DRAFT VERSION

How to increase consumption

RanchiMall

The principles behind
increasing consumption
are no rocket science.

Just do the job well,
over a long time,
with very high quality,
and by keeping
everyone amused.

HOW TO INCREASE CONSUMPTION

RanchiMall

"If it doesn't sell,
it isn't creative."

David Ogilvy

HOW TO INCREASE
CONSUMPTION

RanchiMall

The idea has to be big.
It has to be amazing.
It has to be pushed hard.
It has to be pushed over a time.
It has to be done consistently.
Provide amazing quality.
Provide amazing customer service.
It has to be done with full heart.
Make it easy and convenient.
Make it relatable.

HOW TO INCREASE CONSUMPTION

RanchiMall

Don't count
the people that you reach,
reach the people who count.

HOW TO INCREASE
CONSUMPTION

RanchiMall

If you are lucky enough to find
a great marketing campaign,
repeat it until it stops pulling.

HOW TO INCREASE
CONSUMPTION

RanchiMall

Make people who interact with you
your passionate ambassadors.

HOW TO INCREASE
CONSUMPTION

Unless your campaign has a big idea,
it will pass like a ship in the night.

**HOW TO INCREASE
CONSUMPTION**

RanchiMall

There are 4 basic approaches
to trigger consumption:

Imagine greatness and deliver
(Steve Jobs Approach)

Marketing agency approach
(David Ogilvy approach)

The next best thing approach
(Java Language Launch Approach)

Problem solving approach
(Tesla Approach)

HOW TO INCREASE
CONSUMPTION

Approach 1:
Imagine greatness and deliver
(Steve Jobs Approach)

Customers do not know what they want.
Make a great product.
Market it well.

RanchiMall

Approach 2:
Marketing agency approach
(David Ogilvy approach)

Find what people want.
Give them what they want.

HOW TO INCREASE
CONSUMPTION

RanchiMall

Approach 3:
The next best thing approach
(Java Language Launch Approach)

Induce a need.
Talk a lot.
Make it a trend.
Make it look the next world beater thing.

HOW TO INCREASE CONSUMPTION

Approach 4:
Problem solving approach
(Tesla Approach)

Find a big problem.
Solve it.
Market it well.

RanchiMall

You need to create relatability
if you need immediate response.

Without relatability, a great product
will need its time to catch up with masses.

**HOW TO INCREASE
CONSUMPTION**