

# 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.