

FUEL YOUR BUSINESS GROWTH

30-days To Radical Business Success
With Breakthrough Training



Brought to you by **pigtailpundits**

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01.

What is Fuel Your Business Growth?

Fuel Your Business Growth Is An **Exclusive, Workshop-Driven DM Masterclass**

With this training program + the accompanying guidance sessions, you and your team, will benefit from **breakthrough growth practices** across 4 key areas in Digital Marketing.

- Lead Generation
- Competitor Analysis
- Content Marketing
- Building Websites for ROI

Armed with this coaching, you can radically transform your success in business. In just 30 days.

02.

4 Reasons To Fuel Your Business Growth

1. Your map is old.

Your
territory,
new.

One of the biggest problems in DM is dated knowledge.

The discipline is dynamic. It changes too fast for professionals to keep up.

On an average the technologies change every three months. Practices change every other year.

The result is that you end up with concepts which were once good but don't work now.

Navigating a new territory with an old map is pure grief, for growth.

2. You need to see the whole mammoth to tame it

Most professionals know some digital marketing. They are exposed to bits and parts of it.

The problem is that the parts do not make the whole. A holistic understanding of digital marketing is what you need for success, not just isolated bits of knowledge.

What's worse, your knowledge is probably already dated, to be of any good to you.

The result is that your investments do not always translate into growth.

3. You are bootstrapped for success

As a Manager of DM, you have strict KPIs to keep. You are forever anxious to beat the next quarter's targets. But your team is still raw. Your resources are too few. Your budget is too cramped.

You begin to search for magic bullets.

There are two choices before you

- Learn, read, reflect, implement. Fall, bruise, get up, tweak, experiment. Fall again, spend some more, learn, read... ad nauseum. Till wisdom finds you.
- Or, short circuit this entire process in one swoop and get the best DM wisdom on your side, without any of the bother.

With the former, you could take forever to learn, if at all. You would lose time, money and opportunity in the bargain.

With the latter, you could eliminate grief and achieve growth fast.

4. You carry the scars of past digital battles

Past digital marketing battles have left you badly bruised. You are hungry for results that you don't currently enjoy.

You are simply fed up - DM is a black box without clear answers.

There are too many gurus, inundating the web, with too many ideas.

Your growth plans are stymied for want of clear marketing ideas.

03.

4 Ways To Fuel Your Business Success

How to Fuel Your Business Growth



Identify the gaps in
your digital marketing



Show you different
ways to iron out the
problems



Arm you with a precise
roadmap to achieve
your sales goals



Scale your growth for
success, fast

04.

8 Powerful Gains That'll Radically Transform Your Business In 30 Days

Transform Your Business In 30 Days

In this Masterclass by Pigtail Pundits, you learn breakthrough, digital marketing growth practices.

Picture yourself:

- With 100% clarity on Digital Marketing
- Being able to write compelling messages
- Boosting your conversions and growing your leads
- Nurturing prospects and getting them to buy
- Lifting your content for authority and trust before selling
- Generating ideas to beat your competition at their game
- Driving targeted traffic to your properties
- Saving money, precious time, and leveraging new opportunities

05.

Who Can Benefit From This Growth?

Are you one of these?



Large companies, with in-house DM Teams, who need to raise their leads/sales performance to wholly new levels.



Professional Managers who wish to dramatically beat their KPIs for Leads and Business Growth



Entrepreneurs who wish to productize their offerings and market these without making expensive marketing mistakes



Startups who seek to optimally use their limited resources to get the best bang for their buck in Digital Marketing

06. 5 Business Packages To Fuel Your Growth

We have put together 5 Digital Marketing Packages that will fuel your growth fast. Included in each package are Live Webinar Training + Comprehensive Notes + To Do Templates.



1. Building Content + Website, for ROI: 5 hrs, Rs 37,500

How digital marketing works - 3 hrs. How to build your website for ROI - 2 hrs.



2. Lead Gen 1: Scaling Leads with PPC or FB: 10 hrs, Rs 70,000

How digital marketing works - **3 hrs.** Art of PPC Strategy/ or FB Strategy for ROI - **3 hrs.** Art of Competitive Strategy To Get Results - **4 hrs.**



3. Lead Gen 2: Scaling Leads with Google Ads + FB + Cold Email: 20 hrs, Rs 130,000

How digital marketing works - **3 hrs.** Art of FB Strategy for ROI - **4 hrs.** Art of Google Ads Strategy for ROI - **5 hrs.** How to scale using Cold Email - **4 hrs.** Art of Competitive Strategy To Get Results - **4hrs.**



4. Content Marketing for Results: 10 hrs, Rs 70,000

How digital marketing works - **3 hrs.** Art of Keyword Research - **4 hrs.** Content Marketing: Search, Content, Social - **3 hrs.**



5. Content + Copywriting Models for B2B: 10 hrs, Rs 70,000

How digital marketing works - **3 hrs.** Copy frameworks with examples - **2 hrs.** Keyword Research - **3hrs.** Models for all content writing - **2 hrs.**

Check out the details of what you will learn in each Fuel Your Business Growth Training module [here](#).

07. What Is Your Investment For Spurring Your Business Growth?

What's the price you pay now?

You lose \$\$\$\$\$\$ and time that you can ill afford.

Your launch sputters, dies.

Your plans get shelved.

Your hopes get dashed.

Your competition surges ahead of you.

You cede market share.

You squander a once pedigreed reputation.

Is this grief worth it? Especially, when there is a better way?

Invest to profit, now.

For up to 4-person teams, the group rate is:

- **Take all - Rs 200,000*** for **35 hours**, over **3 months**
- **Rs 130,000** for **20 hours**, over 2 months
- **Rs 70,000*** for up to **10 hours per month**
- **Rs 37,500** for up to **5 hours per month**

Taxes are extra. There are no individual rates. One group rate applies to the entire team. For larger teams check the prices below.

Choose your Large Team Plan

For large teams the group investments are as below.

- For **5-10 person-teams**, you will invest **Rs 48,750 + taxes for 5 hrs**
- For **11-15 person-teams**, you will invest **Rs 56,250 + taxes for 5 hrs**
- For **16-20 person-teams**, you will invest **Rs 62,625 + taxes for 5 hrs**
- For **21-50 person-teams**, you will invest **Rs 75,000 + taxes for 5 hrs**
- If your team size is more than **50+**, enquire with us for special rates.

Terms & Conditions

- All payments are 100% in advance.
- You will get up to **60 minutes FREE**, one-time briefing and intro meeting, on top of the 5/ 10 hours of pure value that you buy.
- The minimum commitment is just one-month, or **5 hours**, as you prefer. The recommended period is at least 3 months, or **15 hrs**, but that's up to you.
- This training program is backed by a **100% Money Back Guarantee** if you cancel it after the first session of 3 hours, for whatever reason. You stand to lose nothing and gain everything through this program.

Get Experts To Hand-hold You While You Execute

Once your team is savvy with digital marketing principles and how to execute things, you can choose to retain us to hand-hold your team - till they are confident and purring to put you on the path to profits.

Check the rates for hand holding below.

What experts can guide you on?

Strategy: Website, Content, Social Media, Paid Campaigns

Content: Landing Pages, Case Studies, Blogs, FAQs, Lead Magnets, Email Sequences for Presell/ Onboard/ Upsell, Video scripts, Text of PPC Ads, FB Ads, Sales Funnels Content

Design: Layouts, Visual Rhythm, Contrast, etc

Technology: Server setup, site migration, email automation setup, FB/ Google Ads Setup, Pixel and Tracking setup,

How much will expert hand holding cost

This service is an optional extra after the Masterclass..

Buy **10 hr** refillable packages for **Rs 30,000 + taxes.**

Use it over **3 months.** Top it off when it depletes.

No long term commitments. Minimum commitment for hand-holding is for just **10 hrs.**

A highly experienced **Strategy, Content, Design and Tech Team** from Pigtail Pundits will vet your work, answer your questions, and advise you on the way forward. No execution by us is envisaged here.

08.

Why Is This Business Growth Masterclass So Exclusive?

Discover the 5 Reasons That Make This DM Program from Pigtail Pundits Special

1. Buy into a flexible training and guidance program

You get to train with a high-growth, proven-to-work DM Masterclass that we have tested with clients and on our own projects.

Post the training, we can hand-hold, or advise you on specific problems, execution, or processes to help you succeed.

You get to train + get advise/ hand holding. As you please.

There is simply no program in DM like this one in the market.

2. Benefit from 36 years of marketing failures and success

Get 23 years of undimmed online evangelism. Plus 13 passionate years in mainstream advertising working on large MNC accounts. Put all this expertise to work for your brand.

Distil the wisdom from 750+ online marketing projects executed for clients in 10 countries. Get it on your side.

Plus, soak in everything we know about online success, without reservation.

We are keen that you succeed in what you do and are 100% committed to that.

3. Get ready-to-fire wisdom in easy to consume modules

We have spent 1000s of hours reading, reflecting, teaching, practicing, training, experimenting, tweaking and wrestling with marketing problems.

You get the benefit of all this wisdom in **Live Masterclass Webinars over Zoom + Live Q&As** or via email + **Actionable PDF Notes** that distill years of practice into a few hours of action..

Plus, experts on standby, to hand hold your team while they execute the strategies and plans for success.

This simply means that you don't have to squander precious money, lose time that you can't reclaim, or trash opportunities that the Universe sends your way.

4. Get proven-to-work ideas for success

One of the secrets to our longevity in digital marketing is that we don't engage in flash-in-the-pan marketing.

All that you'll learn from us are solutions that we implement, based on sound fundamentals of marketing. All the programs are tested first on ourselves, and then for our clients.

You will use the exact same tools, processes and insights that we do. These spring from a thorough understanding of the subject and how customers buy.

5. Back your purchase with an iron-clad, 100% money-back guarantee

We're 100% confident that you will find our Fuel Your Business Growth Program of enormous value to your brand.

That's why we're happy to put our money where our mouth is. When you book our Fuel Your Business Growth Masterclass, you can rest assured that **you stand to lose nothing**, or risk anything, for trying it out.

You are free to cancel it after consuming 3 hours of the Masterclass Program, or after the first session for a full, no-questions-asked refund.

09. 3 Steps to Buy This Exclusive Masterclass



Give us call on
+91 983 307 1725 and explain
your DM problems



Take our recommendation of
Masterclass modules +
Guidance sessions



Buy, train, implement. And
watch your business bloom,
your rep rise..

Read 4 Inspiring, Business Growth Stories

- [Marketing Manager Reaps A Field Full Of Ideas To Trounce KPIs And Competition](#)
- [Serial Entrepreneur Replaces Pure Grief With Absolute Abundance In 7 Web Properties](#)
- [Consultant Junks Old Thinking And Embraces New To-dos for DM](#)
- [Online Trainer turbo propels strategy and promotions with bleeding-edge ideas](#)

What do people who took this training have to say?

The Fuel Your Business Growth Masterclass is a complete eye-opener.

For large companies, like the one I work for, this is a new way to think about Digital Marketing.

I now need to relook at everything we do with a new lens. I return to my job with renewed hope and enthusiasm.

Plus, I am armed with sure-fire strategies, processes, and a holistic direction to my digital marketing that was just not available till now.

10. Who Delivers This Masterclass?

Meet Your Guide



Krishnan Unni, Founder & Director at Pigtail Pundits, helps you understand what is right or wrong with your Digital Marketing and how to transform it for success.

He draws from **36+ years** in marketing communications. This includes **23+ years** of hands-on expertise in managing **750+ marketing projects** for businesses in **India, the USA, Canada, UK, Australia, and the UAE**.

Prior to the web, Unni was in mainstream advertising for 13 years. He has developed communications for some of India's top brands including: **P&G, Panasonic, Dupont, Indian Oil, HSBC Cards, DHL, The Times of India brands, VST, The Indian Express brands**, and more.

Unni is first and foremost a student and an accomplished practitioner of marketing. Then, an insightful teacher who breaks down complex marketing concepts into easy action steps.

He has taught and guided people, for as long as he can remember, in advertising, the web, creative, programming and more.

The essence of 36 years of marketing communications practice is being shared with you to ensure your Digital Marketing success. Unni is assisted in the hand-holding by an experienced team.

11.

Fuel Your Business Growth in Action

View the past Masterclasses we've done

Take a look at this [Masterclass for Marketing Pros, Directors, and Business Owners.](#)

We had the privilege of talking on How to build websites for ROI to over 100 folks.

[Download this PDF](#) of the Presentation on 26 September 2020. This will give an idea of the value you will get from the Consulting Services we offer.

We had done 2 Masterclasses for the Realtors Association.

Session 1: [How to market Real Estate Better](#)

Session 2: [Lead Generation For Realtors](#)

You can check out the session we had with the [Squad Ninja Group on FB](#), when COVID 19 had just hit us.

Here we talk about how businesses will have to pivot during tough times ahead of all of us.

You can call Unni on **+91 983 307 1725** and speak with him on your DM problems. He will be happy to suggest the best way forward without any obligations.

Thank you for your interest

We would love to hear your feedback.

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