

FEB 2023 | ISSUE 1

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STEP UP SERIES

Strategies, Tactics, Evaluations,
Principles to Upskill & Progress

A Biweekly Business
Newsletter

By Shanker Viswanath



5 Ways Organic Marketing Helps You Grow Your Business Consistently

From my Desk to Your Laptop, a Biweekly Connection.

- Shanker Viswanath

Organic Marketing is a type of marketing that focuses on **attracting customers** to your business through natural, **non-paid channels**.

The **goal** of organic marketing is to **establish your brand as an authority** in your industry and attract customers through relevant, **high-quality** content that provides **value** to your target audience.

Unlike paid advertising, organic marketing is **cost-effective** and provides long-term results.



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Increased Brand Awareness

Organic Marketing helps small and medium entrepreneurs to **increase brand awareness** by reaching their target audience through:

- Content marketing
- Social media and
- Other tactics.

Consistency is the key here.



"Organic marketing is all about creating genuine, meaningful connections with your target audience."

- Unknown

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Building Trust

Organic marketing methods help to **build trust** with your audience **by providing** them with **valuable and relevant** information about your products or services.



"The best marketing doesn't feel like marketing."

- Tom Fishburne

Cost Effective

Organic marketing is more **cost-effective** compared to paid advertising as it **does not** involve paying for advertisements.



Organic marketing **requires** more **time investment** rather than monetary investment.



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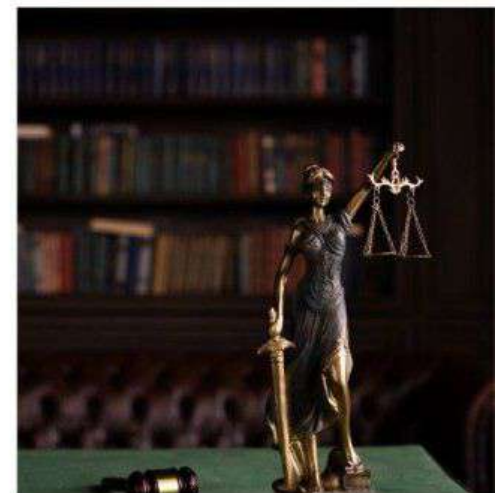
Better Engagement

Organic marketing **helps** to **increase engagement** with your audience by creating content that resonates with them and **encourages** interaction.

It also helps you to **position yourself** as an **authority** in your chosen field.

"Organic marketing is not just about reaching people, it's about reaching the right people."

- Unknown



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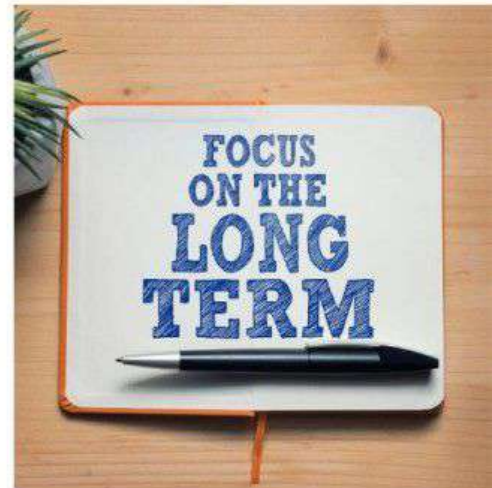


Long-Term Results

Organic marketing strategies aim to **achieve long-term** results by creating a **strong online** presence that will **remain visible** even after the marketing campaign has ended.

"Organic growth is the key to long-term success in business."

- Brian Halligan



"Organic marketing is about building relationships and providing value to your audience, rather than solely relying on paid advertising to reach them."