



**Vilas V. Gharat**

*Mr. Vilas Gharat is working as a Managing Director, having over 50 years' experience in manufacturing function in all composite sectors of Textile Industry. Out of which more than a decade in Operations and HR with emphasis in Business Process Consulting,*

*Mr. Gharat is having Specialization in various field of textile value chain like;*

- ◆ *Change Management, Business Development and Project Management*
- ◆ *Project Management, Business Development*
- ◆ *Supply Chain Management*
- ◆ *Resource Allocation*
- ◆ *Process Reengineering*
- ◆ *Change Management, Production and Business*
- ◆ *Planning Function*
- ◆ *Training and Mentoring CEO's*

**He has wide experience in:**

- ◆ *Business Consultant for OswalHammerle, for their upcoming state of art technology plant for manufacture of sophisticated Yarn Dyed Shirting Project, primarily catering to the needs of international garment manufacturers. This is a Joint Venture project of Oswal group and F.M. Hammerle (Austria)*
- ◆ *His previous assignment involves restructuring and transformation of a large Textile units*
- ◆ *He worked with various executive capacities as Executive Director - Suvin Advisors Pvt Ltd.; Senior President in S Kumar's., Technical & Commercial Advisor in J.K.Cotton Mills, Senior President in MorarjeeBrembana Ltd., Birla's in Indonesia, OswalHammerle, Bhojsons, Nigeria etc.*

## Marketing Strategy - Growing a business is easy

First of all, you should have professionally viable idea & then you need to discover a profitable niche, define a target. Have something of value to sell them. Whether you are peddling products, services or information, getting the word out has become increasingly burdensome. And without the right marketing strategies to fuel your growth, churning a profit and staying afloat is virtually impossible.

However, identifying the right strategies to market your business is often likened to rocket science.

How do you get your message to the right audience and do it effectively? How do you boost visibility and increase sales while sustaining a profit?

The truth is that what made you to this point in business is likely not going to get you to the next level. If you are feeling stuck, join the fray. Most entrepreneurs are so busy working "in" their businesses that they fail to work "on" their businesses. As a result of dealing with the day-to-day operations of a company that includes customer hand-holding, supply-chain demands and more, we often neglect to wield the right marketing strategies that will help fuel our business's growth.

What are the best marketing strategies to use?

There's a clear need for increased visibility to drastically improve sales. But in order to get more visibility, businesses have to spend more money. When that well runs dry, what are you supposed to do?

There is no obvious and clear answer to that question that covers all situations. But there are things that can be done today, right now, even on a shoestring budget, to reach more customers without breaking the bank. However, it all boils down to time. If you lack the money, you sure better have the time to put in the sweat equity.

Either way you slice it, as long as the fundamentals of a sound business are there and you are working tirelessly to build an authentic relationship with the consumer by sincerely trying to add value, then there are 10 strategies you can use to increase your business.

### 1. Use social media

You can't ignore social media. That's where all the so-called magic is happening. Some businesses have been built solely on the backs of social media. It can be intimidating at first. Sure. But as you build momentum, you'll find posting on social media to get easier and easier.

Of course, you could also hire a social media manager if you have money to burn. But if you don't, just be yourself. Be authentic. Post your thoughts. Post your products. Post anything that you find relevant and useful that would help your audience either learn more about you and your business, or about the industry that you're in.

Use direct messages on platforms like Instagram and even Snapchat or Twitter to reach out to other successful businesses or even to communicate with potential customers who might be looking for your products and

services. This is very powerful marketing.

## 2. Create video tutorials

One of the most effective ways to get the word out on your business is to create video tutorials. Teach people something useful. Walk them through it. Hold the irhands. Step-by-step tutorials are all the rage. The better you are at this, and the more value you provide, the quicker you can boost your visibility, and ultimately, your sales.

Today, YouTube is the second largest search engine in the world behind Google. Whenever someone wants to learn something visually, they head there. You've likely done it yourself countless times. So just ask yourself what you could teach in your business that would help consumers solve some pain point? What got you into business in the first place?

## 3. Start blogging now

If you don't have a blog for your business, then you need to start one immediately. But you don't just have to blog on your own blog. Most people find blogging mundane because they lack the visibility. The truth is that your blog is going to be like a barren desert unless you know what you're doing. You should start authority blogging. Use platforms like Answer questions on Quora and Reddit. Or get out there onto LinkedIn's publishing platform. These are all authority domains that anyone can post on, which have massive audiences, giving you instant and immediate reach right now.

When you do blog, ensure that you blog effectively. Don't post thin content. Think about adding value. Worried about revealing all your business secrets? Don't be. Give away the farm. Give people so much value that you instantly become an authority in their eyes. This is one of the most powerful strategies you can use to market any business.

## 4 Search Engine Optimization

This is an area of marketing that is surprisingly effective. But it's also an area that many people are deathly frightened by. Yes, SEO can be frightening. But it can also be powerful.

There are companies out there who teach you how to use shady PBNs and other link schemes to "trick" Google. It might get short-term results, but in the long-term. You can't take shortcuts with SEO. Just like in business, you have to put in the work and the time if you want to see the results.

Some tips for doing this the right way? Don't spam keywords. Hands down. This is one of the biggest mistakes most people make. Create your content for

humans while also paying homage to search engines. But more importantly, ensure that whatever it is that you're conveying is insightful, engaging, unique and adds a tremendous amount of value.

## 5. Leverage influencers

If you want to get the word out there and boost your visibility on social media without taking years to build the audience? Then you should certainly leverage influencers. But the key is to find the right influencer. You don't have to go with influencers with millions of followers. You could opt for micro-influencers with tens of thousands or even a hundred thousand followers.

Find the right influencer in your niche so that you're targeting the right audience. It's not just about spreading your message. It's about spreading your message to the right consumer base. If you can do that properly, then you can likely reach a sizable audience.

If your sales systems and products are in place, then this makes sense. If you have an offer that's clearly converting, and it's simply about more visibility, then this is likely the right marketing strategy for you right now.

## 6. Build a great lead magnet

Right lead magnet presented to the right audience can have explosive results. The best way to do this is if you can identify the right pain points and present a solution in your lead magnet, then you're well on your way.

What problem are consumers facing in your niche? What made you get into business in the first place? Ask yourself these questions before building out your lead magnet. The better you identify the problem or pain points at the outset, the better you'll be at actually addressing that with a solution in your lead magnet.

What type of lead magnet should you build? That could either be an e-Book, a cheat sheet, a checklist, a video and others.

## 7. Use Facebook ads with re-targeting

One of the most powerful methods you can use to market just about anything these days are Facebook ads. With Facebook, you can reach a very specific audience and you can do it very easily. You can target by interest, age, relationships status, geographic location, and so much more.

But the trick here to getting great results isn't just about click-traffic. You have to focus on conversions and re-targeting through pixels. If you don't know how to install the Facebook Pixel on your site, then you absolutely must learn how to do this right now. Even if you're not running Facebook ads, you can build your

audience with a pixel.

Pixels track everyone who comes to your site, and you can build custom audiences around them. For example, if you post content about how to learn to drive a semi-truck, and you track visitors with pixels, you can then market truck driving certification to people who have already shown an interest in that already because they visited that specific page. And your conversions will skyrocket.

**8. Use LinkedIn the right way**

Do you have a video on your LinkedIn profile? Did you know that you can easily add one? Why not take the time to introduce yourself and your business? Link that to your profile description. This is an easy way to passively market your business, and when it's done right, it can lead to shocking results.

If you have lots of connections on LinkedIn and you're not really posting on there, start immediately. You can reach a large audience, especially when your posts go viral. This is a great place to convey the entrepreneurial journey. Talk about your challenges and tell stories. The more effective your stories, the larger your potential reach when you go viral.

You can also reach out to other businesses and collaborate with like-minded entrepreneurs on LinkedIn. It's a great go-to resource for all things business and too many people overlook this.

**9. Create an affiliate program**

Most people don't understand the power of affiliate marketing. Affiliates can provide massive fuel for

growth. But approaching the right partners isn't always that easy. You have to have good conversion if you want the bigger affiliate to take you seriously.

I've found that navigating the affiliate minefield can be tricky. It takes persistence and it takes true grit to make it through. Most of us get discouraged after a few setbacks, but you can't allow emotions to get in the way when it comes to affiliate. Build an affiliate program and start reaching out to potential affiliates who can assist you.

**10. Use Email**

**Marketing Sequences**

Part of any good sales funnel is going to be an email marketing sequence. These are the automated messages that go out to users once they subscribe to your list. Use your email sequence to build a relationship with the subscriber. Be authentic and transparent. And convey your journey.

Use the email responses and clicks to segment your list. For example, if someone clicks on a specific link, they've clearly shown an interest in something. Tag that subscriber to market to them later. If someone buys, tag them as a buyer. Identifying your buyers and the interests of your subscribers is huge for segmenting.

When you do send broadcasts, split test. Split test everything, in fact, you never really know what's going to be the most effective until you pull the trigger and really test it out. This will help you understand what your audience responds to better, making you a better communicator, and better able to sell to your customers.

**Awards:**

*Mr. Gharat was awarded with Best General Manager Award in MSTC - National Award for energy conservation for Simplex Mills & MSTC and Best Vendor Award from Johnson & Johnson.*

*Mr. Gharat was awarded with FTA by The Textile Association (India) in 1999.*

**Professional Association:**

*He was in Advisory Committee Member for DKTE -Textile & Engineering Institute at Ichalkaranji from 2013 to 2016.*

**Professional Training:**

*He conducts a various professional trainings of Transformation of Leadership Program, Training in Valle Brembana for High Value Yarn Dyed Shirting. (Italy), Breaking the barrier concept training, Training for Mentoring.*

*Presently Mr. Gharat is Managing Director: Gharat & Associates (www.gharatandassociates.com),*

*Group Advisors: S Kumars Pvt. Ltd. (www.skumars.co).*

*Mr. Vilas Gharat is a President of The Textile Association (India) - Mumbai Unit during 2017-2019 and once again he is re-elected unopposed & unanimously as a President of The Textile Association (India) - Mumbai Unit for the next term 2019-2021. (http://textileassociationindia.com)*

*E-mail: vilasgharat@gmail.com*