

Checklist: How Indian SMEs Can Compete with Big Brands Using Digital Marketing

- Claim and optimize your Google My Business listing with updated contact info, photos, and reviews.
- Use local keywords on your website and social media for better Google visibility.
- Run hyper-local Facebook and Instagram ads with Rs. 300 to 500 daily budget.
- Setup WhatsApp Business with catalog, quick replies, and auto-replies.
- Create 2 to 3 Reels per week showcasing your product or service in action.
- Start collecting and using customer testimonials in image or video format.
- Build an email list using free tools like Mailchimp or Brevo.
- Setup a mobile-friendly, fast-loading website (preferably WordPress, Shopify, or Ecwid).
- Post one blog or news update per week for SEO and GMB activity.
- Measure results weekly: leads, website traffic, GMB insights, and ad ROI.
- Book a monthly strategy session with a Digital Marketing Consultant to stay on track.