

Why Marketing Matters

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

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

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LIKE

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

TRUST

Be consistent — deliver quality and keep your promises

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