread educative content on digital channels. This is followed by SEO so that it becomes easier for your prospects to find your content and educate themselves/conduct research.

This is where quality, readable, and easy-to-understand content is required for brand and trust building. So, here are some Dos and Don'ts of inbound marketing that you should take care of.

### **Do:**

- Write easy-to-read content;
- Write informative and useful content.

### **Do not:**

- Using plagiarized or copied content.

From these dos and don'ts, it is obvious that the content needs to be readable, unique, and useful to be effective. As a marketer, if you are facing difficulties in writing easy-to-read content and unique content for marketing, take help from online paraphrasing tools. For this, the below tools can be helpful for different purposes:

- [Paraphraser.io](https://paraphraser.io) – Best for enhancing content readability
- [Wordtune.com](https://wordtune.com) – Best for improving the quality of sentences

Mind you, there are a lot of other tools that you can use for these purposes. The reason that we've mentioned paraphrasing tools is that since they work on provided inputs that are created by the user themselves, there isn't a lot that they can go wrong with when presenting the results.

This is something that can be better understood in contrast to AI generators. Since AI generators create the entire content themselves, they can go a little wrong with the context as well as the information they include.

By the way, since we did branch out on this whole thing from the topic of SEO, we think it's a little suitable to mention why exactly readability and engagement is necessary for it.

Search engines, Google in particular, aim at providing their users with valuable information that can help them out. Keeping this in consideration, they (the search engines) favor the content that is made to provide solutions to readers. Similarly, search engines de-rank content that is full of fluff and serves no real purpose for the reader.

This is evaluated, among others, by metrics such as the bounce rate and dwell time. And this is where we make the connection between engaging content and SEO.

If your content happens to be engaging and interesting, your readers will naturally spend more time on the site. They will also interact with the other pages and elements on the website, which will decrease the bounce rate and increase the dwell time.

### **3) Offer Free Trials**

If your brand is a service provider of some sort, then you

should try to offer free trials. There are so many things people can do to research a service. However, nothing beats hands-on experience.

Let's assume you provide a software service such as an online app for designing something. If you provide a free trial of the online app which lets people use and experiment with it, then more people will actually buy it. Now, the thing is, free trials can easily shoot you in the foot as well.

If the trial is too extensive, i.e., it provides all major features for a long time, then people have no reason to buy it. They will create a fake account every time they want to use the online app to access its trial version. So, striking a good balance is key here.

### **Do:**

- Offer a free trial;
- Provide most of the useful features;
- Make it time-limited.

### **Do not:**

- Make the trial period too long;
- Offering all the features;
- Badger the user over and over about buying it.

Another trick of the trade when it comes to offering limited trials for your services is putting an IP lock on the users. This basically involves barring a user from using the same IP to create multiple profiles and using them for getting the features and benefits.

As we said earlier, you have to strike a good balance. If you're too tight with the restrictions, you could end up putting the users off. On the other hand, if you're too free with them, you could end up ruining the hype of the whole thing.

If we want to talk about SAAS offerings, there is another way in which you can provide your users with a sneak peek of your whole product but without making it (the sneak peek) too liberal. You can simply create a menu on your website's home page that gives a walk-through of your tool/application and shows all the features. You can also give the users the option to try it out once using an input of their choice.

The benefit of this type of "trial" is that you don't have to worry about putting an IP lock or an account restriction on the users. Since the trial itself is short and brief, you can leave it to anyone to use as many times as they want.

## **4) Offer Special Deals to Secure Sales**

This is actually a tip about following up on prospects. Following up is literally the most important part of salesmanship. According to Invespro, [60%](#) of sales require at least four follow-ups, as people tend to say "no" four times.

By following up and offering special deals only for them, you can guarantee some modicum of success and ensure that your sale is made.

This also works for online shopping. You can follow up on abandoned carts and offer some discounts which can entice the user to actually buy everything in that cart.

### **Do:**

- Be polite;
- Be consistent;
- Offer a good deal.

### **Do not:**

- Be impolite;
- Make the prospect feel rushed;
- Be brash and aggressive.

Let's actually elaborate on the thing we just mentioned above.

When it comes to online shopping, you can set up your website to automatically recognize the users who filled out the sign-up or checking-out form and then abandoned them.

Then, you can simply send an email to the customer informing them about their abandoned goods. This can also bring back a customer and have them complete their purchase.

You can also try and combine this trick with discounts and sales. For example, if you notice that a group of buyers has abandoned a particular product, you can send them a follow-up mail informing them of a sale or discount (on the concerned product).

This sort of action can prompt them to come back and complete the purchase.

## **5) Nurture and Reward Loyal Customers**

In marketing, loyal and returning customers are very welcome. However, you may be thinking to yourself, "what does nurturing loyal customers have to do with marketing?"

Well, the answer is that loyal customers are really effective brand ambassadors. You will definitely change your mind about this approach when you learn that [82%](#) of Americans seek referrals when thinking about making a purchase.

And who do you think makes these referrals? Loyal and regular customers. People only refer those brands to others whom they use themselves and are happy with. So, do not neglect your regulars. And provide them incentives for:

- Being a regular i.e., with a rewards program or something
- For referring your brand and give them either discounts or monetary compensation for each successful referral.

This way you will be able to improve the number of sales you make.

### **Do:**

- Nurture more regulars;
- Incentivize people to keep buying from you.

### **Do not:**

- Be brash and aggressive;
- Neglect your regulars.

Another thing that you can try doing in order to nurture your existing leads and customers is to compensate them for any shortcomings that they may face from your product or service.

For example, if a particular customer has their order canceled due to some issue at your end, you can give them a special voucher or discount to make up for it.

Even if you don't want to give some sort of monetary compensation for shortcomings on your end, you can still own up to it and send an apologetic message to the lead. That way, you'll come off as a responsible brand and you won't be as likely to stop the leads from coming back for another purchase.

## **Conclusion**

And those are five useful sales-enhancing approaches that you can try and incorporate into your own marketing strategy. As we stated before, not all methods work for everyone.

What worked for one brand may not work for you. However, all of these approaches are really helpful and will provide you with some success if applied correctly.

Another golden piece of advice that we can give to you regarding these marketing approaches is not to be disheartened

if the results don't show up as you planned. Everything takes time, and having a little patience in the face of unfavorable outcomes can pave the way to lasting success. That was a little poetic, but it's true.