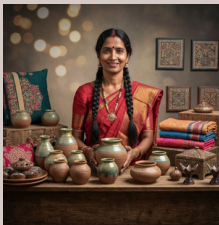




# Marketing Strategies Playbook



India's First Hyper-Local Visibility Marketplace



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# Why Marketing Matters

**Networking • E-Commerce • Social Media**  
**Simple. Practical. Powerful**

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The foundation every woman entrepreneur needs

Marketing is simply telling people about your business. It's how customers find you, trust you, and buy from you. As a woman entrepreneur on HERTH, you already have something powerful — a community that believes in you. Now let's help the world find you, too.

## **What is HERTH?**

HERTH is India's first hyper-local visibility marketplace built exclusively for women entrepreneurs. It's not just a listing platform — it's your ecosystem to build presence, find customers, grow your community, and become economically unstoppable.

## **What This Playbook Covers**

- Networking — How to build real connections that bring you business
- E-Commerce — How to sell online, even with no tech experience
- Social Media — How to promote yourself on Instagram, WhatsApp, and more

**HERTH Tip: You don't need to do everything at once. Pick ONE strategy from each section and start this week. Small steps lead to big results.**

# The Golden rule of Marketing

People buy from people they KNOW, LIKE, and TRUST. Everything in this playbook is designed to help you build those three things — authentically and consistently.

**KNOW**

Be visible — show up where your customers are

**02**

**01**

**LIKE**

Be relatable — share your story, your process, your values

**TRUST**

Be consistent — deliver quality and keep your promises

**03**

# Know Your Customer

Before you market, understand who you're talking to

The biggest marketing mistake is trying to talk to everyone. The most successful businesses speak directly to one type of person. Before you post on Instagram or attend a networking event, get clear on WHO your ideal customer is.

## Ask Yourself These Simple Questions

- Who is most likely to buy my product or service?
- What problem am I solving for them?
- Where do they spend time online and offline?
- What matters most to them — price, quality, convenience, or trust?
- What language do they use? (Hindi, English, local dialect?)

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## Simple Customer Profile Template

Profile Element	Your Answer
Age Range	e.g. 25-40 year old women in Delhi
Occupation	e.g. working professionals, homemakers etc
What they need	e.g. affordable home cooked delivery
What they value	e.g. taste, freshness, on-time delivery
Budget	100/- to 200/- per meal

Quick Exercise: Write down the name of your 3 best existing customers. What do they have in common? That's your target audience. Market to more people like them.

# Networking Strategies

## Building relationships that bring real business

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Networking is not about collecting contacts. It's about building genuine relationships. For women entrepreneurs in India, community is often the most powerful business tool available.

### Offline Networking — Start Close to Home

- Join your local Resident Welfare Association (RWA) and introduce your business
- Attend local fairs, exhibitions, and women's self-help group (SHG) meetings
- Partner with nearby complementary businesses (e.g., a baker teaming up with a gift shop)
- Hand out simple visiting cards with your name, business, phone, and Instagram handle
- Offer a free sample or trial to 5 neighbours — word of mouth is free advertising

### Online Networking — Build Your Digital Circle

- Join HERTH's community and actively engage — comment, share, support
- Participate in local WhatsApp groups for housing societies, schools, and markets
- Connect with other women entrepreneurs on LinkedIn — even small businesses benefit
- Join Facebook groups specific to your city and business category

### Networking Do's and Don'ts

Rule	How to apply it
Do: Give before you ask	Share helpful tips, recommend others, celebrate wins
Do: Follow up	Send a WhatsApp message within 24 hours of meeting
Do: Be specific	Tell people exactly what you do and who you help
Don't: Only talk about yourself	Ask questions, show genuine interest in others
Don't: Disappear after one meeting	Consistency builds trust — stay in touch regularly

# E-commerce Strategies

## Selling online — simple steps to get started

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E-commerce simply means selling your products or services online. You don't need a big budget or technical skills to get started. Millions of Indian women entrepreneurs are earning online using nothing but a smartphone.

### Step 1 — Get Your Basics Ready

- Take clear, well-lit photos of your products (use natural daylight, plain background)
- Write a simple description: what it is, what it does, why it's special, price, and delivery
- Set up a UPI payment ID (Google Pay, PhonePe, Paytm) to receive payments instantly
- Decide your delivery area — start local, then expand

### Step 2 — Where to Sell Online

Platform	Best for
HERTH	Your primary hyper-local marketplace — list all products here first
Whats app	Free app to share your catalogue, take orders, and message customers
Instagram Shop	Tag products in posts so customers can buy directly
Meesho	Good for resellers and fashion/home products, very easy to set up
Etsy / Craftsvilla	Best for handmade, artisan, and craft products
Amazon / Flipkart	For when you're ready to scale — requires GST registration

# E-commerce Strategies (Contd..)

## Step 3 – Make Customers Trust You Online

- Show your face – introduce yourself in a short video or photo
- Share real customer reviews and photos of happy buyers
- Be clear about return policy and delivery time upfront
- Respond to all messages within a few hours – speed builds trust
- Package your products neatly – first impressions matter even in delivery

**Packaging Tip:** A handwritten 'Thank You' note inside your package costs ₹2 and creates a customer for life. Small gestures make big impressions.

## Step 4 – Grow Your E-Commerce Sales

- Create a 'Bundle Deal' – e.g., buy 3 get 1 free to increase average order value
- Offer free delivery above a certain order amount to encourage bigger purchases
- Run a limited-time festival offer (Diwali, Holi, Raksha Bandhan, etc.)
- Ask every happy customer to refer one friend in exchange for a small discount
- Keep a simple notebook or spreadsheet tracking sales, popular items, and repeat buyers

# Digital Marketing Strategies

## SHOW UP, STAND OUT, AND GROW YOUR AUDIENCE

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Social media is your free marketing tool. You don't need expensive ads or a professional photographer. Authenticity works better than perfection. Here's how to use the main platforms effectively.

### Instagram — Your Visual Storefront

Instagram is the most powerful platform for women entrepreneurs in India. It's where customers discover, evaluate, and purchase.

- Set up a Business Account (free) — you get contact buttons and analytics
- Write a clear bio: who you are, what you sell, your city, and a call to action
- Post 3–4 times a week — a mix of products, behind-the-scenes, and customer stories
- Use Reels (short videos) — they get 3–5x more reach than regular posts
- Use 5–10 relevant hashtags like #WomenEntrepreneur #MadeInIndia #DelhiSmallBusiness
- Add your HERTH profile link in your bio



### WhatsApp Business — Your Most Personal Channel

- Set up a Business Profile with your business name, logo, and description
- Create a Product Catalogue — customers can browse and order directly from WhatsApp
- Use Status updates daily to share new products, offers, or behind-the-scenes
- Create a Broadcast List of your top 50 customers for exclusive offers
- Set up Quick Replies for common questions like pricing, delivery, and availability

# Digital Marketing Strategies (cont..)

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## YouTube Shorts — Video Content

- Short video content (under 60 seconds) is exploding in India. You don't need studio equipment — your phone is enough.
- Show your product being made or used in a 30-second video
- Share a 'day in my life as a woman entrepreneur' style video
- Demonstrate results — before and after, customer unboxing, etc.
- Post the same video on Instagram Reels, YouTube Shorts, and Facebook Reels for triple reach

## Common Social Media Mistakes to Avoid

- Posting only when you want to sell — share value regularly, not just promotions
- Ignoring comments and messages — engagement is everything on social media
- Inconsistent posting — it's better to post twice a week consistently than 7 times one week and nothing the next
- Using blurry or dark photos — good lighting costs nothing but makes a huge difference
- Not having a clear call to action — always tell people what to do next ('DM to order', 'Click link in bio')

Consistency Beats Perfection: Posting an imperfect photo every week is far more effective than waiting to post the 'perfect' photo once a month. Show up regularly.

## Remember the HERTH Vision

Every woman-led business — whether homegrown or scaled — deserves to be Visible. Connected. Economically Unstoppable.  
You belong here. Build something amazing.

HERTH

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# Contact Information

Office

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Phone Number

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