



SEVEN BOATS[®]

Sail on it. Grow with it.

THE ART OF

MARKETING

TOP TEN TIPS

With Debajyoti Banerjee



The Art of Marketing

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Poke the Box



Salt Shaker Test



The Human Emotions & Power Words



LIST OF POWER WORDS

GREED	CURIOSITY	SLOTH	LUST
Whopping Premiere More Surge Best Last chance Limited	Unauthorized Off-limits Login required Spoiler Banned Insane Unconventional	Tools Gift Model Smooth sailing Manifest Kickstart Light	Tantalizing Sleeping Captivating Riveting Scandalous Engaging Naughty
VANITY	TRUST	ANGRY	FEAR
Valor Moneymaking Kick ass Successful Amplify Good-looking Wealthy	Tested Research Anonymous Professional Protected Best selling No questions asked	Rant Pitiful Victim Annoy Miff Money-grubbing Vicious	Slaughter Plague Hoax Frantic Nightmare Apocalypse Tailspin



Binge Marketing



10 points blueprint

- 1) Create your buyers persona as accurately as possible (Identify TA / TG)
- 2) Create a perception and curiosity in the minds potential customers aligned with your buyers persona (Show brand message. teasers)
- 3) Create exceptional, unique content (Use content strategy and models)
- 4) Apply intuition for decision making (Marketing research)
- 5) Take decisions based on facts and evidence (Analytics, Insights, Stats)
- 6) Use AI based tools / Programmatic marketing tools for precise and accurate targeting (Google Ads, Facebook Ads etc)
- 7) Establish connections with prospects and customers (Email, personal touch, retention techniques)
- 8) Do hyper personalized campaigns (LinkedIn is a good tool for this)
- 9) Look for upcoming tools / trends (Metaverse, Neuromarketing etc)
- 10) Have a well rounded team and invest in right tools & Keep notes of your soft and hard metrics for making strategy

Examples

AMUL

COCA COLA

BYJU

NIVEA

Johnson & Johnson

OREO

Vogue

Flipkart

Imperial Blue

Thank you

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