

DIGITAL BRANDING: FROM REPUTATION → REVENUE

Use **Frameworks + AI + Systems** to Turn Your Expertise Into Inbound Leads

Presenter: Rishabh Pugalia, CMO/Co-Founder, Content Beta

Event: Digital Future 4.0 @ ACAE, Kolkata, 26 April 2025

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2024: DISCOVERABLE THROUGH YOUR CONTENT



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2

Be seen and found.

Visibility (You Exist).

Publishing.

3

3

Be seen and found.

Be trusted and chosen.

Visibility (You Exist).

Authority - people prefer you.

Publishing.

Positioning. Credibility. Trust Signals.

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WHAT HAS CHANGED?

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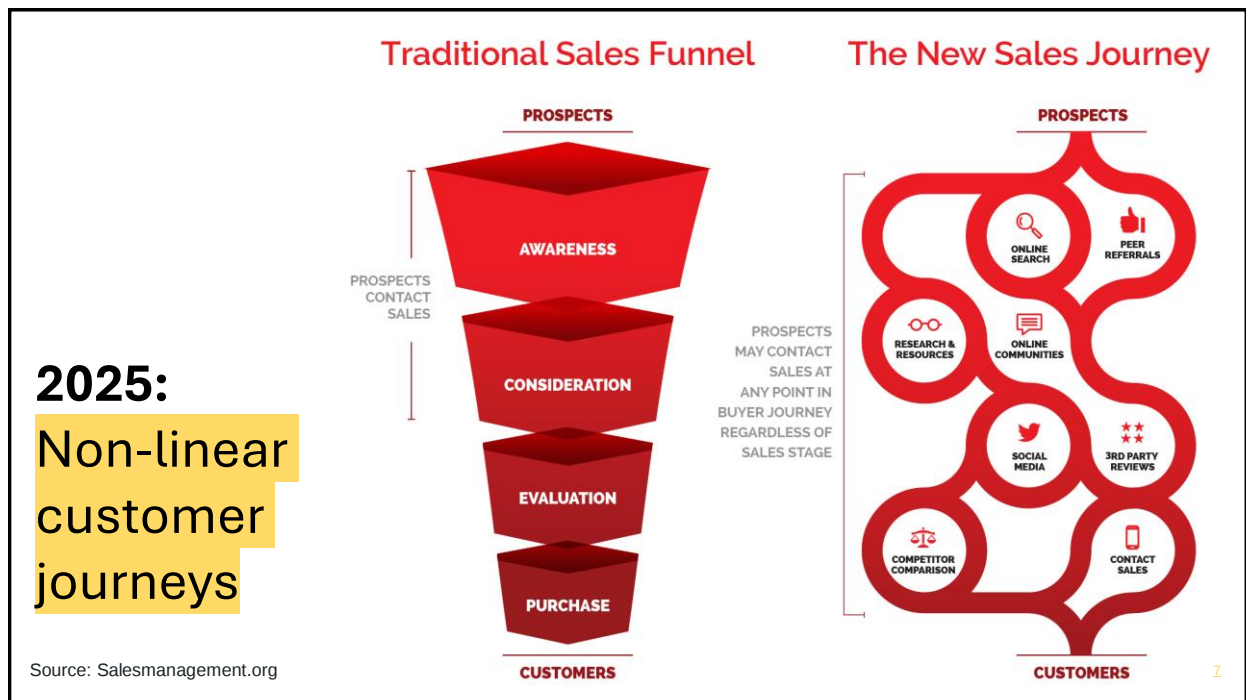
“Good work speaks for itself.”

“Word of Mouth.”

BUT...

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◆ AI Overview

🔊 Listen

The Google 7-11-4 rule suggests that before a consumer makes a purchase, they typically need to engage with a brand for 7 hours, interact with it 11 times across 4 different locations or platforms. This framework emphasizes the importance of building trust and familiarity before a purchase decision. [🔗](#)

8

Here's a breakdown:

7 hours of engagement:

Consumers need to absorb a significant amount of content (e.g., videos, articles, social media posts) before they're ready to buy. [🔗](#)

11 touchpoints:

This means interacting with the brand in various ways, such as social media, email, website, etc. [🔗](#)

4 locations:

The brand should be visible across multiple platforms like social media, email, and their website. [🔗](#)

9

9

The New Sales Journey

Here's a breakdown:

7 hours of engagement:

Consumers need to absorb social media posts) before

11 touchpoints:

This means interacting with website, etc. [🔗](#)

4 locations:

The brand should be visible their website. [🔗](#)



10

10

WHAT ELSE HAS CHANGED?

11

Better + More **AI Tools.**

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Anyone can create a base-level content.

Is that Good or Bad?

12

12

~~SIMPLY “POSTING”~~

13

DIGITAL BRANDING: **FROM REPUTATION → REVENUE**

Use **Frameworks + AI + Systems** to Turn Your Expertise Into Inbound Leads

14

14

IDEAL CUSTOMER PROFILE or ICP

15

15

ICP:

1. Who you're speaking to?
2. Where do they hang out online?
3. What problems keep them up at night?
4. What outcomes they are happy to pay for?
5. How do they prefer to read (consume content)?

16

16

ICP Example:

A CS professional helping startups **stay compliant** →

- ✓ ICP: VC-backed tech founders with <50 employees
- ✓ Problems: Rapid scale, messy compliance, risk of penalties
- ✓ Content: "3 Compliance Gaps Startups Miss Before a Funding Round"

A CA specializing in **international structuring** →

- ✓ ICP: Indian entrepreneurs expanding into UAE/Singapore
- ✓ Problems: Tax confusion, entity setup delays, wrong advice
- ✓ Content: "Dubai vs Singapore: 4 Legal Mistakes to Avoid When You Expand"

17

17

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18

18

How to Get on Your ICP's Radar?

Initiator → Spots need and triggers buying process.

Influencer → Shapes opinions, advises on choices.

Gatekeeper → Controls access to key decision-makers.

Decider → Approves or rejects final purchase.

Buyer → Manages transaction, contracts, vendor terms.

User → Uses product; impacts satisfaction, retention.

19

19

Simply adding Followers ≠ Leads

Followers may not be ≠ **Initiator**

Followers may not be ≠ **Influencer**

Followers may not be ≠ **Gatekeeper**

Followers may not be ≠ **Decider**

Followers may not be ≠ **Buyer**

Followers may not be ≠ **User**

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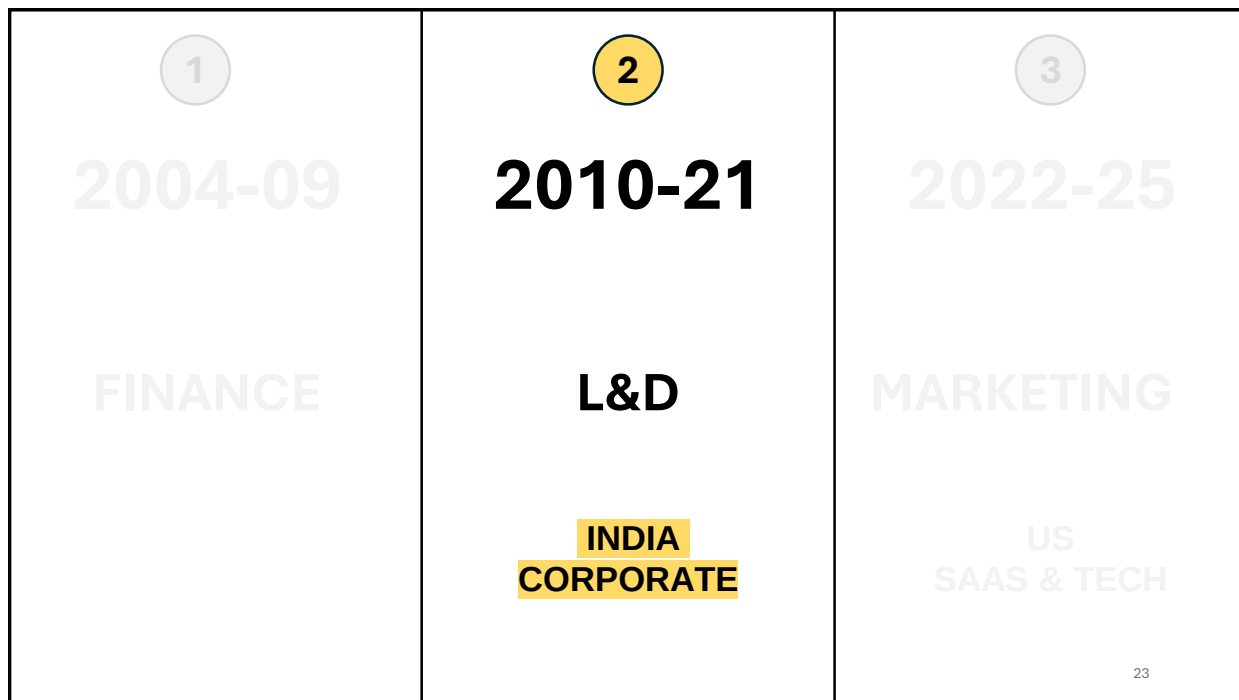
MESSAGE POSITIONING

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1 2004-09 FINANCE	2 2010-21 L&D INDIA CORPORATE	3 2022-25 MARKETING US SAAS & TECH 22
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20

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Excel FILTER function

REBASE CHART IN EXCEL

JOIN ROWS OF DATA INTO A SINGLE CELL

EXCEL DATA CLEANING TECHNIQUES

POWER QUERY (BIG CONTENTS)

POWER QUERY Fuzzy Matching (Automated excel)

Excel Formula doesn't work Don't Calculate in Spreading

2 Tricks to make Interactive Excel Dashboard

24

1 2004-09 FINANCE	2 2010-21 L&D INDIA CORPORATE	3 2022-25 MARKETING US SAAS & TECH 25
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25

CONTENT POSITIONING: Frameworks, Systems & Scaling-up Writing & B2B Marketing No-cringe Content Marketing AI Tools Thought-provoking questions	3 2022-25 MARKETING US SAAS & TECH 26
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26

YOUR PROCESS BARRIERS

Part 1 of 2 – Medium

27

27

Writing vs. Videos:

Start with what you find easier.

For you, writing may have better effort-to-reward ratio.

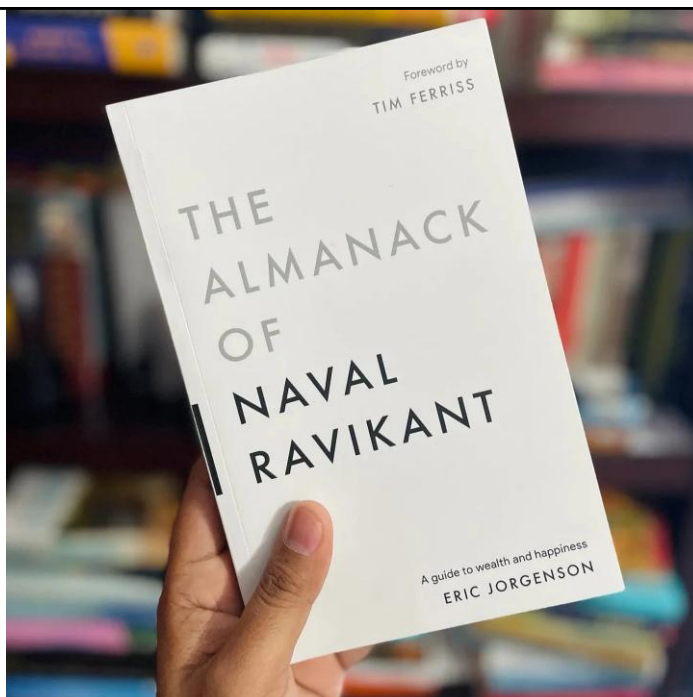
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YOUR MINDSET BARRIERS

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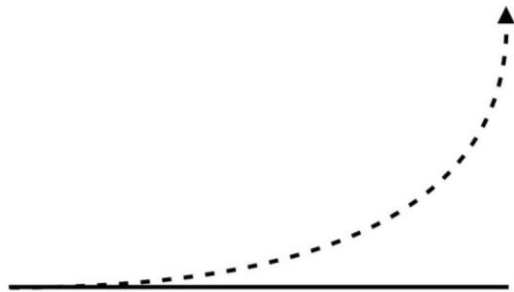


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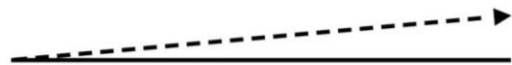
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Attract **direct US\$-paying clients**
(no intermediaries)

Create **repeatable + scalable + predictable** processes



EARN WITH YOUR MIND,



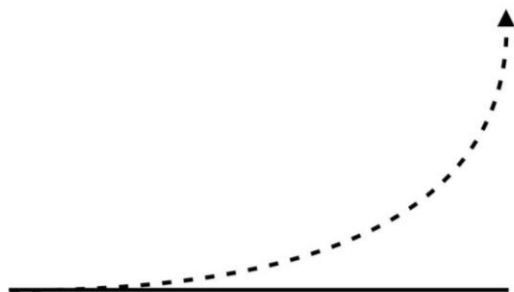
NOT YOUR TIME.

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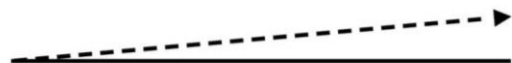
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Attract **direct US\$-paying clients**
(no intermediaries)

Create **repeatable + scalable + predictable** processes for self



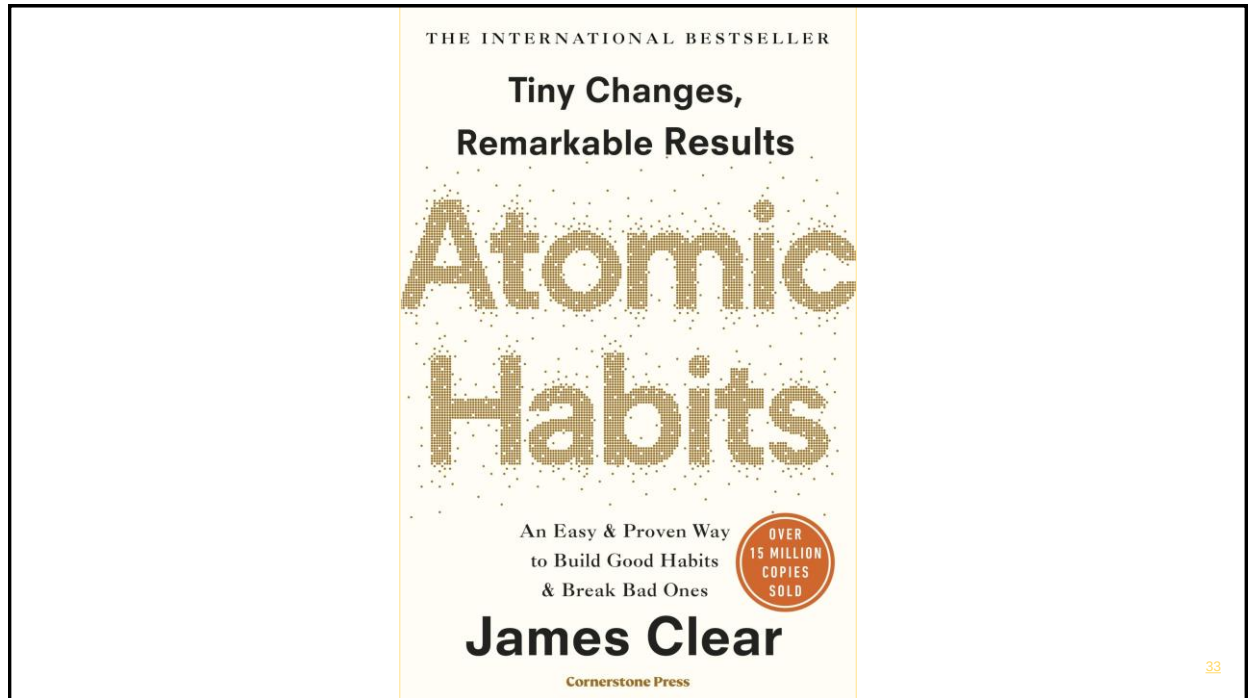
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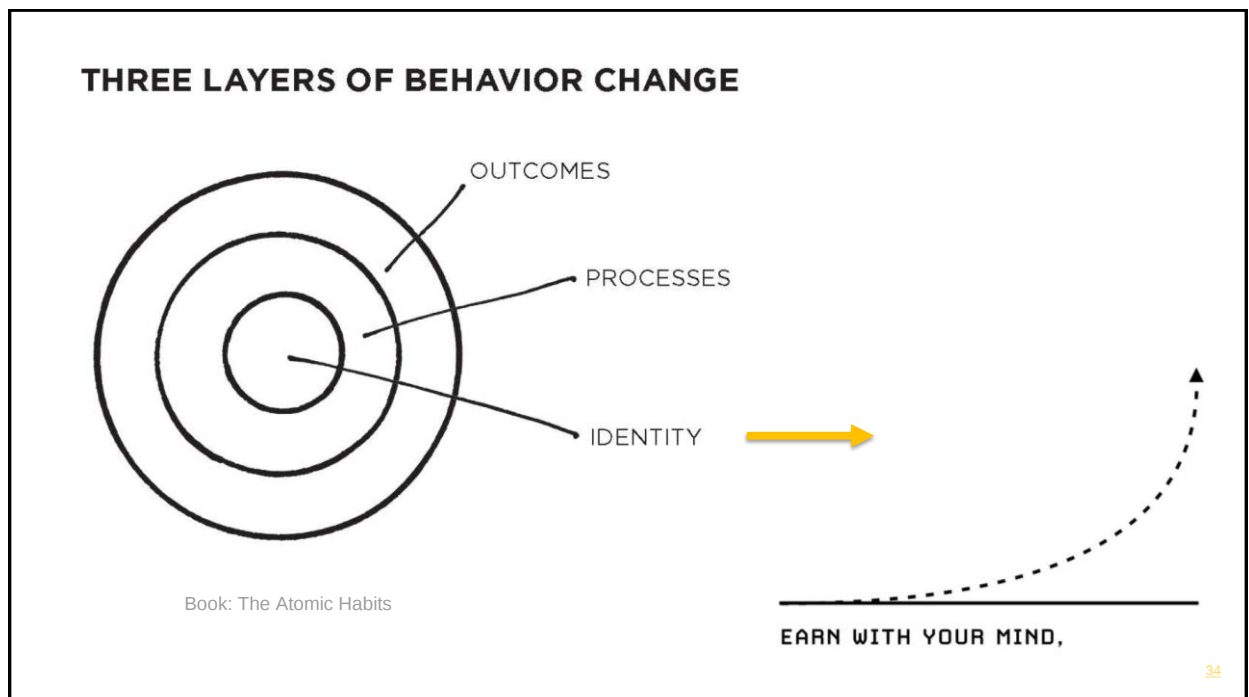
NOT YOUR TIME.

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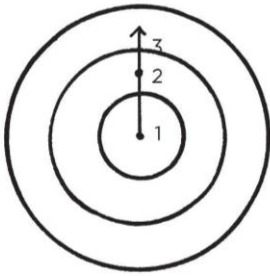
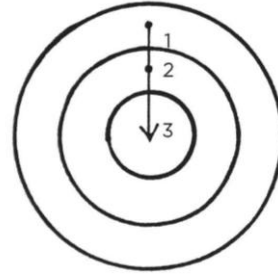
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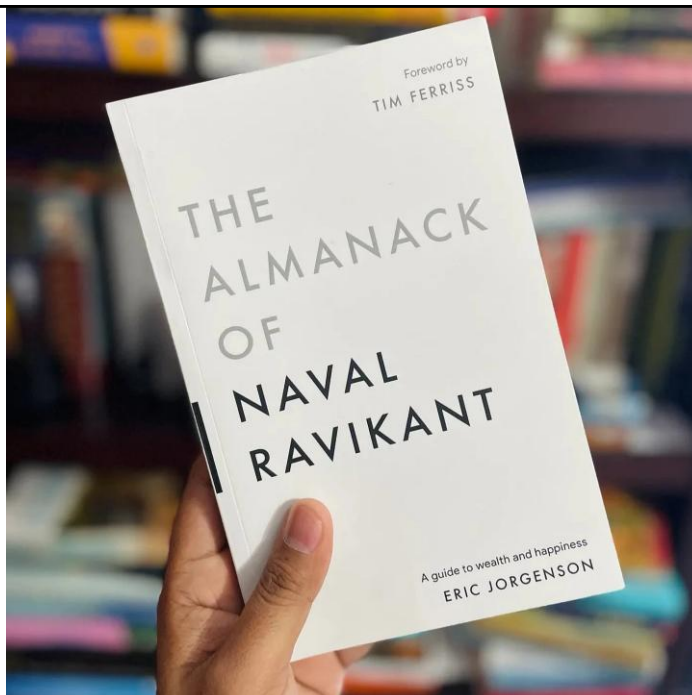
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IDENTITY-BASED HABITS**OUTCOME-BASED HABITS**

MORE SUSTAINABLE. NEEDS LESSER WILLPOWER

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SOLVE VIA ITERATION.



THEN GET PAID VIA REPETITION.

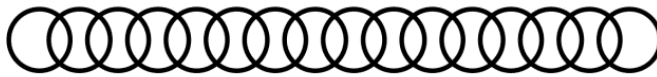


Illustration Source: [The Almanack of Naval Ravikant](#)

37

37

SOLVE VIA ITERATION.



ERP.
Transaction.
Compliance.

THEN GET PAID VIA REPETITION.



Illustration Source: [The Almanack of Naval Ravikant](#)

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SOLVE VIA ITERATION.



THEN GET PAID VIA REPETITION.

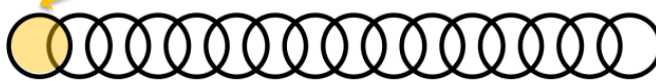
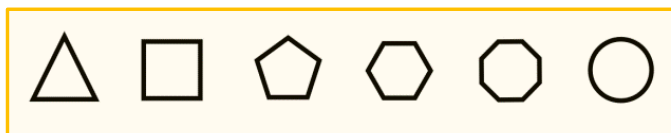


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SOLVE VIA ITERATION.



= Journey

THEN GET PAID VIA REPETITION.

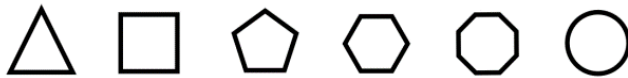


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SOLVE VIA ITERATION.



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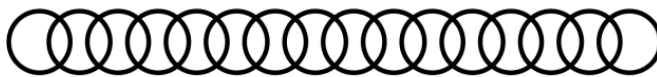
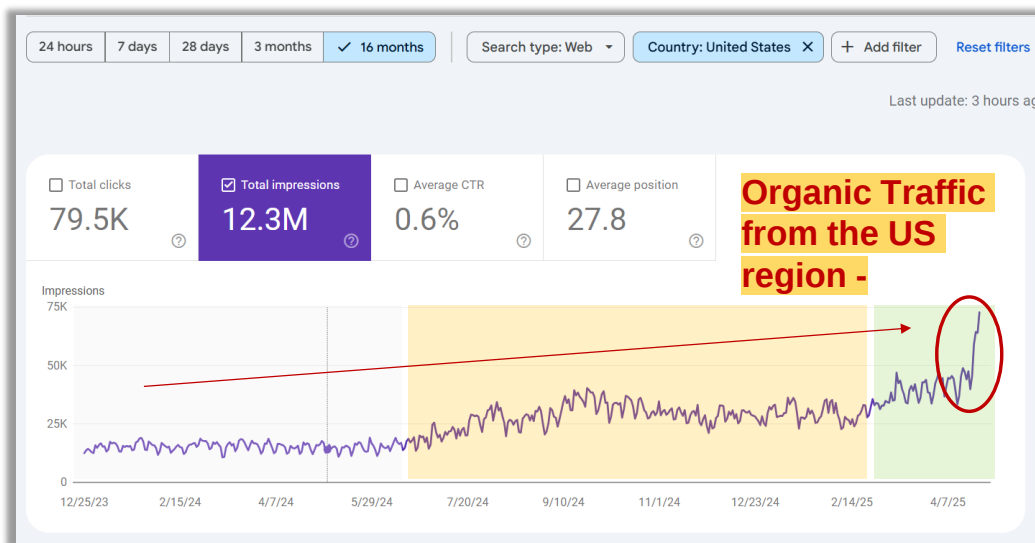


Illustration Source: [The Almanack of Naval Ravikant](#)

41

41

Getting discovered through Google & LLMs:



42

42

Newsletter's average open rate = 50% ...

	11 Design Collections You Missed + My AI Writing Hack Sent on 26 March 2025 18:48 by Rishabh	1071 Delivered	49.77% Opened
	Why Most Keynote Presentations Fail (And How to Fix Yours) Sent on 19 March 2025 18:24 by Rishabh	1069 Delivered	44.53% Opened
	People Ghosting Your Webinars? Low Turnout? Check this... Sent on 12 March 2025 18:54 by Rishabh	1054 Delivered	55.69% Opened
	Avoiding Me vs. Them Comparison pages? Sent on 5 March 2025 18:22 by Rishabh	1056 Delivered	52.37% Opened

43

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... I give 20% of writing time to the subject line.

	11 Design Collections You Missed + My AI Writing Hack Sent on 26 March 2025 18:48 by Rishabh	1071 Delivered	49.77% Opened
	Why Most Keynote Presentations Fail (And How to Fix Yours) Sent on 19 March 2025 18:24 by Rishabh	1069 Delivered	44.53% Opened
	People Ghosting Your Webinars? Low Turnout? Check this... Sent on 12 March 2025 18:54 by Rishabh	1054 Delivered	55.69% Opened
	Avoiding Me vs. Them Comparison pages? Sent on 5 March 2025 18:22 by Rishabh	1056 Delivered	52.37% Opened

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YOUR PROCESS BARRIERS

Part 2 of 2 – Tips

46

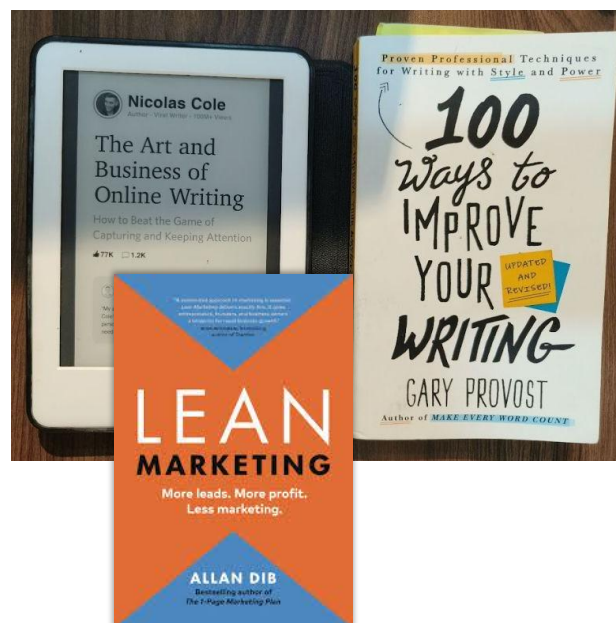
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To write better, learn the **game / system**.

Follow people who are doing it already.

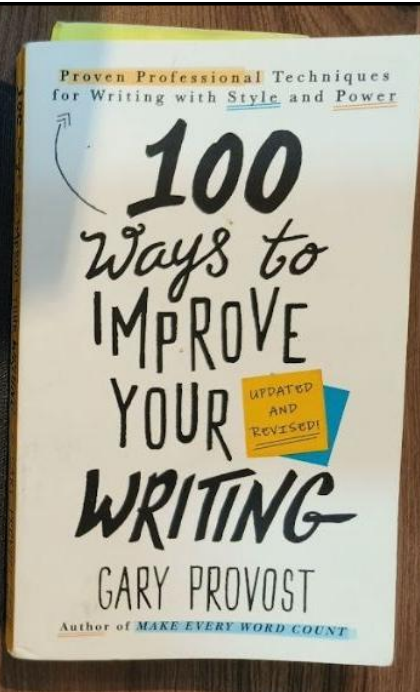
Find **patterns** in their work.

Test those patterns.



47

47



Tip 1:

Vary sentence length and rhythm

48

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This sentence has five words. Here are five more words.
 Five-word sentences are fine. But several together become
 monotonous. Listen to what is happening. The writing is
 getting boring. The sound of it drones. It's like a stuck record.
 The ear demands some variety.

49

49

Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.

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LESSON:

So write with a combination of short, medium, and long sentences. Create a sound that pleases the reader's ear. Don't just write words. Write music.

51

51

Tip 2:

Write the way you talk. Use Voice of Customer (VoC).

Before: “Let us now examine the implications.”

After: “Here’s what this means.”

52

52

Tip 3:

Use concrete words over abstract ones. Be specific.

Before: “We help brands scale faster.”

After: “We helped a SaaS company improve their content consumption by 40% in 2 months.”

53

53

Tip 4:

Avoid AI filler words.

In today’s {fast paced} world...

54

54

arena	crucial	fantastic	modern age	nail	supercharge
bombard	cutting edge	formidable	in today’s	nugget	surge
boosts	deep dive	fostering	digital age	nutshell	tailored
break the bank	delve	game changer	in today’s	paramount	tap
breeze	determining	grabs people’s	digital	powerful tool	tackle
buzz	digital world	attention	landscape	raves	trailblazer
capture	dive	harness	in today’s	realm	turbocharge
captivate	diverge	hiccups	world	real deal	unlock
catapult	diving	hits home	in the world of	resonate	uncover
compelling	drowning	hone	incorporating	saves the day	unveil
comes to the	embark	imaginative	kick	sea of	welcome to the
rescue	employ	in a world	magic	secret sauce	world of
convey	engage	in conclusion	marvelous	sifting	whip
cornerstone	enhance	in the era of	navigate	sneak peek	
crafting	entrusting	in today’s era	necessitating	stellar	
critical	fast-paced	in today’s	nailing down	stay tuned	

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Tip 5:

Actionable and NOT obvious.

Before: “Post consistently to build your brand.”

After: “Post one client FAQ with a 3-sentence answer and a takeaway line.”

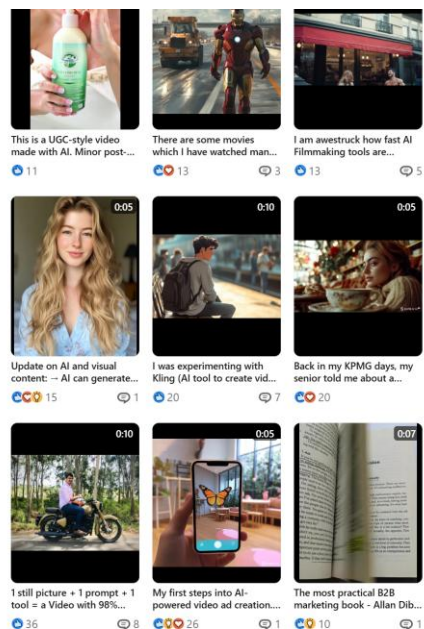
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Tip 6:

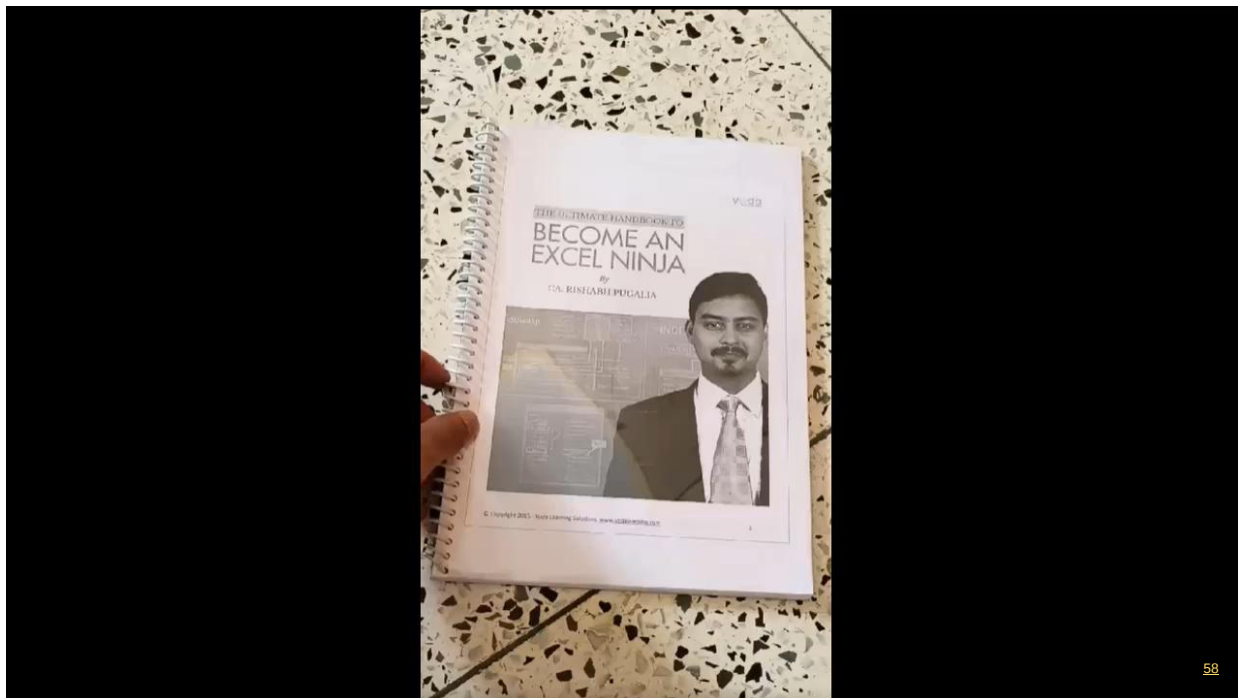
Show and Tell vs. Just Tell

Add context-relevant images, gifs or videos to avoid format fatigue.



57

57



58

Tip 7:

Every video or written post needs a strong hook. Skip the cringey clickbait.

You don't get promoted for doing your current job well. You get promoted when

2012:

I used to coach

Advanced Excel

Upskilling Is Your Responsibility. Not Your Employer's. Nobody's coming to upskill you. ...more

59

59

Tip 8:

Online readers “skim” / “scan”.

**Keep readability score to Grade 9-10
(Hemmingway App).**

60

60

Upskilling Is Your Responsibility. Not Your Employer's.
Nobody's coming to upskill you.

Not your manager.
Not your HR team.
Not your CEO.
If you're still waiting for a formal L&D plan, you're behind.

Want to get promoted?
Learn what your next-level peer already knows.

Want to switch teams?
Pick up the tool everyone else is scared of.

Upskilling is boring. Studying + Practicing on weekends.

It's thankless.
It doesn't go viral.

But it's how you buy leverage in a noisy, AI-native market.

And if you're blaming your company for not “developing” you?

You're not stuck. You're just passive.

You don't get promoted for doing your current job well. You get promoted when you start doing the next job without the title.

Everyone Wants the Next Orbit. Few Can Handle the Heat.

Moving from IC (Individual Contributor) to Manager.
From startup to enterprise.
From creator to strategist.

Everyone wants the leap.
But most don't understand what it costs.

You don't get promoted for doing your current job well.

You get promoted when you start doing the next job without the title.

That means:
→ Making calls before you're asked
→ Taking hits when your name's not on it
→ Thinking in systems, not tasks

New orbit = New gravity.

The pressure doesn't go away. It compounds. But so does the upside.

61

WRAPPING UP:

Posting ≠ Digital Branding. Think ICP.

Rewire mindset barriers.

Break process barriers.

62

DIGITAL BRANDING:
FROM REPUTATION → REVENUE



Download this presentation deck (Google Drive Link).



Happy to connect on [LinkedIn](#) | – Rishabh Pugalia

63

63