

Marketing Strategy – Buyer’s Perspective



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Convergence of technology has made telecom market very wide but at the same time for a seller the market is equally confusing. Any engineering company that deals in a broad range of products must have to know the type of consumers it seeks. With composite of ideal customer on the list it becomes easier to know where and how to start with. It becomes quite necessary to have a crystal-clear picture in mind as to exactly whom we are targeting and then to understand what makes the target customer happy, sad, scared, relieved, and then think about how we can make their lives a little easier. We have to develop viable targeted strategies for attracting clients from varied ranges.

In a country like India, customers are to be found in different states and terrains and to be in touch always with them, one needs to use all available means such as online communication, personal contact, etc., to reach out to them. Occasional conferences, seminars, exhibitions are also very good means to increase outreach to the potential customer. Whether any business organization may be able to be present in different zones of the country will depend on the size and volume of business one commands but the above-stated means can serve the purpose of enlarging the customer base.

Indian telecom market is fast changing, which implies thorough knowledge of the industry and having a firm knowledge of product or service is critical to being able to attract interested clients. The people who would be interested in your offerings can see how knowledgeable you are and will seek your assistance. Give potential clients you come into contact with a good reason to try your services, which is your first step to making them loyal customers,

Provide value and establish yourself as having an in-depth understanding of the problems they are looking to solve. This takes the form of creating content via webinars, blog posts, guest blogging, and getting out there and physically networking with people. These steps can start to attract

a following as long as a structured sales funnel setup is in place, which will convert the followers/fans into paying customers.

Best bet for reaching out and touching customers is to use tactics to encourage them to complete a specific action, such as opt into email list or request more information. Creating messages directed at target market and ads that attract ideal clients by giving them something of value for free to get them started in the funnel are some of the good ideas to increase the market base. We have to learn all we can about direct-response marketing practices because they teach us to focus on results that matter, sometimes giving compelling messages that tell ideal audience why they may be a loser if they looked for something else. But this strategy is like a double-edged sword and has to be applied very convincingly.

Teaming up with businesses that offer complementary services offers the opportunity to take advantage of synergy, which can be very effective in building a business. This is very true as it may be difficult to provide all solutions by one business house but such teaming may bring a win-win situation for both.

All said and done, nurturing relationships, either with other business owners or customers, help create a client base. Focus should be on building human relationships. Stronger relationships essentially keep the customer attached and they become brand ambassadors as well.

Last but not the least is the follow up as many leads and great conversations are wasted because one forgets to follow up.

In Savitri Group, we have strived to understand the Buyer’s Perspective and applied the strategies which boost our client base. We have been able to reach our customers through all means of communication throughout India through our branches situated in all metro cities. We wish to refine our strategy from year to year and attain a new high in the coming years. ■