Marketing at quora – the art of being subtle and sly and leveraging the correct emotions to get views!

Few basic guidelines

1. Although we always ‘logically conclude’ to the point of Portrait Sketch being the most awesome gift in the universe :P we ought to mention it in just one or two lines in the first para itself. Why? Because, even if the person is just scrolling through many many answers and h/she just happens to read that one line then that person will at least get an idea of what we are pitching

2. Try keeping the answer small. Like not too small and not too long. And keep it engaging, the reader shouldn’t feel repetition or bored.

3. Images are a must. Every answer must have an image with it. If images reduce the credibility of your profile then you can use harshit’s profile for it or answer as anonymous

4. Use paragraphs. It makes the answer look fresh.

5. Highlight and make bold the core idea of the answer – the reason why you want them to gift a portrait and the idea of portrait gifting itself

6. Whenever a question comes, think about the reader as your target audience and think what kind of tone/words would be more lucrative to that person.

7. Use simple language. While we all might be content writers, our aim in the end is not to flex our muscles of expertise in vocabulary but to effectively convey the idea of portrait gifting. Simple words and simple sentences are easily relatable by others and get upvoted and liked more.

8. Innovate. The only single part where answering a question goes creative is associating portrait gifting with the relation/event that person needs a gift for. Think of some amazing creative ideas for it. Maybe even suggest activities, like they can get half their face and half face of their partner as a product. It’s not like we just have to pitch a normal portrait, it can be customized any possible way that they want.

9. Use Grammarly! Grammarly is an extension of chrome that reads literally every word you type on a browser and immediately suggests you grammar edits and even sometimes very smart edits such as ‘redundant pronouns’ or ‘context related synonym suggestions’. Not only will this help you in writing better answers on quora but it will also help you write better EVERYTHING, like mails to faculties or anything! For help with grammarly contact me (aakrit) on 7997083767 or msg me on fb messenger.

10. Structure: After a few rounds of experimentation you will find out the structure that works. For us, this structure was:

a. First para: Create a base with the reader with some emotional sentence like, “Oh I know how tough it is to get a gift for your sister coz I had to buy one for my sister…” This creates a feeling of trust in the person that you aren’t a marketer but a commoner willing to help. Keep this at max 3-5 lines.

b. Second para: Here is where you introduce the concept. Be straight forward and just pitch the idea, don’t beat around the bush as sometimes people might be just scrolling through and not reading. In such cases, make the core idea in bold text so that people notice it and read it immediately. Use a ‘Call to Action’ language and write something like: “I recommend you buy her a handmade portrait of her picture.” If your idea is a bit complicated like ours, make sure you choose a line that explains it properly in one go. In our case it was, “… a handmade portrait of her picture. A masterpiece made by an actual artist from her picture that you can choose.”

c. Pictures: Let your pictures talk about your product more than your second paragraph. Use the best pictures and pictures with context and not just the product itself. Even better are pictures with humans or customers in them showing the product in use.

d. Pitch the process: Now you can describe how the process of your ordering mechanism works. Make sure it isn’t a dead pitch of a marketer but a casual pitch. In our case we used to write, “Don’t worry, you don’t have to be Lenoardo Da Vinci to paint this Mona Lisa of your love. There are artists out there who got you covered. You can simply give a picture to the artist and get the portrait made and delivered to her place.” This is also the place where you can first pitch a bit of background on the product like, this is art, art is unique, art is special and so on to bring back to the casual approach from the marketing approach.

e. Pitch your name: Now you mention about your brand name and make sure you don’t specify that you are associated to it or unassociated to it. Just slide it in neutrally like, “The pictures above were made at SmileMiddle (Hyperlink this text to your website) “

f. Create urgency with a kickass CTA: Write things that make the person want to click on it. Things like, this is available for commoners at a low price or this is way cheaper than you think or this gets delivered so fast you better start preparing for the party. Don’t put in marketer materials like offers and stuff. Put neutral but urgency creating text.

To see this structure in action, you can refer to some of our classic answers here:

<http://qr.ae/TU1dcI>

<http://qr.ae/TUTOb6>

<https://www.quora.com/profile/Harshit-Soni-9>

These are some things our interns wrote and we suggested edits to them.

Suggested edits in red

Link:

<https://www.quora.com/What-is-best-gift-for-mom-and-dad-for-their-25-anniversary/answers/38923888>

Answer:

Wedding anniversaries are an occasion of celebrating the love of two people. (Should be a coma here?) Acknowledging the joy they find in each other’s company, despite all the ups and downs of their marriage life.

While finding something to gift your parents, one should try to gift them something that is ***symbolic and meaningful*** for them. (Don’t make it seem like an answer to an exam question :P , even though you are trying to convince them logically, don’t show it to them. Weave it like a fairytale, where everything ‘just happens’) Your gift should remind them of their marital commitment.

One of the gifts that you can give to them is a hand-made sketch or a painting of a picture of your parents having a good time as a couple. This is what I did for my parents. And how happy were they, I’ll always remember. (Could be simpler in language? This is inversion figure of speech? :P)

As I’m not good in sketching (Trust me I’m shit in it.), I tried finding online stores where I might get customized sketches or paintings.

After a lot of research and suggestions from my friends, I found out about [SmileMiddle](https://www.smilemiddle.com/).

What you need to do is give them a picture of what you want to be sketched. Their artists will sketch it. And you’ll get it delivered in a week.

I hope your parents like what you give them,

Link:

<https://www.quora.com/What-is-the-best-gift-that-the-children-can-give-to-their-parents/answer/Baasit-Sharief>

Answer:

I don't know a lot of options. But what(whatever?) you give, make sure it makes them remember(think of you?) you everytime they see the gift.

I'll tell you what I did. I got them a handmade sketch of a picture of my whole family- me,mom,dad and brother.

If you're wondering where to get one, go to [SmileMiddle](http://www.smilemiddle.com/) - an online store where you can get a customised sketche/painting at a decent price. All you need to do is send them the picture to be sketched /painted and their artists will make it for you. And you'll get it delivered to your home in a week.

H2H.

Way too short answer? Like half is just smilemiddle marketing, might come off as a marketing answer and not as a genuine answer..

Link:

<https://www.quora.com/What-should-I-gift-my-boyfriend-on-our-three-year-anniversary/answer/Harshit-Soni-9>

Answer:

Anniversaries are simply amazing(magical? Like can there be a better word that suits to the occasion of anniversaries?). It is the celebration of Love, Trust, Partnership, Tolerance and Tenacity. And there is nothing more satisfying than watching your significant other gleam with happiness looking at the gift you got for them. Three years together, you and your boyfriend must have had your shares of ups and downs. And because you want to give something ***handmade*** to show the amount of effort you have invested in the gift, *why not gift him a painting?* Not just any painting but a painting of your first picture together just to remind him how you both have changed over the past few years. Or a painting of the picture you took on a very special day. **A painting is way to capture one moment forever.** If you think that painting a photograph would be an impossible task for you to do on your own, you may visit [SmileMiddle](https://www.smilemiddle.com/) and get your painting/ sketch made and delivered to wherever you want. :) Real artworks by artists! You just have to send the picture and you will get a real painting delivered :)

Wish you a beautiful journey ahead ! :) <3

Links:

<https://www.quora.com/Should-I-give-expensive-gift-to-a-friend-who-is-quite-close-to-me/answer/Harshit-Soni-9>

Answer:

**Gifts are an expression of Love.**Well, the gift needn’t necessarily be expensive for it to show what the person means to you. **The manner of gifting is worth more than the gift itself.**So, why not give your friend something that nobody else would have given them? Something simple, beautiful yet precious. *Like, a painting of their own photograph*. Just to remind your friend how beautiful he/she really is. **Painting is a way to capture a moment forever.**Just make sure the photograph is one of their favourite moments. If you are wondering how to get the painting done, visit [SmileMiddle - Gift a handmade sketch | Personalized](https://www.smilemiddle.com/) and get your painting made and delivered. They provide real art made by real artists. You just have to send them a photograph. :) Hope you make your close friend feel special.

Could this answer be better if you focused on the subject of the question itself – that should an expensive gift be given or not? And then you could maybe spin them off with some random emotional stuff like when and when not to give a costly gift and then finally finished with the point that they should give a gift that is just ‘perfectly priced’ and way too special to reject. And then say that such a gift is a portrait which can be bought from smilemiddle.  
Staying focused on the topic at hand makes us seem less like a salesman trying to shove their product down people’s throats.

Link:

<https://www.quora.com/What-could-be-the-gift-options-for-parents-anniversary/answer/Harshit-Soni-9>

Answer:

To us, a generation of break-ups and patch-ups, love has an entirely different meaning. But that doesn’t stop us from adoring and wanting a bond like the one our parents have. **It’s only because of my parents that I believe true love exists.**The most beautiful thing about it is that, our parents have been through so much together and their bond only keeps getting stronger. **We need to celebrate that bond.**So, this is what I did on my parents latest(not really the word you want to use for anniversaries I guess :P) wedding anniversary. I wanted to acknowledge the fact that they have traveled a long way together. I looked through their wedding album and I found a picture which is something like a candid(how about - I found a candid picture?). It was a picture of my mom smiling at my dad when he wasn’t noticing,with a little tint of blush on her cheeks. I gave them a painting of that photograph at their anniversary dinner. [SmileMiddle - Gift a handmade sketch | Personalized](https://www.smilemiddle.com/) (It is very important to press backspace and cut down this blue part to just ‘SmileMiddle’ and remove the ‘Gift a handmade sketch’ part. Please always keep in mind to do this after everytime you write ‘www.smilemiddle.com’) is a website that can help you out with the painting part. You just have to give the photograph and they’ll deliver you the painting itself. **A painting would be the perfect anniversary gift to your parents.**

Amazing answer ☺ could have been even better with images!

Link:

<https://www.quora.com/What-is-the-best-gift-you-have-given-anybody-who-has-everthing/answer/Harshit-Soni-9>

Answer:

First of all, no one in the world can/will have everything. There will always be something they lack. Gifts are about the time and effort we are ready to put in to show how much we care about that one person(Too abrupt a change suddenly from the first too lines?)

I personally haven’t met a person who has everything but let’s say I meet someone like that. And(comma? No full stop?) if I were to give them a gift, I would gift that person something that is irreplaceable.**Something that is different from everything they already have.**Like, a painting. Not just any painting but*a painting of that person themselves*. **A real painting/sketch by a real artist.**[**SmileMiddle - Gift a handmade sketch | Personalized**](https://www.smilemiddle.com/)can help you with that. They will have your photograph painted and delivered to you at your doorstep. You just have to give them the right picture. :).