

ASSIGNMENT 2

HOW TO MARKET FOR A ROLLING ECONOMY

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Introduction:

Three major kinds of Economies

One is the Capitalist market which is driven by debt. When it has produced wealth for a few, It has created poverty for a vast majority.

The socialist economy, inspite of all its equality and goodness, has bred laziness and irresponsibility.

The third one, the Islamic economy seems to have the solution for the world.

This is a rolling economy, which is devoid of interest. Profit sharing and the poor man's tax (**Zakath; 2.5% of what you have saved in a year**) have been the pillar of this economy.

This economy puts money in the pockets of needy. This is an excellent **stimulus package**. This gives the poorest of the poor, buying capacity. It is also used to educate and develop skills in people and tries to alleviate poverty.

Hording of wealth is strictly forbidden, hence the name **Rolling Economy**.

The Law of Marketing.

Marketing is Sending the

Right **Message** to the right **person** at the right **time**.

Marketing should be integrated.

Digital Marketing and Traditional Marketing should go hand in hand.

Marketing is

1. Not only selling
2. It is keeping the customer happy.
3. It is a dynamic activity which should be done before / during / after sales.
4. It works with Trust.

If trust is lost, Marketing can kill the company.

Building a Brand:

A business should choose something unique and build its Activities and Advertisement with that unique feature.

For e.g., DR.Hussain owns a hospital, though it is a Multi-specialty hospital, he can promote it as a ' Pain and Palliative Care Center ' since he has a Ph.D. in that area. The branding can be done in the 'Unique area'. Once the brand is built, the popularity can spread by word of mouth.

The message can be spread by

1. Social Media
2. Webinars
3. Newsletters and so on.



The Customer should be so happy that he would go ahead and use the services and recommend to others.

Focus should be on quality. A good quality service / product will make your customers your **Brand Ambassadors**. The word of Mouth Component is the best strategy to rope in others customers.

Good copywriting skills are needed for effective marketing.

While branding the company, the following steps to be followed.

1. Pick the category
2. Decide where to complete
3. Be the only one
4. Be a sub category – the city or state etc.
5. Remember – People always (Remember No:1 not Not No: 2)

6. Use search Engines for Niche Creation.
7. Study the Competitive Market.

The Importance of Learning Marketing:

1. It gives return on Investment.
2. The owner should formulate strategies.
3. Execution can be done by somebody else.
4. Feedback should be collected.
5. Focus on Traffic use.
6. Headline analyses for catchy Phrase.

Communication:

It is important to put the ideas across to get attention and sustain it use social media, podcast etc. Think in English.

Economics:

Economy is age related. Know your Niche by selecting a growing Economy.

Direct Response Marketing:

1. Most people who run ads do not know if it works out or not.
2. Increase in brand awareness is not measurable.
3. Direct response is a type of Marketing designed to elicit an instant response by encouraging customers to take a specific action.
4. Feedback forms should accompany ads to see if there are working or not.
5. Encourage call back. It is also a form of Direct Response.

CATT MARKETING FUNNAL

1. Funnel and Framework
 - Wealth = N CATT.
 - **N** (Niche: Your success and wealth depends on the niche you choose.
 - **C** content: Create useful content that attracts people.
 - **A** Attention: Drive attention traffic. SEO, Social Media Paid Ads, Referrals.
 - **T** Trust – Trip wire marketing automation retargeting.
 - **T** Transaction: convert you leads into customers with natural sales methods Sales Webinar, Letter.

CATT makes wealth creation easy

How to choose the Right Niche?

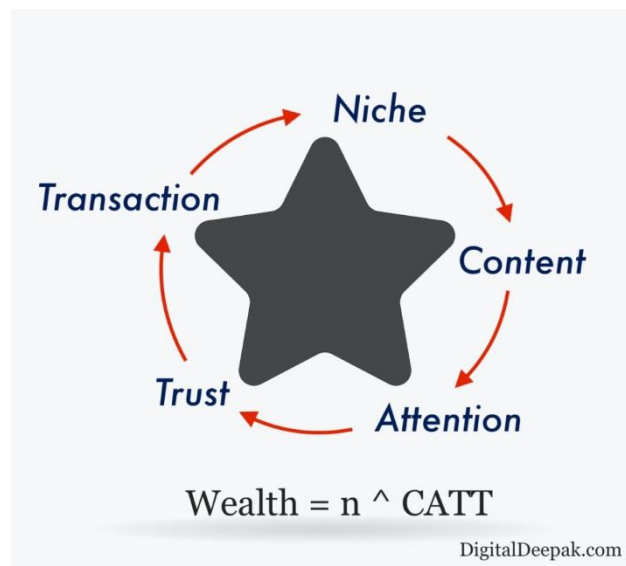
1. Talent
2. Market
3. Passion

The integrated Digital Marketing Framework

Free Content: 1. Attention

2. Get Email List.

People come using search engine Social Media



The power of Personal Branding

1. The best known will always beat the best.
2. People want to hear from people, not from brand.
3. Digital- Deepak-Personal and deep.

Downside

1. It cannot be sold

Upside

1. Influence is important

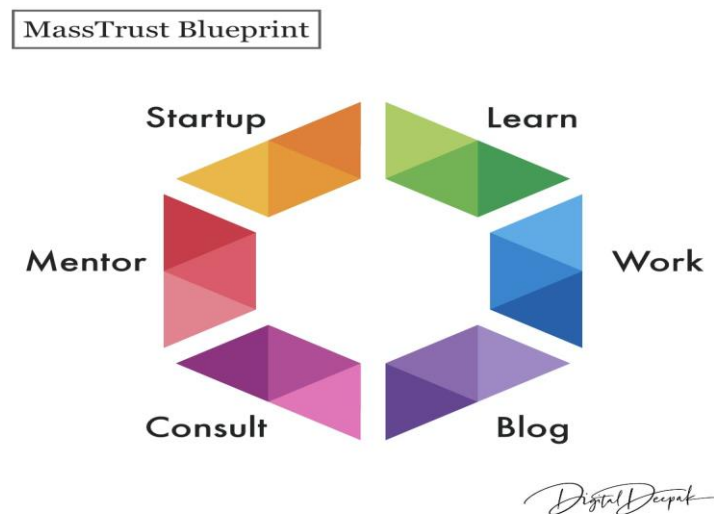
A lead generation tool optchat becomes brand ambassador for companies that Digital Deepak runs

The Evolution of a Personal Brand:

1. Learn a new skill
2. Work: put you practice – implement
3. Work = Job / Freelancing / Own projects, Data Structure – e.g)
4. Blog: Write about it: limited amount content becomes unique.
5. Evolution of a personal Brand
6. Consult: Get consulting projects digital freelancing teach and mentor.
7. Mentoring = Consult x 100
8. Consult
9. Mentor
10. Startup

Mass Trust:

The Essence of a good business in honesty. Build the trust of the customer. Fake marketing will kill the Business-Mass trust blue print (Fig)



My Planed to make a crore

If a hospital needs to earn a crore, it has to target 10,000 patients who would pay Rs.1000 or should be given free service of Rs.100. Then the hospital will be able to convert the client able to pay Rs.1000 or 50,000 for services. This way he hospital can make 1 crore. The time in which it achieves its target is of course, a question mark. The sooner it gets its clientable, the sooner it will achieve it target.

Conclusion:

Marketing is nothing but a game of perception. No matter how good you are, if you lack the skills of communication and marketing strategic you may fail or growth may be very slow.

To speed up Business and Services, people should be told about it in an effective way.

{ The Right message should reach ---- The Right Person at The Right Time.}

BOLD.