

# New Age Marketing Strategies



एन. एस. आई. सी.

**NSIC**

ISO 9001 : 2008

National Small Industries Corporation

राष्ट्रीय लघु उद्योग निगम लिमिटेड

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## **There are 6 ways to grow your business**

First make sure you...

Know your purpose,

Understand your industry

Define your competitive advantage

Choose your target market

# 1. Retention & Repeat Business

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- Are you growing your “share of wallet”?
- Have you implemented a loyalty program?
- Are you developing great relationships with your existing customers?
- Do you know why customers keep doing business with you?
- Do you have a regular digital newsletter or seminar?



## 2. Acquisition or Partnering

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- Have you identified other businesses you could acquire or partner with?
- Have you thought about vertical integration?
- Do you spend time at board level identifying and developing strategic partnerships?
- Do you have an active engagement program with potential partners?



# 3. Referrals from Existing Clients

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- Word-of-mouth referrals are the easiest way to grow your business
- Do you have a process or system in place to encourage referrals from existing customers?
- Do you have a customer database that can be segmented and analyzed for potential referrals?
- Have you reviewed all your customer contact points for referral potential?



# 4. Search

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- Traditionally, people used directories to search for businesses.
- These days most people search for information and businesses using search engines like Google and Yahoo.
- Do you have a website optimized for search (SEO)? Does it have a blog or news channel?
- Are you accessing the millions of people using LinkedIn, Face book, Twitter, YouTube, Pinterest every day?



# 5. Outbound Targeting

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- Are you successful at cold-calling?
- Do you use the telephone, email and traditional mail to reach new prospects?
- Do you have a call or email script that has a high conversion rate?
- Do you have well trained professionals who create a compelling environment for new customers to try your product or service?



# 6. Inbound Promotions

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- How many different advertising channels do you use?
- Are you advertising on Face book for B2C and LinkedIn for B2B markets?
- Don't believe all the fear about traditional media. If used correctly and as part of an integrated strategy, traditional media can cut through to new markets and deliver you an excellent result.
- Is the message consistent and targeted?







- B2B and B2C
- Global Sourcing
- Partner Matchmaking
- Joint Venture
- Buy and Sell MSME products online
- Find International Partners through MSME development institutions world wide
- Unlimited Technology sources and trade leads
- Trusted machine manufacturing directory
- Marketing research and intelligence services for the products globally
- Interactive MSME database
- Web development tool
- Free mail boxes
- Centralized mail system
- MSME web store
- Multiple language support
- Discussion board
- Call centre support and live chat
- And many other value added services

# Film on B2B & B2C portal

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**Helping MSME leaders in  
achieving their vision & objectives...**

# Thank You



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