

[00:00:01.450] - Speaker 1

Welcome to the More Life Podcast, where creatives problem solvers and entrepreneurs talk about squeezing more out and finding leaning in this crazy thing we call life. Let's dive in. What's going on, everybody? Welcome back to another episode of the More Life Podcast. I am your host, Bart Aniston. If this is your first time that you are listening to this, please give us a follow. Give us a like, if you're watching this on YouTube, make sure to hit that subscribe button and the notification Bell. That way we can make sure that we are connected with you and you don't miss any of the episodes this week. I'm super excited. We're here with Chev Gupta. Chev is from Incrementors, a digital marketing agency that helps innovating solutions to improve your business shift. Please say hello to everybody, man. Welcome to the podcast.

[00:00:54.750] - Speaker 2

Hello, everyone, and thanks for having me here, but I'm very excited to be here. I have heard a couple of your podcasts and they are amazing.

[00:01:05.790] - Speaker 1

Awesome. Let people know a little bit about, like, you know what I'll even say, like, I read your bio. You have tons of experience. You said you've been doing this learning and strategizing since you were 17 in the industry and you've just been a student of marketing and of digital marketing. So I want to maybe let you explain what is incrementors? What is this business you've created and what do you offer to your customers?

[00:01:35.850] - Speaker 2

Sure. So Incrementors is a digital marketing agency. We help clients in generating more sales, leads and revenue. We help them in strategizing their digital presence. We help them in increasing their visibility. And we do this. We have a couple of services which we offer like search engine optimization, content marketing, pay per click, email automation, retargeting remarketing ads, Google, Facebook ads, all those sort of things. Our maturity of purpose is towards the organic growth for our clients. But yeah, we provide other services as well, which are great.

[00:02:17.390] - Speaker 1

And you mentioned that you guys are based in India, but you have tons of clients in North America. So who's your niche client? Are you guys in the tech space? Are you guys more CPG, consumer, good type businesses? Who are you trying to help? And the other question is, you guys are, I'm assuming are like more full service where you can do all aspects of the business and really be like a full service solution for clientele. So who are you looking for so majorly?

[00:02:53.070] - Speaker 2

We are looking for clients who are looking for local beach. So clients from health niche like dentist, hair transplant, surgeons, doctors. Right. Who have a physical store and who wants to increase the footfall at their cleaning kind of attracts. So anyone who is looking for local services, they are our ideal clients who really enjoy working with us.

[00:03:19.770] - Speaker 1

Awesome. Let's start a little bit at the beginning here. You said you started doing this at a young age and you've been doing this for a while now. How did you get interested in marketing? How did you get interested in doing this type of work? Helping small or developing businesses?

[00:03:39.210] - Speaker 2

So basically it's pretty interesting. I started my career here as a web developer. I was developing a couple of websites, but later I realized that my mindset I enjoy planning or working on strategies for the marketing of our clients. Right. And I worked on a couple of projects, even though when I was developing them, I gave them a couple of interesting ideas of how they can market themselves. And gradually I realized that marketing is my thing. This is something for which I was highly passionate about. And that's when I became a full time marketer and stopped taking website development type of project for myself. So I started my career as a free answer. But right now we have a full service agency. We have more than 100 team members as of now. So basically gradually all of this started

taking shape, right? I started getting a lot of referral based clients and I became a bit famous in my local community too. So I started getting some time from there. Eventually we expanded our network in the foreign countries as well. We started getting leads on our own websites and that's how everything started. And right now it's incremental in front of you, in front of all.

[00:05:09.690] - Speaker 1

I love it. There's also the growth aspect that you just talked about, which is so it's great. I love it. You mentioned you started as a freelancer, and I'm sure you understand there is a difference between a freelancer and a business owner because someone who's running a business is concerned more about the systems. There's no way that you can grow at the scale that you're growing and manage the team that you're managing. 101 hundred plus team members is a lot of people. So how did you change the hat from wearing that? I'm the one person who's doing everything versus I'm now the boss or the owner. And I need to manage the company, manage the people, manage the sales, and do all of that management stuff because it's two different roles.

[00:06:06.270] - Speaker 2

Yeah, definitely. And it's a big journey, like from a freelancer to an agency owner. When I started, I never realized that it would be like such an interesting and challenging journey. So, yes, you literally need to change your habit from being a freelancer where you are doing everything to make sure that your team is happy and they are completing the work which they are assigned. Right. Because a lot of people, they start giving excuses, but you need to deliver what you promised your clients. Right. Your reputation is at stake. So you need to make sure that all the systems, all the processes are in place, your team is happy and they are interested in doing whatever they are doing. So how I started was I basically started giving technical tasks to other team members who are interested in them. I have people who are interested in doing technical work. And I gave a couple of items here and there to them. I assigned them thing. I explained them, I made proper tutorials for them. Gradually, I learned that a member leaves after a while.

[00:07:20.160]

Right.

[00:07:20.410] - Speaker 2

So you need to have all SOPs in place. That's when I learned that you need to have all the SOP, so that even if someone lives, you still have everything with you and another person can state of a jump in and work with those items. So those aspects. Then later on, I started developing my own marketing team, my own sales team, so that they could service the clients they could make, reach out to more and more potential people, the client relationship manager. So it all started taking shape one by one, right. When you start, you can never tell how it is going to be. And just the magic happens and it all starts taking shape. That's what happened with me.

[00:08:07.120] - Speaker 1

That's really good.

[00:08:09.150] - Speaker 2

Later on, I realized the process like the power of process systems and structures. Even now, I am working on a couple of those. So we have all those in place, and that's the only way through which you can scale. Everything should be in line. Your team should be very happy. Your client should be very happy. That is the only way to go. Otherwise, you cannot grow. Yeah.

[00:08:33.280] - Speaker 1

The world that we live in now, it feels very digital. Everything is happening in a way that's like brands and companies. But at the same time, it is people who make this industry. At the end of the day, the person who is going to say yes and give you the credit card or write you the check is a human. So if you are concerned or if you make it your priority to care about the person, to make sure they're happy with the service and with the deliverable, that what you said you're going to give them, that ultimately is going to lead to more clientele. That ultimately is going to lead to you having a team of people that are going to be happy with how the business is going. They're going to feel fulfilled in their life. And

one of the other podcasts I was a guest on, I talked about the dignity of work. You feel good when you do a good job. You feel good when you do something that is a part of a bigger vision or a bigger idea. And you guys grew from something that was local to your country into what you mention to overseas, to other countries as well.

[00:09:45.010] - Speaker 1

That takes a lot of research and analysis and preparation. What made you guys want to go to North America and how did you prepare to do that? Did you have certain cities in mind that you were thinking, hey, I want to hit New York, LA, Miami. I don't know, you let me know.

[00:10:06.630] - Speaker 2

So basically, after working on a few projects in India, I wanted to explore the outside world. I wanted to see whether whatever I am doing is valid in other regions as well or there needs to have some improvement. And then I met my clients from Canada itself. They were partners, the neighbors, Duan and Robert Nugaria, and they started teaching me. I was pretty lucky that I got such good mentors. They started teaching me all the marketing concepts. They purchased a lot of expensive courses for me as well. And once I started working with them, I realized that there is a huge potential and there are a lot of things which I needed to learn. I really enjoyed working with them. I really enjoyed working with them. And that's when I started taking more and more clients. And another reason is US currency is higher than Indian currency, so that's another reason, right?

[00:11:11.610] - Speaker 1

Yeah. Even for us in Canada, you must grow a team better.

[00:11:17.290] - Speaker 2

So that's when we started getting more and more clients and they liked our work, so it kept on growing even. In fact, right now, 90% of our clients are from US and Canada.

[00:11:29.110] - Speaker 1

Wow. For us, we do I would say maybe 10% US and maybe even less, like maybe 5% UK. But everything else is in Canada. But yeah, I understand, especially in the United States, the market is so big. There's just so many more. Let's say if you're targeting doctors, dentists, small businesses, there are just so many more doctors, dentists and chiropractors than any other place that would be willing to give you a fair amount of money to do local SEO or content marketing strategy. And that's really amazing. When you niche down to an area locally or by industry, it can help you clarify your own message about how do I reach this person, how do I target them, what is something that they're going through that they need help with that I can then insert myself as the solution. In fact, with content marketing, actually, you know what, before we even get the content marketing shift, you mentioned something that was really good that I want to touch on and that's having a mentor. I think a lot of people see digital marketers and they see us as individuals. Like, even now, I see only you on screen.

[00:12:57.390] - Speaker 1

Like when I go to your LinkedIn profile and when you go to my Instagram or LinkedIn profile, you see just me, but you don't see the people that were there supporting and helping and giving advice along the way. It takes a lot of people to, like you said, invest. They gave you free courses. They showed you how to do it on this side of the world to get the right clientele. So it's great having mentors. Anything you want to say to mentors?

[00:13:27.250] - Speaker 2

Yeah, it's very important to have coaches and mentors in life. Right. Even you would have heard that the best doctors, sometimes they also take another doctor into the surgery room and ask them just to observe and take notes. Right. Because there are chances that you are making a mistake and you don't even know. And there are a lot of people who don't even know what they don't know. Right. So you need someone to guide you along the way. You need someone who tells you what you are doing wrong because you always need to have a third party who can take a look at what you have done and give you suggestions and feedback and help you in improving there. And a couple of times procrastination takes place. Right. And you keep on building the things you need someone, you need

an accountability partner to tell you, hey, stop right here and just tell me when you are going to complete this. Right. Give me a deadline of your choice. But just tell me. And that's when things from your subconscious comes to your conscious man and you start actually thinking about them and you start thinking, okay, I need to get this shit done.

[00:14:37.430] - Speaker 2

Otherwise, no one wants to do those TDs or couple of things which we don't like.

[00:14:43.060] - Speaker 1

Right.

[00:14:43.310] - Speaker 2

But ultimately you need to get those things done 100%.

[00:14:47.490] - Speaker 1

I think having people in your life to keep you accountable, that's something that's going to it never changes. I think no matter how big or how large the company gets, sometimes if it gets big enough, you're accountable to aboard you're accountable to your sales goals, your bookkeeper. Right. They say, listen, we said we were going to do this and we now have to deliver on it. How do you guys leverage your team for sales? How much of your team is sales and how much of your team is technical or production like they actually do the work?

[00:15:28.630] - Speaker 2

So in sales we only have three members.

[00:15:33.780] - Speaker 1

That's it. Wow. Out of 100 plus.

[00:15:36.910] - Speaker 2

Out of 100 plus. We only have three members who work on sales. We have a team of around 15 to 20 members who are doing marketing. Right. So the reason why we have such less number of people in sales is because our sales cycle is very small.

[00:15:56.540] - Speaker 1

Right.

[00:15:56.810] - Speaker 2

A lot of people who come to us or who fill out our form, they are already convinced that they want to take us as they do marketing agency.

[00:16:05.000] - Speaker 1

Right.

[00:16:05.610] - Speaker 2

Because what we have seen is it takes around eight touch points for anyone to finally decide whom they want to hire to take the decision. So our marketing team, our marketing strategies keeps on reaching out to them, whether it is through different types of content, whether they are on Instagram, whether they are on LinkedIn, whether they are on Facebook, YouTube. Right. Or even if they are on Google searching for something. We keep on reminding them about our agency. We keep on adding value to their life. We keep on giving them highly actionable stuff. Right. It tells them that we are the expert in the industry in which we are. And if you keep on reaching out to them, if you keep on providing value to their life, eventually they had you, right. So most of the banks who come to us, they stayed away. Just start with a small conversation and they give us the project. So we are very lucky there.

[00:17:06.430] - Speaker 1

So that's really good. Having a short pipeline of how people that means you are having people who

are A, self segmented, B, self qualifying themselves. They already know I want this. They already know that you do something that I want. So they're already filtering themselves in your sales funnel and working themselves through the pipeline. And that's great. Having something like that is invaluable because that's a money making machine that can then produce more and more and more sales. That's what's probably the driving force at the growth that you guys are doing in terms of your deliverable. What would you say is the number one thing you guys do? Is it SEO or is it like local content marketing? Is that what you guys do?

[00:18:02.710] - Speaker 2

The number one thing, which we do, a search engine optimization.

[00:18:07.210] - Speaker 1

Got it.

[00:18:08.470] - Speaker 2

That's what we are best at.

[00:18:10.820] - Speaker 1

That's what you're best at. That's amazing. Let's talk quickly about we can talk about SEO for a little bit too. Most people who run an agency and this podcast is about creative entrepreneurs, about marketing people who are trying to do exactly what you and I do on a regular basis who are trying to grow a business. A lot of people have a mixed idea of SEO. Some people believe that it's very like, oh, it's shady, it's not good. Everyone who tries to sell it is just trying to take money from them. And other people think of it like if it doesn't work in the first week, then it was a waste of money. How do you navigate explaining to people which is which? How do you go about telling people the value of SEO the way I do it? I always tell people Google is just trying to answer the question. And there are ways that you can make your website easier for Google to read and understand what content you have on there. But how do you go about convincing somebody, let's say you meet them at a networking event that SEO is in fact a great way to help them and help their business?

[00:19:31.990] - Speaker 2

Sure. That's a great question. And what if I tell you that both those people are absolutely correct what they are saying and those two are two different statements, right. So basically a lot of people don't realize that just like everything out there, SEO is evolving. You cannot use the exact same strategies which you were using like two years back or three years back to do the SEO of your own website. So for instance, every industry has a couple of websites, a couple of top portals where they list the industry leaders. For instance, you can go on Google and type best digital marketing agencies in any country or in your area or wherever. You will see couple of websites ranking there and listing all the top agencies. Now just tell me one thing. If you would list your website there. For instance, one of such website is Clutch. Now just tell me this. If you list your website there on Clutch and ask a couple of your customers to give you testimonials. All right. And whenever someone searches about top digital marketing agencies or maybe top dentists in that particular area and your listing pops up, would that give you leads or not?

[00:20:56.470] - Speaker 2

That word, correct?

[00:20:58.280]

Yes.

[00:20:58.620] - Speaker 2

So that is exactly what I show is you need to be available at the right time, on the right place. That's what you need to do. But what people are doing is they are just focusing on creating backlinks, backlinks and backlinks. They are not working on providing the values. And they think SEO is all about that shady stuff or putting spam out there, right? It doesn't work that way anymore. That was the Google of 2017 or maybe 2018, right? Seo is highly evolved. Things are improving. For instance, right now I am here, I am on your podcast. We are having a nice conversation. At the end of the day, you

are somewhere on your page mentioned to my website, right? It's a part of search engine optimization as well. So now your audience would listen to this podcast or maybe watch our video on YouTube, right? And if they like, they might come to my website or maybe hire me. So is that a good marketing or a bad market? You tell me that, right? Podcast evolving. A lot of clients searching about us through the podcast. So I am at the right time at the right place.

[00:22:15.380] - Speaker 2

Right? So that is what SEO is about. You just need to have your presence on a lot of different areas, lot of different websites. And those websites should make sense. So every industry has a forecast, right? To all the readers, I would like to say that if it's possible for you to take out some time and be a guest or start your own, quote, cars, that is a beautiful way of doing marketing. And that also comes into SEO. A lot of people just say SEO is link building. Just go out and do the spam and think that you are doing good. Right. And that is a problem. The agencies which have not updated themselves. And if you hire such kind of agencies, then you are in trouble. But if you have hired the right agency, then you will just see exponential growth. So that's how it is. So assume more about just ask the question, will I get some quality traffic from this place or not? If I am putting my bank right? If the answer is no, then don't put the link there. Right. So answer should always be yes. So like contributing to reporters, contributing to other websites where people actually go and read.

[00:23:35.340] - Speaker 2

If you're doing those type of things that will eventually help you. That's why I said that both of them are right. Some of them are using shady strategies or outdated strategies. That's why it's not working for them. And some of us are moving with Google and the technology right now. Meta versus coming. So you need to learn about those marketing. You cannot say, okay, I'm into digital marketing and I'll just stick with what I have learned so far, right. You need to constantly evolve, constantly learn and implement those things. So if you are doing that, you don't even need any marketing agency. You just need to go with the winter trend, right? That is what you need to do.

[00:24:17.720] - Speaker 1

That's amazing. And what you said there's really good the evolution of the industry will not stop. You can't just decide that everything, the way that you've learned it is going to be the same way forever. There's a lot of things that are evolving all the time. Like you mentioned the Metaverse Web 3.0. You got NFTs, you have cryptocurrency. The world is at a different pace right now. If you were tired before when the smartphone came out in 2009, you're going to be even more tired now. In 2025. In 2030, it's going to be very busy.

[00:25:00.050]

Okay.

[00:25:00.380] - Speaker 1

There's going to be lots and lots and lots of changes that are happening the same way. Maybe my parents had a hard time with how the internet and social media kind of changed the world. I think people my age who are maybe 30 plus are going to have a learning curve to see. Okay, how do I adjust to understanding even myself? Not six months ago, I guess it was May of last year, I started to say, okay, I have to learn about this blockchain and this cryptocurrency stuff because it seems like everything is moving this direction and you take some time to learn about it. And you say, okay, as an artist, as a creative, somebody who is a designer, what does this NFT business look like for me? How can we then understand our avatar? Instagram just released or Meta just released the global avatar where your avatar can follow you across the platforms that Facebook owns and it can have a digital wallet or a representation of your digital wallet and have all of your NFT or cryptocurrencies or any digital assets that you have can be with you. What does that mean for marketing agency?

[00:26:17.990] - Speaker 1

What does that mean for a designer or creative? We even are starting to ask ourselves that question. Okay, what's our roadmap for the next twelve to 18 months to say? I'm sure there's going to be advertising space in the Meadow first do I want to advertise there? Do I want to have a place there? Do I want to have a representation of myself on there? Because it seems that there is going to be an

even larger potential, a more global and more connected potential in that realm. And you don't have to jump on every fad, but you have to calculate. Like what Shiva was saying, you have to calculate. Is this something that I want? Is this something that is going to benefit where my business is heading? I think that's super important for having good content in the right place at the right time. Also, in talking about content, I think we're in the most competitive age that we have now. Everyone's a designer. Everyone who has one of these is a photographer. If you have an iPhone, everybody has Canva or Photoshop or some app Facetune, you can do anything. So how do you compete?

[00:27:35.970] - Speaker 1

You have to have really good content that is actually solving a problem for your customer. You have to have really good creative, meaning a very nice looking video, a very nice photo so that people can see, oh, wow. This stands out from everything else. You're competing with a lot more people. And I think SEO also rewards you for having a good creative. If you're running, let's say a paid ad, having a video that's not nice to look at or engaging is not going to deliver the same way. Same thing with like, if you're running a blog post, you want to make sure the content is really good, easy to read and have great pictures so people enjoy it. That's what SEO is going to pick up on. Say, okay, people are spending time here, the creative is good, the backlinks are good. Yes, everything, all the other checkbox are good. But at the same time, you're delivering something that again, Google is just trying to answer the question. People are typing in, how do I build a house? And if you have dynamic content on your website that answers that question in schema, all that type of stuff, then people are going to get you.

[00:28:49.390] - Speaker 1

Eventually you'll get enough links to be on the first page. Or who cares about just first page. You can get lots of traffic on the second page, too. Everybody can all be on the first page. But I think people want that local answer to what they're looking for. Go ahead, man. I know you want to jump in.

[00:29:09.570] - Speaker 2

Yes, that's right. And Google has lots of places where you can be available, right? You can be available into the video section. You can be available into the CMAP pack. You can try to rank yourself organically.

[00:29:23.970] - Speaker 1

Even Google my business.

[00:29:26.550] - Speaker 2

Yes, Google my business as well. So those are area where you can showcase your business and try to generate more needs and more traffic towards your websites. Right? So those are a couple of things. Plus you are absolutely right. That Google is evolving. Right. It is just answering the questions. In fact, since voice search is expanding now. Right. Recently I gave one of my podcasts on voice search, and it is so popular.

[00:29:58.020] - Speaker 1

It's very popular.

[00:29:59.920] - Speaker 2

Yeah. People now don't type. Right. They just ask the question, how to get pasta. And it will just start detecting the recipe. That's how it goes. So a lot of things are coming. Right. We need to update our website for voice search as well. Right. And we need to make sure that we are ahead of the curve if you want to generate or be available there into the market and showcase our expertise and authority. Right. So these are the couple of areas which I see are highly important. Right. If you are constantly going out there and updating yourself, updating your stuff, it's very easy to generate leads. Right. In fact, even we are in highly competitive industry. But we generate leads easily. Right. It doesn't make that much of a problem. And in other industries which are less competitive, it's definitely easy. You just need to go out of your comfort zone zone and do those things which you need to do to get things done.

[00:31:06.940] - Speaker 1

Yes. My marketing team with our own promotion for our agency, they told me we need more photos of you and videos of you for our social media. We see lots of growth when they associate a person to the brand and not just a logo to the brand. I'm in front of the camera a lot with the podcast, and I do like a live webinar once a month. But taking photos of myself or getting professional photos of myself and doing reels and videos, that's not necessarily what I consider to be fun, but I have to do it. I got to step out of my comfort zone because that's what's getting the most engagement and getting the most amount of leads inside my email box is when people see me explaining it clearly instead of me just using words and a graphic. That works, too, to a certain extent. But if I'm there as well, people are like, oh, I have a question and you can start having a question. And that could be one of like you said, one of the eight touch points is a comment on a post I posted on LinkedIn or a comment inside of Instagram.

[00:32:22.850] - Speaker 1

That's one. And then maybe they give me their email and they can be in my email funnel and that could be two and three. Before you know it, they go visit my website, watch one of my live webinars. That's four or five. You know what I mean? You can easily get yourself to a place. So by the time they're ready to make a decision and they fill out the contact form on my website, they've already made the decision. They've already said, okay, this is the person. He's already given me a free guide he's already given me free information on his social media. I already watched one of his webinars. I already watched one of his live. Okay, I'm ready. I'm ready now to move forward. And I think a lot of people should are trying to get that. They're trying to get leads inside their email boxes and they don't know necessarily how to do it. And a lot of times they think just one aspect is going to do it. If I just post a lot on Instagram or if I just send a lot of cold emails, eventually my rate of return will start to grow, my conversion rate.

[00:33:23.550] - Speaker 1

But I think a holistic marketing or a holistic content marketing specifically is the best way to do that. Delivering content in multiple places for different points of the funnel. We talked about, I think the funnel in our last live that we did, the front of the funnel, the middle of the funnel, the end of the funnel, the top of the funnel is super wide. That's where you're going to get so much of the social media content free. Just awareness. Whatever you do in your marketing strategies for building awareness, that's going to be the best place for that. But I want to let you speak, man. I want people to hear how knowledgeable you are. Talk to us about building a content marketing strategy to get leads. Because I think at the end of the day, so many small businesses or agencies or even freelancers struggle with this one aspect of if you can get lost trying to do so many things. So what should I do if I want to get leads?

[00:34:22.410] - Speaker 2

That's correct. Whenever you will try to understand to learn the concept of how to do content marketing or how to generate leads. Right. Everyone starts with the keyword research, right. And as you said, if a person is above 30 or 35, it becomes very difficult for them to understand the whole concept of keyword research and then start doing the things right. So instead of talking about that, I would just like to talk to the audience in a different aspect. Right. So every business has a couple of things, a couple of problems which they are solving. And if we start thinking in that direction, then that is the key to generate quality content. The most important thing is the intent of the content should be correct. You need to know about your target audience. You need to know about your buyer persona. And once you start creating your content, then the magic happens. Now, after working with a lot of clients, what I've seen is people, when you ask them, whom do you sell? They just say, we sell everyone. Right. And that's not how it happens. People don't even know the demographics they actually want to sell.

[00:35:50.270] - Speaker 2

Then I came down to list of questions which I asked my clients and encouraged them to answer those once they have the answer of those, it becomes very easy for my team to produce the content or the content topics. It becomes very easy for them to create content for their lifetime. Right. So a couple of questions, I just read them out loud. The first question is what would your target customer love to

learn about your product or service before they buy? So obviously there are a couple of information relating to your product or your service which your target audience wants to learn. Right? So this is the first bucket. Just type three or four topics below this and that is the first place from where you can start writing the content. The second is whenever we go on sales, we face couple of objections, right. And a position might be in the buying stage and they want to get the answer a couple of questions. Right. So the second question which you should ask yourself is what questions about your product or service do your customers have before they buy from you? So just answer like just type three or four questions which your customers usually ask you and then answer those.

[00:37:22.300] - Speaker 2

Right. And after that, if you are highly passionate, right. If you are doing something majority of us are entrepreneurs and we are very passionate about something. That's why we started the business. Right. So you can have something like what are the top five topics about your domain? You would love to educate your customers shown, right. And as we all know, couple of keywords. We all have so list out couple of keywords. So once you do this exercise, you just try to route a couple of topics and then you fine tune the heading a little bit with a proper hook. That's what you can write content on. You can create videos on, you can work on your podcast series. Right. These are the topics which your actual potential buyer is trying to get answers from. So if you are answering those questions, then obviously they'll reach out to you somehow, right. If they are searching on YouTube, they'll watch your video, they are searching on Instagram, then they'll watch your infographics or something out there. So that's how it works. Plus, but I have seen is like we have a small formula which we say NDPP.

[00:38:40.100] - Speaker 2

So needs, desires, pain and problems. So you just need to think what are the needs of my target audience, right? What are the needs? What are their desires that they would like to have? What are their pains or what are their problems? And you can even go to extremes. You can go and discuss about their fears or you can go and talk about their fantasies. So for instance, I am into digital marketing, right. So the fear of some of my target audience would be like am I working with. Correct. Diesel Marketing agency. Right. There can be cases that they are working with the wrong agency. Or what if they lose money? Which you just said. Right. Or they can have fear that. What if people don't like my post so they can have social fears as well? So just list them these questions, relate them to your industry, and then start publishing those. Or maybe if I talk about the pain points of my target audiences, they probably don't know their USB or they don't know how to measure cost per lead. Right. And if you talk about their leads, these are how to generate leads or how to create content for marketing or whom to hire for marketing.

[00:39:59.130] - Speaker 2

Right. So these are a couple of questions which they are constantly asking them in whatever stage they are. So if we start producing content on these topics, it becomes very easy for us to reach out to our target audience. You don't need any heavy keyword research. You don't need to do a lot of brainstorming. What I'm seeing is a lot of people, they do constant blogging, but the topics are not related to what their industries those topics are not what the target audience would be actively searching for. Right. So you need to make sure that you stick to your industry and then produce content based upon that. And once you do this, no one can stop you. No one can stop you. Right.

[00:40:43.730] - Speaker 1

I love how everything has gone in the circle, right back to what we talked about in the beginning shift. If you care about your customer satisfaction, if you care about making your customers happy, you will have a great client. You'll get great referrals. You'll have multiple people because you're answering the question of I don't know what I'm doing, how do I do this, or I don't have time to do this? I wish I knew more about this. You are answering the question. And it's not about brands and logos and strategies and different KPIs and all this other stuff. It's about that connection you have. You recognize them as a human. And you say, this person has a problem, whether it's a dentist who's not getting enough clientele. And you say, listen, I know how we can get you local people to find you on your website and book appointments. You're solving the problem. And if you solve a person's problem, you're never going to be without work because people have problems. And all the biggest companies that you can

think of, all the largest brands you can think of, solve a problem uniquely think one of the biggest brands like Tesla.

[00:42:01.610] - Speaker 1

People had made electric cars before, but no one had done it at scale they didn't want. And the car itself is not the thing that it's solving the problem. The problem has always been about the range. How far can you go? And Tesla, whether they do the first thing they develop with a battery technology and a network of charging stations, that's the real problem. The real problem is people who have had, let's say the Chevy Volt, which is a car in the US that was electric years before Tesla, but you couldn't charge it anywhere. You can only charge it at your house. So the problem was really the network of places to charge the car, the battery technology. Every brand that is successful solves a problem. Pcs were great for programmers, were great for desktops, for home, desktop computing in the 80s and 90s. And then here comes something like Apple says, hey, how about the creative person? What if the person wants to use a mouse and not just want to use the keyboard and the tab button to move around? What if we made an interface that would allow them to draw and allow them to print that drawing at their own house?

[00:43:17.420] - Speaker 1

They solved a problem. Everything that you like that is a major brand solves a problem. And I think that's where for small or growing businesses, People that are starting out, if you're listening to this position yourself that way, Where am I uniquely different to solve someone's problem? Because like you said, there are some industries that are very competitive. Marketing agencies very competitive. There's tons of people there, and there are some industries that are not competitive. So if it's very competitive, how unique you are in your approach is going to matter. But even if that's the case Where it's very competitive, as long as you're solving the problem and you're doing it your way, you're doing it in a unique way that is different from everybody else. That's your method. That's your idea that's going to help you in developing leads, Because people need that. And people are always forever until the end of time. Whether it's here or whether it's on the meta verse, people are going to be looking for people to solve problems and help them go from point a to point B. I'm so happy that you came on today that we got to connect.

[00:44:33.120] - Speaker 1

I hope that we stick in touch even after the podcast. Brother, please let people know how they can connect with you, how they can find you online and where they can get involved with incrementors.

[00:44:47.630] - Speaker 2

So they can reach out to me through my website. It's incrementals.com incrementors.com. Or they can search for my name on YouTube, SEO, Shifta marketing or my agency's name implemented on YouTube. They'll be finding me. They'll be able to find me there.

[00:45:10.130] - Speaker 1

Awesome, guys, this has been the more life podcast. Again, if this is your first time listening to us, we're happier here. Please give us a like, give us a follow subscribe. Hit the notification Bell if you're watching this on YouTube and you'll be notified of every other podcast or video that we drop. I'm super excited for this new year. And Shiv, thanks for being on here, man. We'll talk soon. All right, guys, have a good one.

[00:45:33.410] - Speaker 2

All right, bye.