

Tab 1

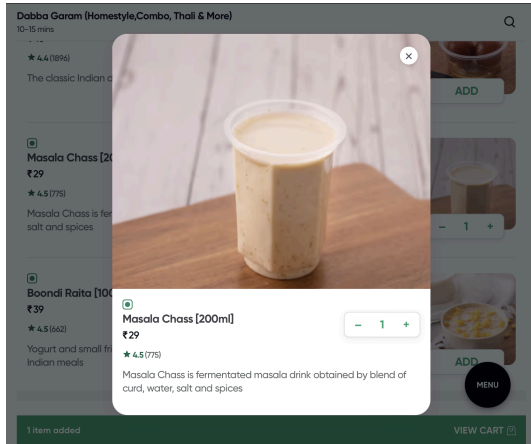
Digimarketmoz

- AI automation
- E Commerce
- Performance marketing
- Client communication - shweta bhatia

Gauri K. Tonality

- Convincing
- Leader
- Bold, bindaas

(11th March) Post 1 : Things I have realised that does not work for Ecommerce



Last week, while ordering something, I had to uninstall the app because of this...

Everyone these days is quite familiar with the world of e-commerce. It's not new or something no one has tried before anymore.

You want to wear something? Use that app.

You want to buy groceries? Use this app.

You want to pay? Google Pay zindabad!

You can buy the world at your fingertips (literally).

But I still feel there are some things that need a closer look. These things might seem small, but they play the biggest part in your customer's journey:

- Slow loading times (No one wants to wait, not even for 5 seconds)
- Poor product pages (Insufficient product info and poorly designed pages always delay customer responses)
- Complex, lengthy checkout (People want to pay and get their order ASAP. Don't give them time for second thoughts)
- Many payment options (Always make sure you cover every payment gateway. It's a must-have)
- Personalized recommendations (This is the cherry on top. Everyone loves when a brand wishes them a happy birthday or gives mood-specific suggestions)

- Avoid mandatory account creation (If you say "You have to log in," people will always find it taxing. You don't need this – customer data can be collected through various other means.)

At DigiMarketMoz, we make sure to stick to these basic ground rules while working on e-commerce sites. And trust me when I say this – they have worked incredibly well for each of our clients.

And that's why I call this our #GoldmineOfEcommerce.

#EcommerceTips #EcommerceMarketing #UXDesign #OnlineShopping
#MobileCommerce

Post 2 : (14th March) Marketing quote

People do not buy
goods and services.
They buy relations,
stories and magic.

- SETH GODIN

WWW.RACHELGADIEL.COM

My marketing mantra that always works...

Marketing can feel impossible sometimes - especially when every other advertising agency is just shouting about their services.

In a crowded space like this, you need to be smart — not by pushing the product, but by selling the experience, the story, and the magic behind the brand.

That's exactly what we did for our client

Once we understood the real value behind her diet plans and nutrition advice, we built a strategy focused on showing how a personalized nutrition plan can change your life.

We asked ourselves one question: What does this brand truly offer to people?

And we found our answer - it's the joy of feeling good by eating right and staying healthy without guilt.

That's what everyone is chasing today.

We started putting this side of her brand out in every post, story, reels that went live.

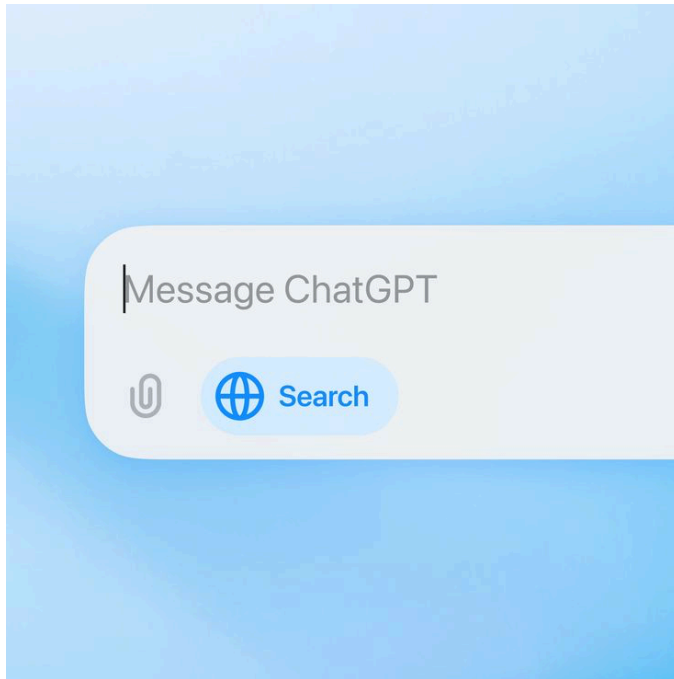
The result?

A 30% increase in DMs asking for custom diet plans and a noticeable rise in client retention

So tell me - what's your marketing mantra?

#MarketingMantra #Digimarketmoz #MindYourFitness

Post 3 : (16th March) ChatGPT scam



I want to tell you how NOT to use @chatgpt for your brand..

Everyone knows today how to do things faster with chatgpt but when you run a brand - you should be careful.

A list of 3 things you should NEVER do to protect your brand's authenticity.

1. Don't ask ChatGPT to write the whole post for you. Instead - write the first rough draft yourself (+ all spelling mistakes) give some base to the post, think how you want your post to be about. Then, you can ask ChatGPT to tune it better.
Result - Got the same post but better articulated one with the human touch.
2. Don't use it like a blueprint for strategy - ChatGPT is an AI tool and it has met your brand just now, like 15 mins ago, that too through whatever info you have provided him. It does not know your brand In and out, but do you know who does? You.
Never apply the strategy flow given by it, you know better what has worked for your brand. Trust that more often.
3. Too much jargon - ChatGPT loves fancy words. But your brand audience might not. Choose to listen to them and what makes them stick to your brand.

So next time you're tempted to hit *Copy + Paste* - stop. Edit. Add the soul. That's where the real engagement lives.

#ChatGPT #Marketing #ContentWriting

Post 4: (18th March) Text-based post

India's got talent had a great strategy but you cannot make it run for long, if you go all out.

Humor is also about keeping it balanced and sane sometimes.

Smart strategy is about knowing when to push and when to pull back.

Post 5 : (20th March) Client communication hacks



This is the exact response I often get to hear from the client - when trying out something new or different for the brand.

But I often dodge it by saying that - It's not the end, Gauri. Chill!

Clients are not someone who does not have enough info or know better about the brand.

In fact, they are the ones who know only the best for the brand.

But sometimes, their best actually might not work because of trends - which you know better.

Whenever I get caught in situations where I have to put down their ideas, I use my '3 cheer' method.

- Listen to them first (Instead of jumping in with corrections, I let them talk. I listened - really listened - to what they wanted to achieve. Because behind every "bad idea" is usually a good intention.)
- I build on their Idea and not against it (Instead of shooting it down, I say, *"What if we tweak it slightly? Right now, this trend is working really well, and if we position it like this, we can make it more relevant and impactful."*)
- I back it up with data (*Clients want to feel secure in their decisions. So, pulling out case studies and trends might work*)

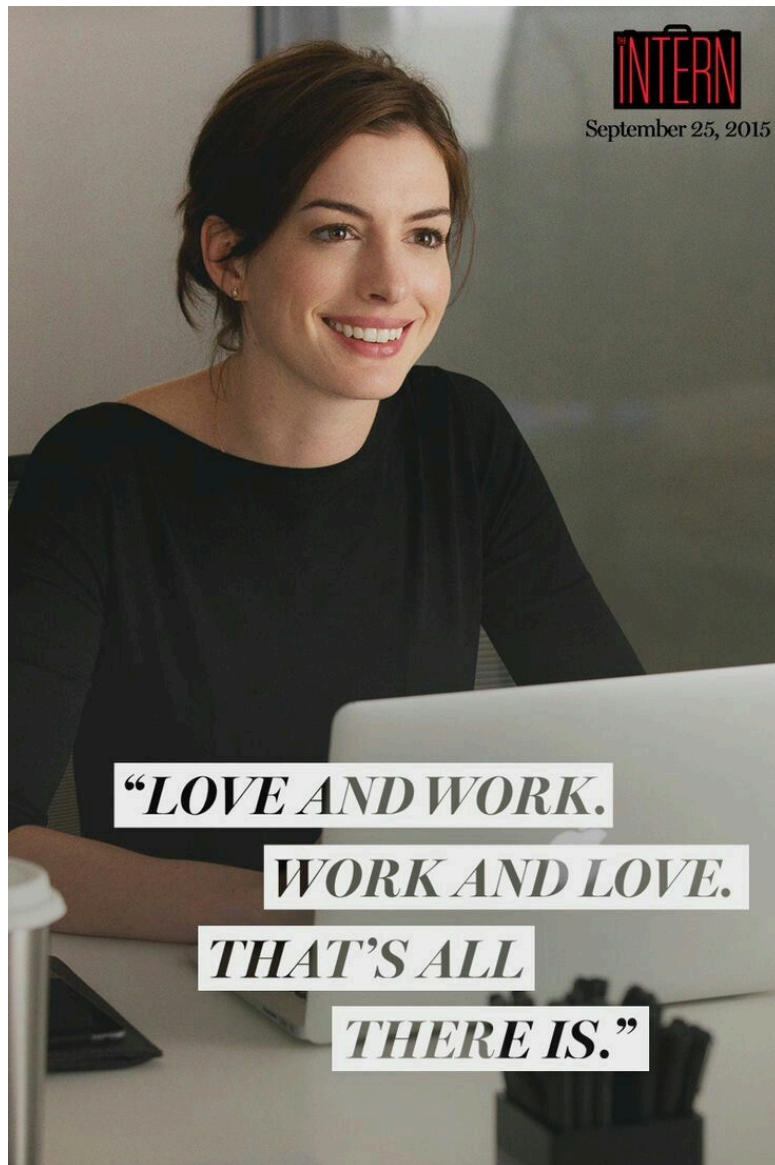
And if none of this works - you always would want to stay politely but firm.

There's a fine line between being agreeable and being a pushover. If you believe in something, own it.

Remember that.

#ClientCommunication #Marketing #Hacks

Post 6 : (22th March) Company culture



Whenever asked about 'How's the culture at Digimarketmoz?' by the candidates - I say "Just like this movie!"

Meaning?

Company culture is the most important thing - with or without high ticket paying clients. It does not matter if our client has paid us this month or not.

But if an intern cries on his/her first week of joining - then we think it's a red flag.

At Digimarketmoz, we believe we have the best culture - we stick by these 3 laws

- Focusing on flaws is done and dusted. We want the employee to feel the most valued when they ask for anything i.e from 'taking a leave' to 'I think I deserve this appraisal'
- Stress is off the table. We think work does not end but we humans do. And work and love, love and work should only be the mantra.
- Client is important but improving skills are a mandate. We think that as your work increases, so should be your ability to be productive. Take a day off or finish your work faster - but learn a new skill each week.

When trust is the foundation of a work culture, people feel safe enough to take risks, share ideas freely, and push creative boundaries.

That's when real growth happens - for both the individual and the company.

#CompanyCulture #Growth #Digimarketmoz

