

# 100

B R I L L A N T  
**MARKETING**  
EXAMPLES



TO  
LEARN  
FROM

How new-age brands are making the best out of the digital world and human emotions to capture attention

**Jaison Thomas**

“ The answer lies in  
experiments and consistency ”

## INTRODUCTION

**Hi**, great to see you here. You will be someone who would be deeply interested in marketing just like me.

I'll give you a very quick intro about me.  
I am Jaison Thomas and I co-run a digital marketing agency called Blusteak media which has worked with 90+ clients across 11 countries. Also, we are a team of 40+ marketers.



And since I make a living out of marketing, I cannot afford to turn off my marketing brain. That's exactly how this ebook came to be.

I documented almost the best things I learned about marketing and business in my weekly newsletter. In some of those emails, I had focused on specific examples of how some new-age brands (could be big or small) are creatively taking advantage of the online space to get users and to be in the center of attraction.

I have picked the top 10 examples out of my emails and made them into an ebook. Hope you enjoy it.

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**1**

## **Foot in the door technique: How it works (with an example)**

### **A small push can start a great journey**

My brother ordered slay coffee some days ago and it got delivered today.

He opened up the package and noticed that apart from the variant he ordered, there was this very small sachet packet of some other variant of the same brand called “Slay Now“

What a great way to make people test out their new (I’m guessing it’s new) product.

The sachet packet might cost them under Rs.10 for sure (pretty sure it will go lower than that)

But for that less a price, they made someone taste their new product. Not just some “one” - we are 4 people in the house including my brother. Technically they gave us all a sip for Rs.10 (Also the shipping is free since it comes with the placed order)

Even if you run an ad for Rs.500 on Facebook I don’t think you’ll be able to achieve that.

They got all of our “Foots in the door“

This means they gave us a very small incentive/ask and we have put our foot in the door. Chances are we might order that variant next time.

Are you using the “foot in the door“ technique?

Are you giving a free slice of the new cake that you are experimenting with to those who are ordering your most popular cake?

## 2

# How this startup is making influencers talk about them for free

## A good example of how to double down on network effect

I love it when a product does a pretty good pre-launch campaign.

And when you are just launching, you need to build some demand.

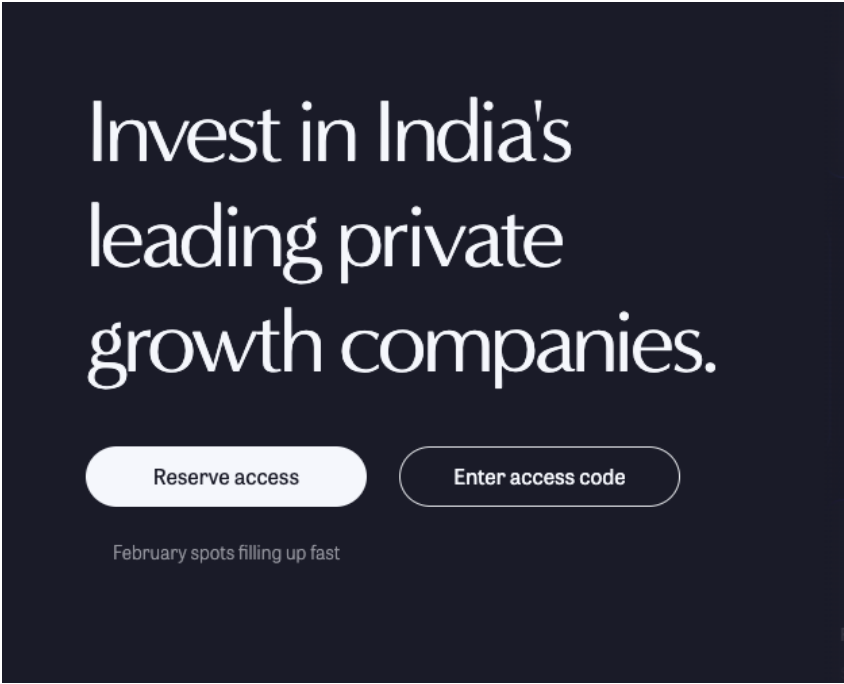
If you allow everyone to sign up and use the product, then who cares? it's just another product.

The art is in making people feel special.

To make people feel special, you need to give them special access. Something that they can brag about with their peers.

That is what clubhouse did at the beginning, and that's exactly what this fintech startup called leadoff is doing.

Leadoff enables anyone to invest in Indian private growth companies.



Invest in India's  
leading private  
growth companies.

Reserve access

Enter access code

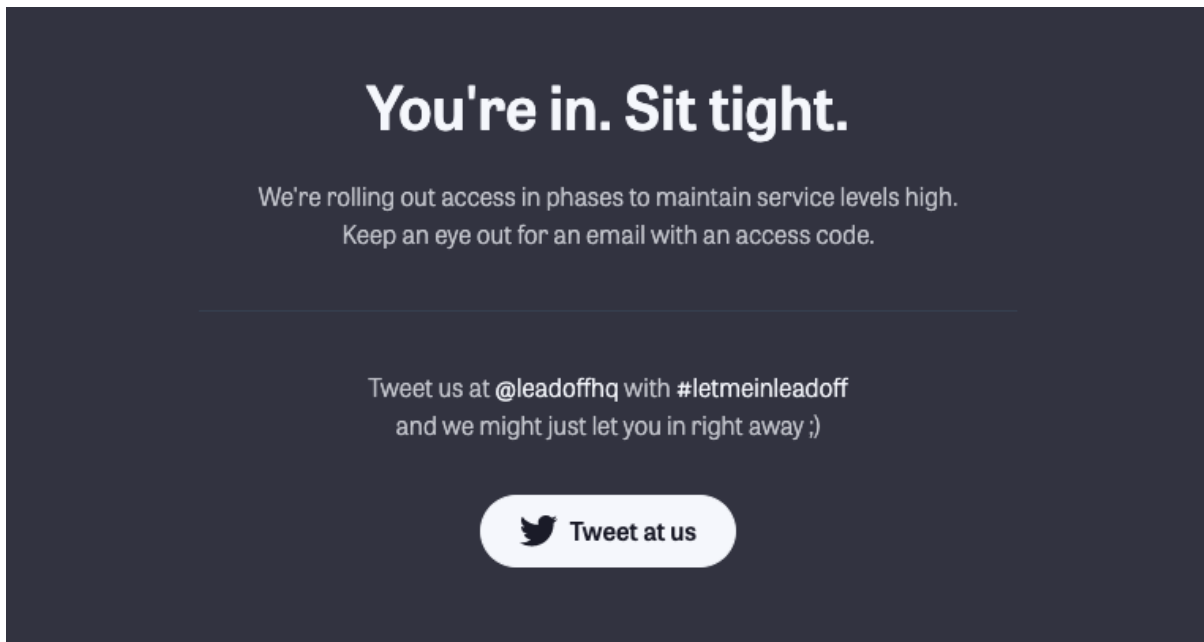
February spots filling up fast

When I heard about the concept, I straightaway went to their website.

I had to apply to get “reserve access“

I clicked on it and got my application done.

And now comes the innovative part. After applying, if I want to increase my chance of getting the slot, I have to tweet about leadoff.



Guess what, I did tweet about it. So did many, including people with thousands of followers.

Imagine if the product marketing team just decided to be boring and decided to give access to everyone by opening up the signing up process?

- It wouldn't have given a special feeling to those who got selected.
- They would have lost all the free promotions they are getting all-around twitter.
- Most importantly they wouldn't be able to test out their product with the most loyal initial bunch of users/early adopters.

## 3

## The most "Sweet" growth hack I have seen

### This app surprised me with a beautiful gesture

I was in search of a minimalistic to-do list app. Tried a lot of web apps but most of them had too much to offer - which, being a minimalist, I kinda don't like.

Finally, I stumbled upon TeuxDeux, the perfect to-do list app for me - a no-nonsense but simple weekly/daily to-do list tracker.

I used it for a month and then my free trial ended. The next day while I was in the middle of some intense work, I needed to use the list asap.

But when I logged in, it struck me that my free trial is over and now maybe I have to break my flow to get my card and renew the subscription.

#### SUBSCRIPTION

Our studies show that if you commit for a **year**, you'll get more than **twice** as much done 🙌

<p><b>SKEPTIC</b></p> <p><b>\$3</b></p> <p>billed monthly</p> <p>Select</p>	<p>33% savings!</p> <p><b>BELIEVER</b></p> <p><b>\$24</b></p> <p>billed yearly</p> <p>Select</p>
-----------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------

Your trial expired on May 26, 2021.

If you'd like an extra couple of weeks to decide whether TeuxDeux is for you, just click on the snooze button below and carry on.



What I saw after that was soothing. Check the below-attached screenshot.

In it, you can see that they've told me that if I don't want to renew now, it's cool, I can do it after a couple of weeks and I can use it during that period too!

I believe it's a growth hack that defies what growth hacks are considered to be nowadays.

It's user-first

It's human

It's share-worthy

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## 4

### **Not all growth hacks are "flashy"** *(Example story)*

**The best growth hacks are those which are subtle  
and consistent**

This is another story about how we re-converted a lead that we lost which is worth 6 figures monthly.

You can say we did a "growth hack". It goes like this:

So every week we have a list called "Pipeline". We enter the names of the qualified and interested leads that we get for our agency there.

And until we get a clear no or we find that it's not a right fit for us, it stays there.

So a couple of months ago a fashion brand came to us looking for digital marketing support. We gave them our proposal and waited. (Hence they were in our "pipeline list".

But after one week, we understood that they decided to go ahead with another agency and we enquired with them and got it confirmed.

Then we have to remove them from our "Pipeline" list.

But from the pipeline list, it goes into another list called the "Potential Clients" list. All those brands which enter into the pipeline and don't convert go into that list.

What's the purpose of that list?

It's for something called ABM or account-based marketing. (Which is a goldmine practice in B2B marketing)



Keeping it simple, it's just the process of getting/keeping in touch with that particular decision-maker of your potential customer.

That's exactly what we do. Every month, we prepare two case studies and send them to all the contact points of the brands that are on the potential clients' list. That way they will not forget us and always gets a reminder about our good work.

As usual, we send our recent case study to the fashion client we lost a couple of months ago.

Some days after, he pinged us saying "Hey we want to work with you now, let's talk"

A couple of weeks after, we signed up with them now.

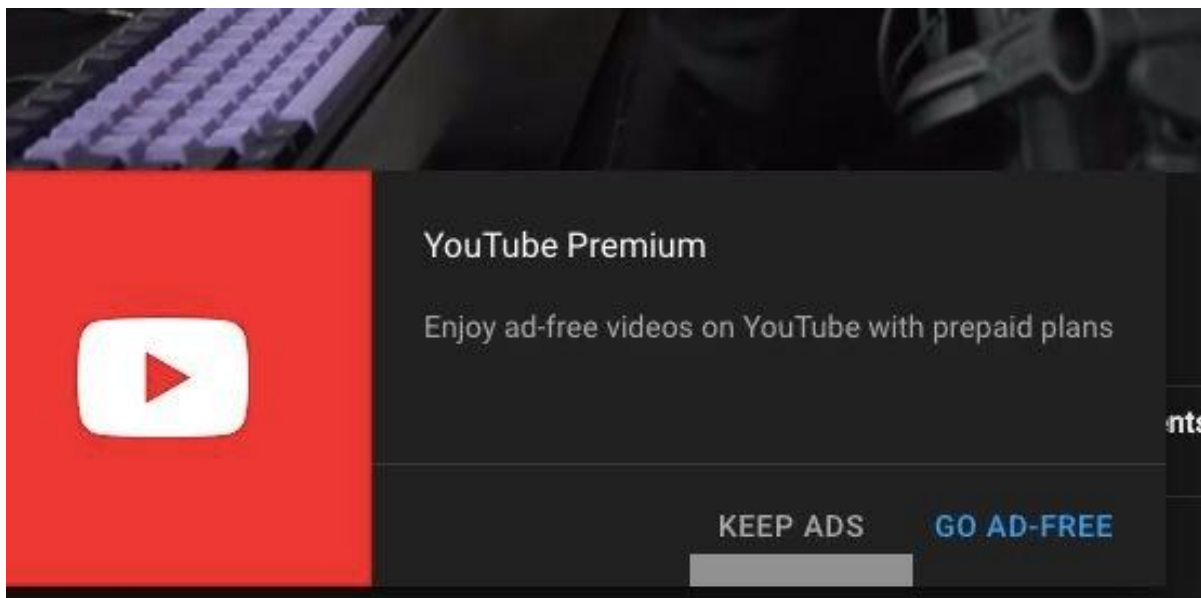
These are the real growth hacks that are underrated since it's not flashy.

## 5

# How a slight change in copy could be a game-changer! (*Example*)

### This made me think

This is the Youtube Premium Pop up that always comes, I remember skipping it as soon as I see it.



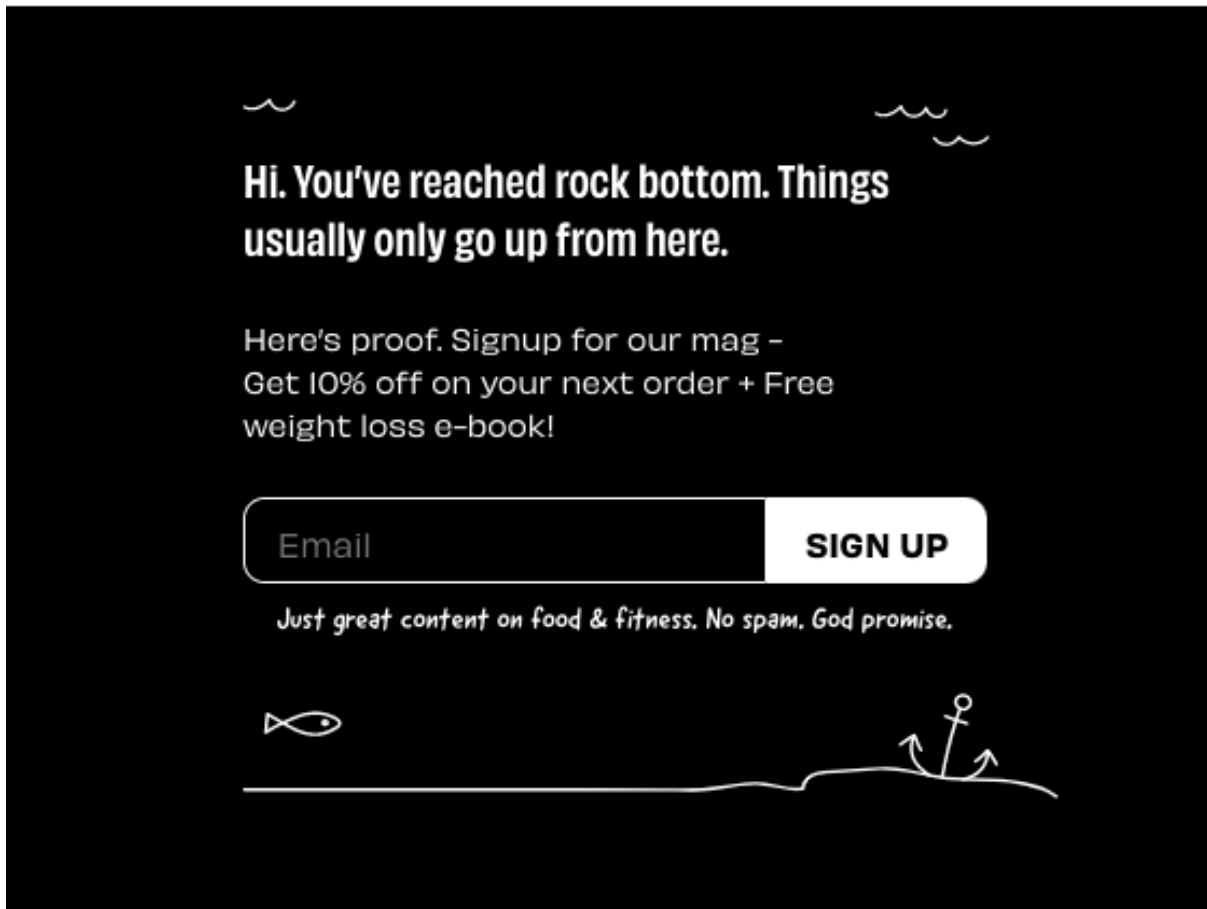
I think earlier it had two buttons which said: "No, thanks" and "Go Ad-Free"

Today, there was a slight change. Instead of the "No, thanks" the button had "Keep Ads" text.

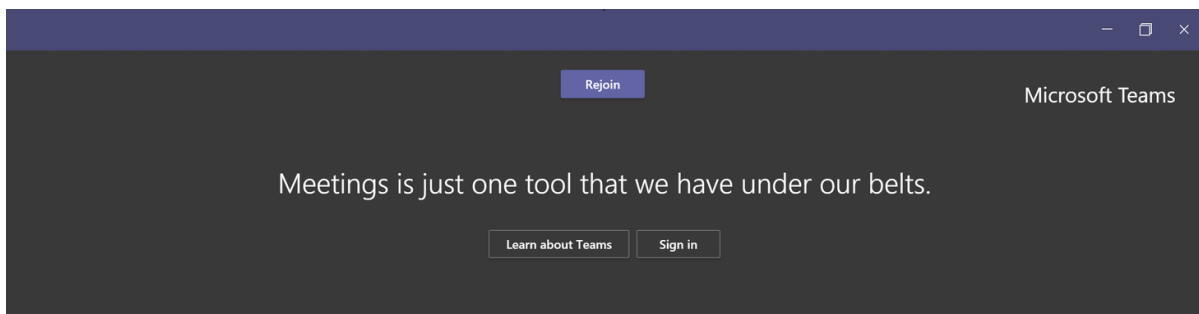
For some reason, I could not simply click on the "Keep Ads" button, cause why on earth does anyone want to click on something that prompted Youtube to continue showing ads.

I had posted the above content on my LinkedIn and I got a pretty good response, hence went on to find more of these examples.

Here's a brilliant copy I found from the footer page of the whole truth foods:



Another one I like is from Microsoft teams (The screen after a call ends)



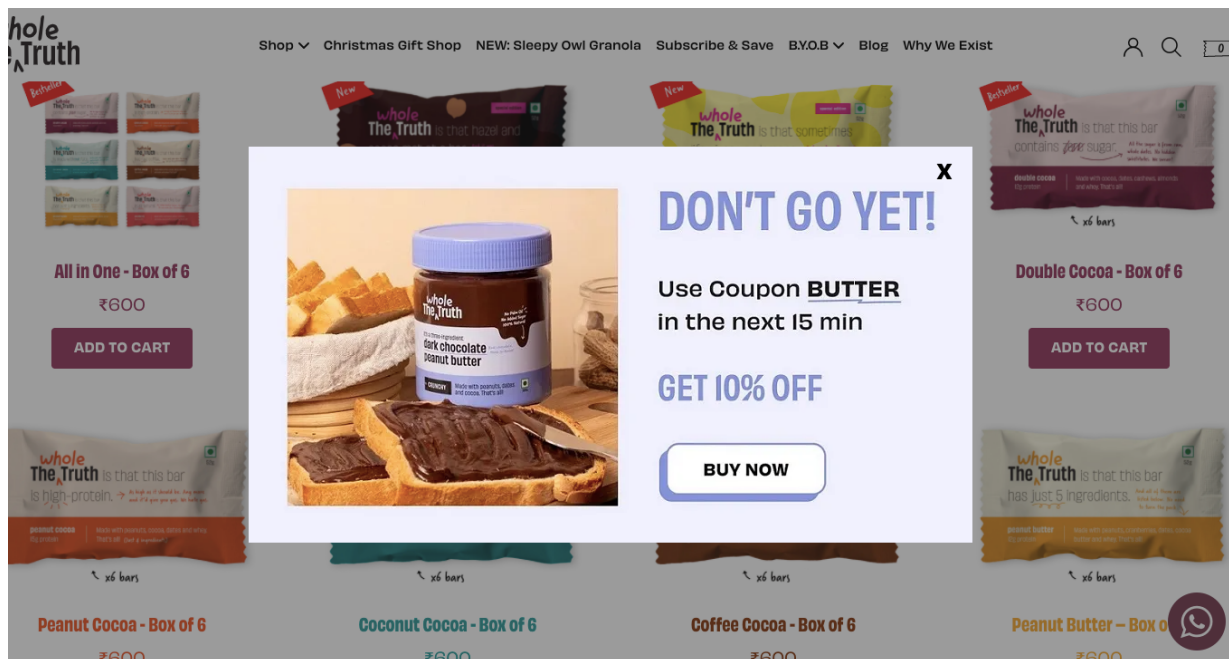
## 6

## A Good Example of How to Create Urgency & Sell More

I was browsing through a D2C brand's website this weekend. It was a protein bar brand "The Whole Truth".

I have been following them for almost 2 years now on Instagram and had always admired how they communicate their message and I have even purchased from them.

This time while I was scanning through their website, right after a couple of minutes of me scrolling through it, a message popped up. (Attaching the screenshot below)



The hook caught me. They just gave a real-time coupon code "BUTTER" which I had to cash in before 15 minutes for it to work.

I have seen a lot of tricks that say "Stock will run out soon". "Price going to change soon" etc.. to which I and most of you have become immune.

This is intended with the same goal but with fresh new tactics to create urgency, they nearly succeeded with me as I paused for a moment and thought of buying this.

If this could happen to me who visited the website with near to zero intention to buy anything, imagine how it will affect the behaviour of a warm audience.

Are you refreshing your tactics?

## 7

## **Your clients are right in front of you. An example: Amazon Lead Generation**

### **You just gotta clear up your thinking**

You might be very passionate about what you're selling.

You might be good at it too.

But if you are thinking that the above two factors are just gonna give you clients, you're like the old me. I thought that if I'm good at something, automatically I deserve customers or clients.

Oh boy, I was wrong.

Sales is an art, finding someone who might want your service, pitching it to them, negotiating, and retaining them for a long time is one hell of a job.

In this article, I'll just be focusing on the first part - ***Finding someone who might need your service***

No, don't go spamming everyone on LinkedIn or mass mailing everyone whose mail ID you can find out. Maybe it might work, like 1 in a 1000 cold mails or something.

What I'll suggest is to pause to breathe and think about who and what they might be doing now.

Are they hiring now? Did they get funded? Are they launching a new product?

If they are hiring or have got funded, you can scrap them out via LinkedIn or any startup PR outlets.

Coming to the third point - Are they launching something new?

This was a very relevant point for me since I run a digital marketing agency. If someone is coming up with a new product to sell, they surely require marketing - and we can surely help them out.

Then I thought, where can I find those people who are launching their products?

Where else but Amazon!

Now, how am I going to filter out the new ones from the lakhs of products?

The screenshot shows an Amazon India search results page for the keyword "skincare routine kit". The search bar at the top contains the text "skincare routine kit" and a search icon. To the right of the search bar, there are links for "Hello, jaison Account & Lists", "Returns & Orders", and a shopping cart icon. Below the search bar, there are navigation links for "zonBasics", "Health, Household & Personal Care", "Customer Service", "Coupons", "Sports, Fitness & Outdoors", and "CINDERELLA WATCH NOW prime video". A "Sort by: Newest Arrivals" dropdown menu is visible on the right side of the page.

The main content area features a sponsored banner for "mamaearth" with the headline "Get that glow with natural face washes" and a sub-headline "Save up to 10% on mamaearth". The banner displays three "mamaearth" face wash products, each with a "Limited time Deal" tag and a price of ₹358.00 (10% off) from ₹399.00. Below the banner, four product listings are shown:

- VARIETY Natural Jade Roller 2021** - Facial Beauty Tools Relieve Wrinkles Aging, Dark Circles and
- ANJALI HERBAVEDIC Anti-Ageing Anti-Acne Skin Care Combo Kit (Manjistha Face Wash + Panch**
- FLYDER Ice Roller for Face and Eye** Puffiness, Migraine, Pain Relief With Minor Injury, Skin Care
- Orgello Herbal Skin care combo products kit pack - Neem & Aloevera Face Wash (1 X 100 ml) +**

Here's an example search I did. I looked up the keyword "Skincare Routine Kit" and to filter the newest products, on the top right - I toggled the drop-down to "Newest Arrivals"

And as you can see, in the results I can see new products for 4 brands. I can simply Google them or find out their Instagram or Email to pitch to them

directly about how we can help scale their sales. At least one out of the four is going to be interested to hear what we have to say.

Now it's your turn, take a breathe and think about where your ideal customers are now, what are they doing and how can you reach just them?

If you loved what you read, hit the subscribe button - I sent marketing-related emails every week.



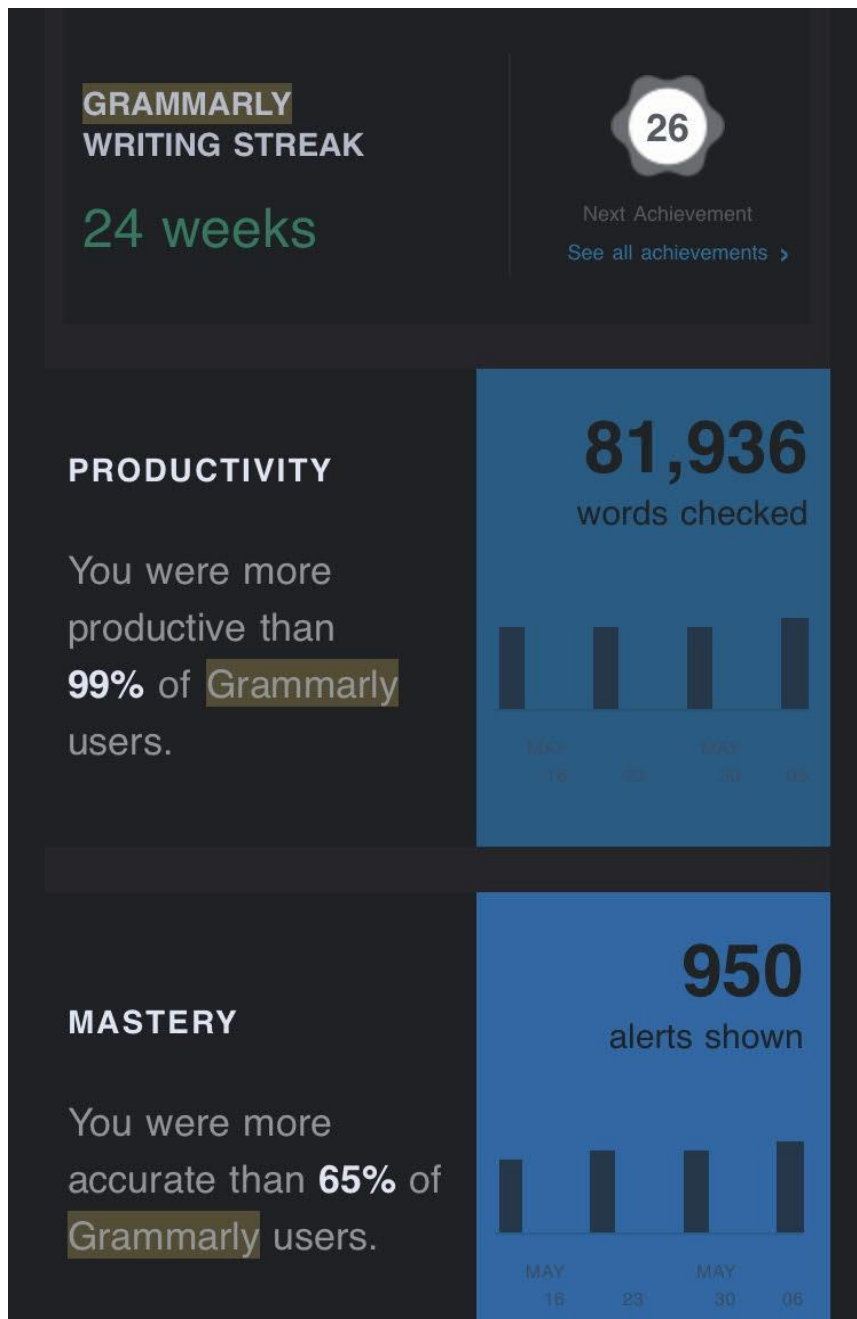
## 8

## Best Email Campaign Ever

**This brand's Emails should be the new benchmark.**

Who opens a brand's newsletter nowadays?

I'm now careful more than ever to untick that "Send me newsletter/promotions" check box when I'm signing up for a new SaaS app.



But this one, I often search for it in my mail, find it inside my "promotions" tab, and goes through the mail.

I'm talking about Grammarly's Emails Check this.

As you can see, it's super-personalized. And by personalized, I'm not talking about adding your first name after "Hi".

That's simple now with {Hi <First-name>} syntax that's default with most mailing platforms.

They are showing me how many words I typed, How productive I am, and even how accurate my writing was. Adding cherry to the cake, they also show me where I rank among the entire Grammarly users.

Who wouldn't search for this mail right?

Is there any way you can super personalize emails for your customers?

## 9

## This is the best way to get your first 1000 users

### Doing unscalable things lead to scalable products

Here's how usually product journey goes:

Someone has an idea -> Creates the app -> Starts running PPC/paid ads to get in users.

But think about it, when was the last time you saw a new app on your social media via sponsored ads and you decided to sign up for it?

Yes, you might have done it, I have - but its most probably an image editing app or maybe a dating app 😊

Here's how I feel if you are launching an app that is new in concept should approach it to gain an initial bunch of users.

I'll club it with an experience I had this week:



Hey Jaison - I'm building a platform with Ryan Holmes (Hootsuite founder) that lets creatives share startup ideas they want feedback on and we've grown to ~5,000 founders and ~1,000 ideas in the last couple months. Folks like Sam Parr, Shaan Puri Michele Romenow, Jack Butcher and Channing Allen. Can I send you an early invite to check out the site? We'd love to feature an idea of yours.



Jun 21, 2021, 5:22 AM

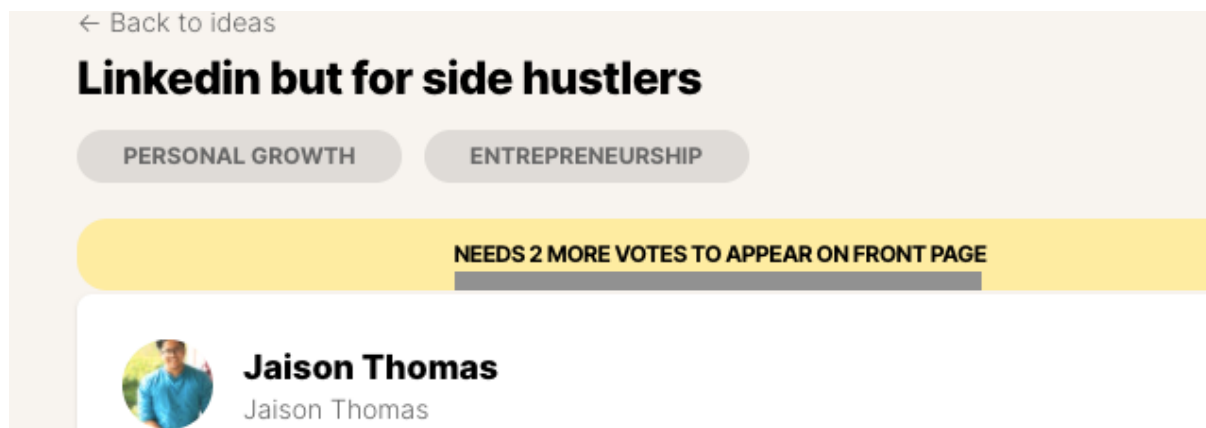
This is a screenshot of a message I got on Twitter.

It intrigued me, cause he was telling me that he has got a special invite for me to join his new app (Which was cofounded by Hootsuite founder!)

I signed up the next moment.

And it was not only the end of it. The app was about sharing your startup idea.

I also came up with an idea and wrote it down. The quick idea was “LinkedIn but for side hustlers“ (I know it’s lame)



But right after I published the idea, something else came across. As you can see, if I want my idea to be shown on the front page of the site, I have to get 2 upvotes.

How will I get 2 upvotes on this new platform? I need to invite my friends and ask for their help. The “network effect“ is in place.

Whether I invited others or not is another story, but in effect, I signed up for the platform and they did not spend a dime on it. And in addition to that, I became an “active user“ too. (Marketers spent 50-100\$ to gain active users in normal PPC campaigns)

How did they do it? A little bit of “unscalable“ work. They went out on Twitter and created personalised invites.

Do you have any unscalable strategy to gain your first users/customers?

## 10

# Selling the unsellable: Demand Generation - *An Example*

### Think twice if you think a product is unsellable

What're the basics of business?

- 1) You need to have a relatively unique product/service that you can **supply**
- 2) You're product or service should have **demand in the market**

For eg: You are selling bottled water. You have a process in which you can generate clean water in bottles and distribute them to the local shops - hence the market has a **supply** of clean bottled water. On the other hand, people know that they have to consume clean water to stay hydrated without getting infected. People are ready to pay small amounts to access clean water too.

Hence, education about the importance of drinking clean water and the ability to pay for it drives the **demand** for clean bottled water in the market. If the demand driving factors - education and/or basic income is disrupted, no matter how much supply you have, no one is going to "buy" it.

Alternatively, if the local governing body decides to provide free clean bottled water via all petrol pumps and other sources, BH will be **surplus supply**, and that too for free - which will make it illogical for any business to invest in capturing the market.

The above example talks about something very fundamental - access to clean water. As a marketer, it's an easy job to generate demand for clean water.

But what if you want to sell 4 socks to people who only have two legs (Humans!!)?

A company called Dilly Sock wanted to do this. But who is going to buy 4 socks instead of one pair?

There is no demand for it. No amount of education can increase demand for the same - cause it's a "want" and not a "need".

How do you generate "want" for a product that is new to the market?

You utilise social media and create demand for it by making it a "trend".

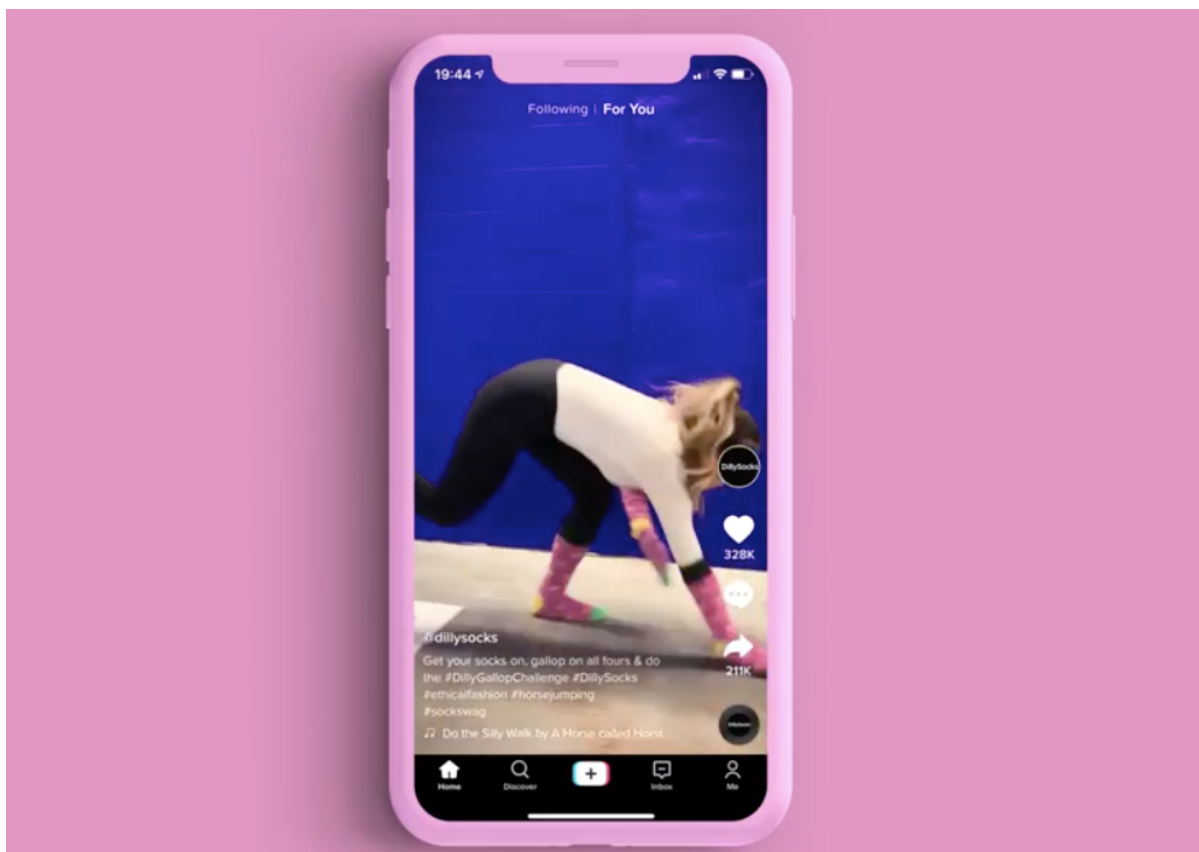
That's exactly what Dilly Sock did:

They collaborated with lots of TikTok influencers and ran paid campaigns on the platform using a campaign named #DillyGallopChallenge.

What's the challenge about?

People had to put on socks on their legs as well on their arms and needed to imitate a horse!

For that, they used Dilly sock's 4 socks pairs:



It generated 12.5 million views in total on the platform. Which as you guessed, created a **demand** for Dilly socks - which eventually got sold out!!

Now, as a marketer are you focusing on creating demand for whatever you are trying to sell? or are you crossing your fingers and hoping that the market knows what they want?

## That's it! 🙌

Glad you've reached this far. It's a great feeling to finish something you put your mind to, no matter how small it is (even if it's just a very small ebook like this)

If you loved it and want more of it for free in your inbox, subscribe to my [newsletter here](#).

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Also, I make a weekly video on marketing and business on youtube, (It's a very small channel now) you can help out by [subscribing here](#).

If you want to have a one-on-one 45 to 60 mins consultation/conversation, I'll be on it - all you have to do is to buy me some coffees here: [Buy Me a Coffee](#) and send the payment screenshot to my Linkedin or to my mail: [jaison.thomas099@gmail.com](mailto:jaison.thomas099@gmail.com)