



EVERY BUSINESS HAS ONLY 2 PROBLEMS.



**GENERATE
LEADS.**



**CONVERT
LEADS.**

FIX BOTH → YOUR BUSINESS MULTIPLIES. PERIOD.

ISHAN GOEL
BUSINESS SUMMIT



CMO



**20 YEARS
IN MARKETING**



**EDTECH • INFLUENCE
NATIONAL BRANDS**



RAISE YOUR HAND.

1



HOW MANY OF YOU
THINK YOU HAVE
A **MARKETING**
PROBLEM?

2



WHEN A LEAD
COMES IN — IS IT A
MARKETING JOB
OR A **SALES JOB**?

3



HOW MANY OF YOU
HAVE LOST A LEAD
AND **BLAMED**
THE LEAD FOR IT?



MOST PEOPLE THINK IT'S A **SALES PROBLEM.**
IT'S NOT. **IT NEVER WAS.**

GROWTH
STARTS WITH
THE RIGHT
QUESTIONS.



MARKETING IS THE MOTHER. SALES IS THE NANNY.

The nanny can take care of the baby.
But the mother gave birth to it.



Your lead is the baby.

Marketing created it – with the right content,
right message, right trust.

If the baby arrives sick, the nanny cannot fix it.
The problem was always upstream.



SALES CLOSES DEALS

Marketing creates the
conditions that make
closing possible.



SALES FOLLOWS UP

Marketing builds the brand
people want to be followed
up by.



SALES CONVERTS

Marketing determines the
quality of what sales
receives.

“ SALES MAY HOLD THE BABY. MARKETING GAVE BIRTH TO IT. ”



SLIDE 4

MAIN THEME

PART 1: LEAD GENERATION

*7 Things.
One Goal.*



GET THE RIGHT ATTENTION.
BRING IN THE **RIGHT LEADS.**

WE WILL COVER

1



META:
THE BOY HANDING
CRICKETS ON
THE STREET

2



WHY CONTENT
FAILS ON META –
AND **HOW TO**
FIX IT

3



UGC vs. INFLUENCER –
3 REASONS INFLUENCER
WINS + **META PREMIUM**
THREAT

4



BUILD YOUR
OWN BRAND –
BECOME THE
INFLUENCER

5



SEO:
HIGH-INTENT LEADS
AT ₹0

6



GOOGLE PRESENCE
& PR: YOUR DIGITAL
TRUST SIGNAL

7



HOTSTAR SMALL
BUSINESS CAMPAIGNS –
THE **NEW FRONTIER**



Right Audience.

Right Message.

Right Leads.



META: THE BOY HANDING PAMPHLETS ON THE STREET

THE ANALOGY



A boy stands at a signal.
His job: hand out pamphlets
to everyone.



He gives them to business
people, students, aunties,
everyone.



But he's handing out
pamphlets.



Nobody asked for pamphlets.



Nobody wants pamphlets.
Nobody stops.

WHAT THIS MEANS FOR YOUR BUSINESS



You're paying for eyeballs –
but if content isn't relevant,
those eyeballs scroll.



Impressions ≠ Interest –
a thousand impressions of
the wrong message = zero leads.



The algorithm rewards relevance –
generic content gets ignored
by people AND by Meta.



More budget won't fix it –
pouring money on the wrong
message just burns faster.



WRONG AUDIENCE.
WRONG MESSAGE.
ZERO LEADS.



0.9% AVERAGE CTR
ON META ADS

Meaning 99.1% of people
who see your ad **ignore it.**

WHY CONTENT **FAILS** ON META. AND WHAT ACTUALLY **WORKS**.



✗ WHY IT FAILS

-  Speaks to everyone
→ resonates with no one.
-  Hard sell first
→ zero trust built.
-  Same content, same format,
every single day.
-  No defined audience
before content is created.
-  Treats Meta like a billboard,
not a conversation.

✓ THE 3-STEP FIX

-  **1 IDENTIFY ONE PERSON**
Who are they? What's their problem? What do they want? Answer this before one frame of content is created.
-  **2 CREATE FOR THAT PERSON**
Every caption, visual, hook — should make that ONE person feel: “This is made for me.”
-  **3 NO HARD SELLING**
Lead with value. Lead with emotion. Lead with their story. Selling is the last step, not the first.

“ Even when marketing to your whole audience, you are still speaking to a **single human** at any given time.

— ANN HANDLEY



RELEVANCE ISN'T A NICE-TO-HAVE. **IT'S THE ALGORITHM. IT'S THE AUDIENCE. IT'S THE OUTCOME.**

SLIDE 7

PART 1: LEAD GENERATION

RELEVANCE > FORMAT



"VIDEO OR GRAPHIC?"



"DOES THIS SPEAK TO
THE **RIGHT PERSON?**"

STATS:



2×

EMOTIONAL CAMPAIGNS
PERFORM BETTER



22×

STORY RETENTION



890%

ROI FROM
SHORT-FORM VIDEO



CONTENT IS KING. **RELEVANCE IS GOD.**



INDIAN BRAND EXAMPLES



zomato



Meme culture

Witty, trend-driven, highly shareable.



Relatable content

Everyday situations, real experiences.



Community tone

Two-way engagement, listens and responds.



₹20,243 Cr FY25 REVENUE

FEVICOL



Storytelling

Clever narratives that stick with you.



Humor

Light-hearted, nostalgic and memorable.

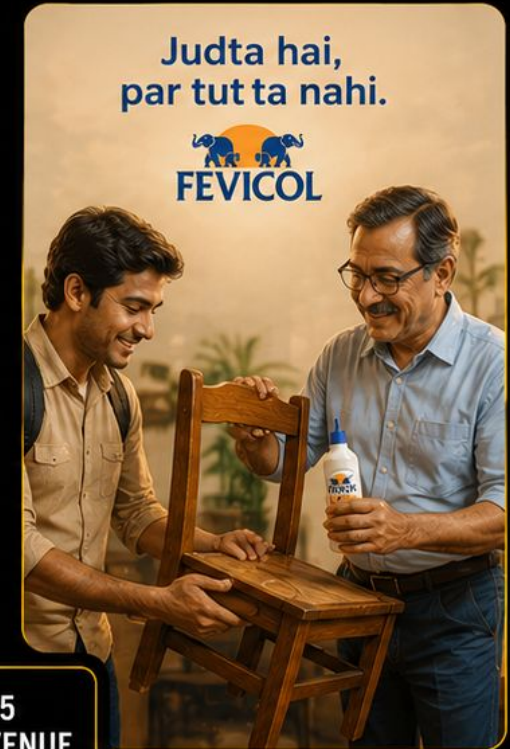


Indian emotion

Rooted in relationships, family and values.



₹20,243 Cr FY25 REVENUE



“ GREAT BRANDS DON'T INTERRUPT CULTURE. THEY BECOME PART OF IT.

UGC vs INFLUENCER



UGC

→ CONTENT

Created by real users. Authentic, raw and relatable.

- ✓ Real experiences
- ✓ High authenticity
- ✓ Low production cost
- ✓ Strong social proof

VS

STATS:



\$22.2B
INFLUENCER
INDUSTRY
(2024 Global Value)



**HIGHER
CONVERSION
THROUGH CREATORS**

INFLUENCER

→ CONTENT + REACH + TRUST

Created by influencers. Powered by their audience and credibility.

- ✓ Built-in audience
- ✓ Higher reach
- ✓ Stronger trust
- ✓ Faster impact



“ UGC CREATES ASSETS. INFLUENCERS CREATE MOMENTUM. ”

SLIDE 10

PART 1: LEAD GENERATION

THE META PREMIUM THREAT



YouTube Premium

Ad-free videos. Zero interruptions.



Netflix

Subscription over interruptions.



Ad-free future

Premium is becoming the new normal.



“ THE RICHEST AUDIENCES ARE SLOWLY **ESCAPING ADS.**



BUT THEY STILL WATCH CREATORS.

BECOME THE INFLUENCER

The most powerful channel in 2024?
YOU.



44%

OF COMPANY VALUE
IS LINKED TO CEO
BRAND
(Brand Finance)



73%

OF PEOPLE TRUST
THOUGHT LEADERSHIP
MORE THAN ADS
(Edelman Trust Barometer)

INDIAN FOUNDERS WHO BUILT BRANDS. AND THEMSELVES.

AMAN GUPTA
CO-FOUNDER, BOAT



Turned a D2C brand into
a ₹10,000 Cr empire



Relatable, witty & real
on social media



Built trust. Built boat.

NIKHIL KAMATH
CO-FOUNDER, Zerodha



Shares knowledge.
Builds credibility.



Educates millions on
money & mindset



Thought leader in
finance space

FALGUNI NAYAR
FOUNDER, NYKAA



Built Nykaa with vision
and authenticity



Connects with women.
Empowers through content.



A brand. A voice. An icon.

“ PEOPLE TRUST PEOPLE. NOT LOGOS. ”



SEO = BUYING INTENT

People search when they're ready.
Be there when it matters.



14.6%

SEO CLOSE RATE
vs 1.7% for outbound
(Search Engine Journal)



1000%+

MORE TRAFFIC
than organic social media
(BrightEdge)

WHAT PEOPLE SEARCH:



"best builder in Mumbai"



→ High intent. Ready to buy.



"best hospital in Bangalore"



→ High intent. Looking for the best.



"best consultant for business growth"



→ High intent. Seeking expert help.



SEO CAPTURES INTENT.



ADS INTERRUPT ATTENTION.

PR = TRUST ENGINE

Coverage you can't buy.
Trust you can't fake.



ARTICLES

Featured in top publications people already trust.



PODCASTS

Conversations that build credibility and recall.



INTERVIEWS

Expert insights that position you as a thought leader.



KNOWLEDGE PANEL

Own the narrative where people make decisions.

ARTICLES

ET The Economic Times
Zerodha co-founder Nikhil Kamath on building wealth and long-term thinking
May 27, 2024



BT Business Today
Nikhil Kamath: 'Focus on solving real problems, not chasing valuation'
Jan 16, 2024



PODCASTS

P FIGURING OUT With Raj Shamani
Nikhil Kamath On Money, Habits, And The Indian Startup Ecosystem
YouTube • Jan 5, 2024



INTERVIEWS

ITI Livemint
Nikhil Kamath Interview: On risk, regulation and the future of investing in India
Oct 3, 2023



PODCAST / VIDEO

TS The Ranveer Show
Nikhil Kamath: Discipline, Freedom & Building for the Long Term
Spotify • Aug 12, 2023



Nikhil Kamath

Entrepreneur



Nikhil Kamath is an Indian entrepreneur and investor. He is the co-founder of Zerodha, one of India's largest retail stockbrokers.



Born: September 5, 1986 (age 37 years), Shimoga
Education: Bangalore Institute of Technology
Known for: Co-founding Zerodha, True Beacon
Books: I Came, I Invested, I Conquered (2021)

People also search for



Nithin Kamath



Naveen Tewari



Kunal Shah



Ritesh Agarwal



PR REDUCES UNCERTAINTY.

TELEVISION IS BECOMING META

From mass reach to precise reach.
From guessing to knowing.



HOTSTAR AUDIENCE TARGETING

Target by age, gender, location, language & interests.



OTT BEHAVIORAL TARGETING

Target based on what people watch, when they watch, and how they engage.



SMALL BUSINESS ADS

Affordable. Measurable. Impactful.
Now built for everyone.



BROADCASTING IS DYING. BEHAVIORAL TARGETING IS REPLACING IT.

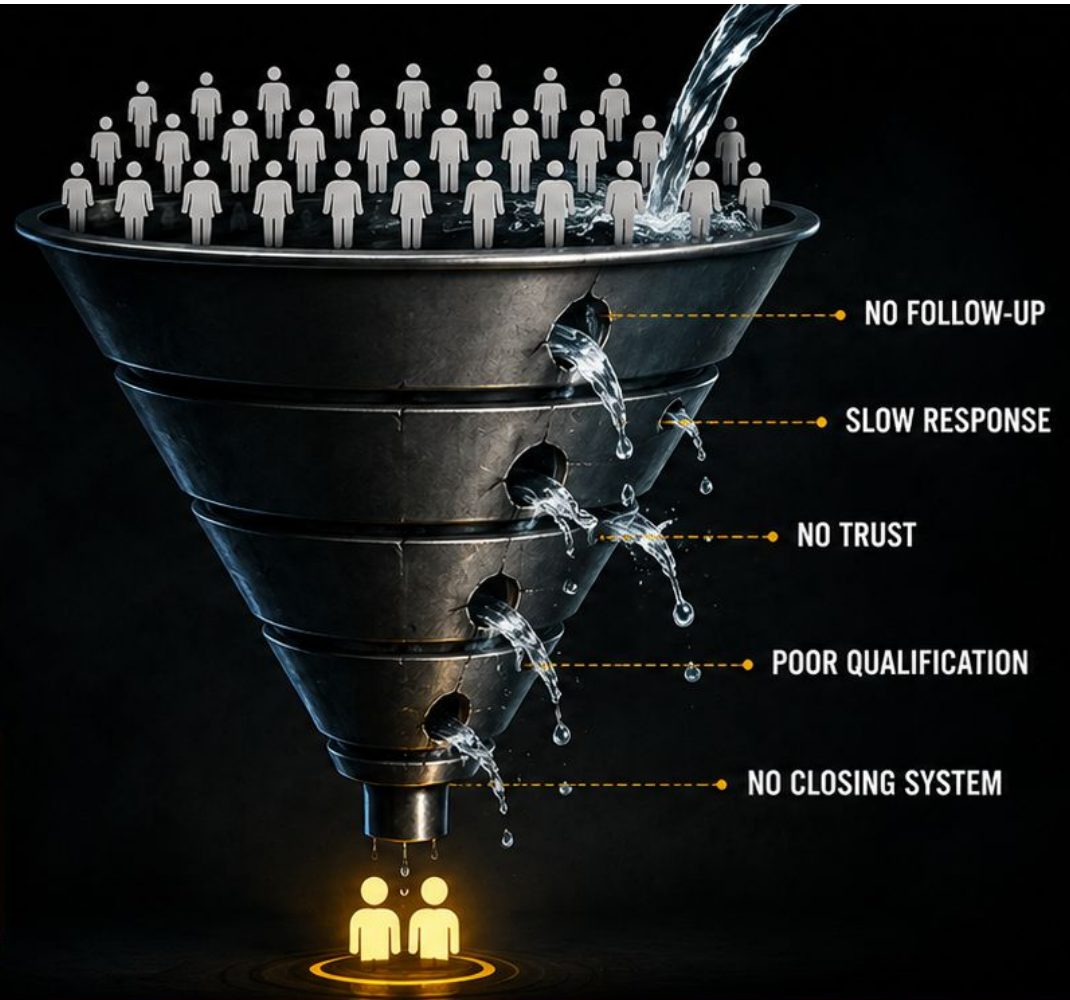
PART 2 LEAD CONVERSION



100
LEADS



2
SALES



“

THE PROBLEM IS **NOT** LEAD GENERATION.
THE PROBLEM IS **LEAD LEAKAGE.**



WHERE DID THE 98 LEADS GO?



44%

NEVER FOLLOW UP

Nearly half of leads are ignored completely.



9x

MORE CONVERSION WITHIN 5 MINS

Leads contacted in 5 mins are 9x more likely to convert.



47 HRS

AVG RESPONSE TIME

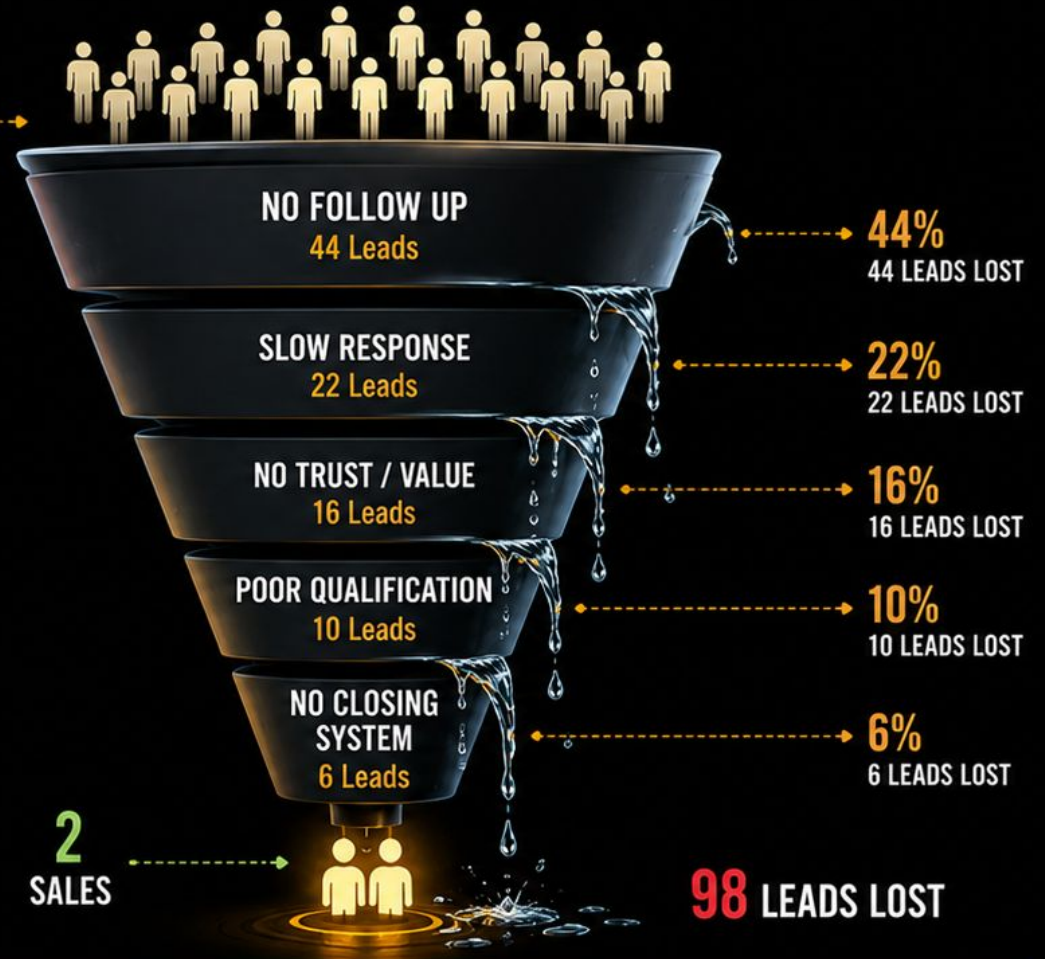
It takes most businesses almost 2 days to respond.

“

**MOST BUSINESSES DON'T LOSE LEADS.
THEY ABANDON THEM.**



**100
LEADS**



THE PAMPHLET BOY



NO FUNNEL



NO LEAD QUALIFICATION



SAME PITCH TO EVERYONE



BURNOUT



WITHOUT **SYSTEMS**, SALES TEAMS CHASE **NOISE**.



FUNNEL + DISPOSITION SYSTEM

Every lead is at a different **emotional stage**.



DIFFERENT LEAD. DIFFERENT FEAR. DIFFERENT MESSAGE.

CONTENT AT EVERY STAGE



AWARENESS
→ EMOTION



CONNECT. INSPIRE. SPARK INTEREST.
Stories, Reels, Memes, Relatable Content



CONSIDERATION
→ PROOF



BUILD TRUST. REMOVE DOUBT.
Case Studies, Testimonials, Comparisons, Reviews



DECISION
→ URGENCY



MAKE IT EASY TO SAY YES.
Offers, Urgency, Bonuses, Clear CTA



POST-SALE
→ ADVOCACY



DELIGHT. TURN CUSTOMERS INTO FANS.
Onboarding, Education, Community, Referrals



CONTENT IS NOT FOR INSTAGRAM. CONTENT IS FOR CONVERSION.

ATTENTION × **TRUST** × **SPEED** × **RELEVANCE** = **REVENUE**



ATTENTION FAILS
Nobody sees you



TRUST FAILS
Nobody believes you



SPEED FAILS
Lead buys elsewhere



RELEVANCE FAILS
Nobody connects



**MOST BUSINESSES DON'T HAVE
A TRAFFIC PROBLEM.**



**THEY HAVE A
SYSTEMS PROBLEM.**



**ADS RENT
ATTENTION.**



**INFLUENCERS OWN
ATTENTION.**



**PERSONAL BRANDS
COMPOUND ATTENTION.**

Ishan Goel

LEAD GENERATION × LEAD CONVERSION



**STOP TALKING TO
EVERYONE.**

**START TALKING TO
SOMEONE.**



ADS RENT
ATTENTION.



INFLUENCERS OWN
ATTENTION.



PERSONAL BRANDS
COMPOUND ATTENTION.



*STOP TALKING TO
EVERYONE.*

*START TALKING TO
SOMEONE.*



@MARKETINGBYISHAN ✓

ISHAN GOEL
20 YEARS IN MARKETING