

HOW TO INCREASE YOUR BUSINESS PROFITABILITY

In a cost effective way by investing in
our state of the art Digital Platform



ARTICULATE
DIGITAL BUSINESS

READY TO INVEST?

HOW TO INCREASE YOUR BUSINESS PROFITABILITY IN A COST EFFECTIVE WAY BY INVESTING IN OUR STATE OF THE ART DIGITAL PLATFORM

It's no secret that branding has been used for thousands of years to create strong, profitable & easily recognised businesses.

Given the state of the economy and markets, many people are looking for better methods to invest their funds.

One of the best ways to do this is by investing marketing budget in the latest digital platform that generates regular and profitable incomes streams.

You're probably asking... How do I go about doing this?

ABOUT



Articulate Digital Business provides digital tools and strategies to improve company performance and profit in the fast paced digital world.

Articulate Digital Business is suited for anyone who wants to get more out of life and business.

Hospitality, Professional Services, Artists, Automotive Salespeople, Doctors, Roofers, Phone Salespeople, and anyone else who has a product or service that needs to be brought to market.

THE REALITY IS THAT THE
BEST COMPANIES IN THE
WORLD JUST
DO NOT SELL.

THEY DEVELOP A STRONG
MARKETING AROUND
THEIR BRAND

MEET THE AUTHOR

VANDITA AGARWAL

“Forget theoretical” Vandita Agarwal message comes direct from the firing lines of the “real” world marketing. where she blends the traditional marketing methods with digital marketing using unique marketing channels suitable for business,” Vandita is global business marketer and has helped numerous businesses, she uses hard-hitting, straight talk to pinpoint the critical elements that make the difference between business success and failure.

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DEVELOP A SOLUTION DRIVEN WINNING MINDSET

My early business career was disaster a decade ago. I lost more money than I made even though graduating from top notch business schools and following the written academic principles my business was not flourishing as the real life business marketing is understanding the market and deliver solution driven unique winning strategies rather than just following antiquated methods. But one thing I always believed, was that...

Success is a learnable skill.

Would you agree that your beliefs determine your action?

To have a Solution Driven winning mindset you must believe the following two statements

- **CHANGE BRINGS OPPORTUNITY!**
- **QUICK CHANGE BRINGS QUICK OPPORTUNITY!**

Every time there is a change in market conditions, the new business strategy is formed! Investing in **cutting edge** and new **AI technologies** will give your business the opportunity to outperform your competitors. Today these changes are happening by the minute and everyday people are creating profitable businesses by taking advantage of them. You can too!

BUILDING VALUE IN YOUR BRAND

Just two decades ago, most business owners had very traditional mentality; jobs and business were the lifetime commitment. But, today, there is no such thing as job or business security

Brand Truth

Brand building is not relegated to Fortune 1000 companies or “packaged goods.” It is a thought process and a key business strategy available to you, no matter the size of the company you own, you can benefit and create a very profitable business by investing in your brand.



When you're in the brand mindset, your brand grows with you, who you are as a company shines through, and attracts the clients you want to work with. Your brand works like a magnet. Ideal clients see and feel you are the one for them and you are offering what they want. Which will eventually help you create a profitable business.



KEEPING YOUR BRAND MESSAGE RELEVANT ALONGSIDE YOUR BUSINESS MEANS

- You view your website as your digital headquarters, one that represents you 24/7/365
- Your website is never complete; you keep it up to date and aligned with the company
- You have a long-game mindset by building authority through adding to your blog
- You have a plan and regularly post on relevant social media platforms
- Your company has a point of view that you express
- You have solid core values that you live by, hire by and maintain
- You keep your messaging and visual identity consistent online and off
- You remove anything that is no longer relevant to your company's current direction
- You continually strive for clarity, consistency, and having a robust and trustworthy brand



DELIVER REAL VALUE & RETURN ON YOUR MARKETING INVESTMENT

It's simple,

If you don't satisfy your customer's need / want better than your competitors, you won't succeed in business

The DEMAND For YOUR "VALUE"

This means how much the marketplace wants your goods or services. To maximise your business sales you must offer a trending product or services which is in high demand and better than other products on offer

The SUPPLY For YOUR "VALUE"

This reflects how much of your product or service is already available in the market and how easily accessible it is elsewhere.

We can help you promote products and services that give your customer the greatest value when compared to that offered by your competitors



METHODS TO GROW YOUR BUSINESS

Success in your business depends on your ability to deliver value at a profit. And primary to that equation is delivery of VALUE to generate Business Profits.

- Here's why: when you win value delivery race, you go from just another competitor to a dominating force in business.
- Because value delivery magnifies everything and expands your business's capacity to attract, keep, and multiply customers.
- Value delivery has a host of cascading effects: more value delivery = better products = happier clients = more referrals = better brand = better and lower cost marketing = higher sales conversion = improved operational efficiency



CREATE MULTIPLE STREAMS OF INCOME

More people have created wealth using the “Multiple Income Stream” approach by offering various products and services to increase their cashflow.

Have you heard of a gentleman named Ben Dunne? His little empire is called Dunnes Stores. Dunnes Stores has 142 stores throughout Ireland, the UK and Spain, employing almost 15,000 people. They are Ireland's largest and leading retailer providing a unique offering of fashion, food and homewares in one location. Their story began over 70 years ago, with one man and his vision of **Better Value**.

Then he systemised the store so that it worked efficiently without him.

Dunne used his savings to open the first ever Dunnes Stores on Patrick Street in Cork, Ireland. Word spread quickly through the city of the bargains on offer. People flooded the store to buy quality clothing at pre-war prices in what was termed a 'shopping frenzy'.

A window was forced in and the police had to be called to deal with the eager crowds. The words Better Value were emblazoned across the shop and those first shoppers knew the truth of Ben Dunne's philosophy as well as we do today.

Have you heard of Amway, Mary Kay, Herbalife or NuSkin? They are all network or multilevel marketing companies

This is simply another form of **SYSTEMISATION AND ORGANISING THE BUSINESS COMMUNICATION**.



EFFECTIVE COMMUNICATION IS KEY

Do realise - the marketing and communication gives you freedom in two ways:

1. Freedom With TIME

With an effective digital platform, you get to relax, play, and be with your loved ones, all while your business is running, growing, and producing big profits! Having an effective digital platform which is mobile friendly working “instead” of you, is vital to “enjoying the journey.”

2. Freedom With MONEY

With a strong digital platform in place, you will have two options. One, you will be able to hand over the reins of authority and have an excellent passive income while you golf, ski, meditate, or do whatever else you like. Two, you can “cash out” and become an instant millionaire

In any of these cases, because you created a “SYSTEM,” you win!

AI CLOUD



INFRASTRUCTURE

CASHFLOW AND BUSINESS PROFITABILITY

Cash flow is the lifeblood of any business, and understanding it is crucial for all departments, including sales and marketing. Cash flow is the movement of money into and out of your business. It's a key indicator of your company's financial health and directly impacts its viability, profitability, and growth

Profit is the key to sustaining a business & making a profit supports a business in generating cash when needed. Banks won't lend you money if they know you are not making a profit!

A business must also have sufficient cash on hand to pay its bills. The money flowing in and out of the business from sales, expenses, investments, debts collected, and credit extended is a better indicator of a company's financial health. Identifying a company's cash flow can assist you in predicting its future success. ARTICULATE DIGITAL BUSINESS digital platform helps to gain real time insights and capture customer data which will help you retarget them to generate recurring income.



BUILD A DIGITAL STRATEGIC VISION

It, like a machine, can be expensive at first but generate money over time. However, unlike a machine, which depreciates over time, whereas a good brand grows in value. Brands, like any other asset, require: Brands are most effective when they support the company's strategic vision.

**“A BRAND IS NOT AN EXPENSE,
IT IS AN INVESTMENT”**

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