

From Idea to Brand

A Digital Marketing Journey for Fisheries Innovators

Market → Brand → Trust → Sales → Growth



"In 2008, he lost everything.

In 2026, his company earns ₹430 crore a year."

Mathew Joseph. Kerala. Fish seller. Digital entrepreneur.

His company: FreshToHome

₹430 Cr

Revenue FY25

\$256 M

Total funding raised

Zero

Ads when they started



THE MAN BEHIND FRESHTOHOME

Mathew Joseph

Co-Founder & CEO, FreshToHome | Kerala

2008

Lost his business and savings. Decided to start over from scratch.

2012

Launched SeaToHome — fish direct from Kochi boats to urban homes. Zero ads.

2015

Rebranded to FreshToHome. Expanded to fresh meat + fish, pan-India.

Today

₹430 Cr revenue. \$256M total funding. 160+ cities. 5000+ team.

"100% Fresh. 0% Chemicals." — The promise that built an empire.

Today's Journey: 12 Chapters

1

Market First

2

Know Your Customer

3

Get Visible

4

Get Found

5

Build Trust First

6

Build Your Brand

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Digital Ecosystem

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Sell Online

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Sales Lifecycle

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AI Makes It Easy

11

**Anyone Can Be a
Brand**

12

Consistency Matters

01

Market First

Fall in love with the PROBLEM.

Not your idea.

Not your product.

FreshToHome

SeaToHome got real customers with ZERO ads — because the problem was real. Urban buyers wanted fresh fish but could not trust the market.

Validate your idea before you spend anything

Research

1

Use Google, YouTube, ChatGPT, Reddit, LinkedIn, or Instagram — wherever real people are. Research shows you real problems, real numbers, real people, real data.

Investigate

2

Go deeper. What problem is your customer facing? Who is building similar things? Who is your competitor? Find the gaps, the market size, and the impact your idea can make.

Connect

3

Talk to real people — customers, distributors, vendors, investors. You can reach anyone today, even a top investor or a company CEO. If your need is genuine, people listen. Build your network.

02 | Know Your Customer — KYC

KYC

Know Your Customer

*You already know KYC from banking.
In business, it means the same thing.*

What KYC tells you about your business:

Who will buy?

Your target audience — age, location, profession, income

Where do they buy?

Online, local market, WhatsApp, app, distributor?

What makes them unhappy?

The problem your product solves

What makes them happy?

What they value — freshness, price, trust, speed

What brands do they use now?

This data comes from your Research → Investigate → Connect process. Know your customer before you spend a single rupee on marketing.

02 | Know Your Customer — Persona + Journey

MEET YOUR CUSTOMER



Priya, 32 | Bangalore

Urban professional. Cooks at home 4 days a week.

- Buys protein 3 times a week
- Worried about freshness and chemicals
- Orders groceries on Swiggy / Zepto already
- Does not fully trust the local fish market
- Reads reviews before buying any food online

PRIYA'S BUYING JOURNEY

Awareness

Sees a Reel about fresh fish delivery on Instagram

Interest

Searches "fresh fish home delivery Bangalore" on Google

Trust

Checks Instagram, reads reviews, looks for proof of quality

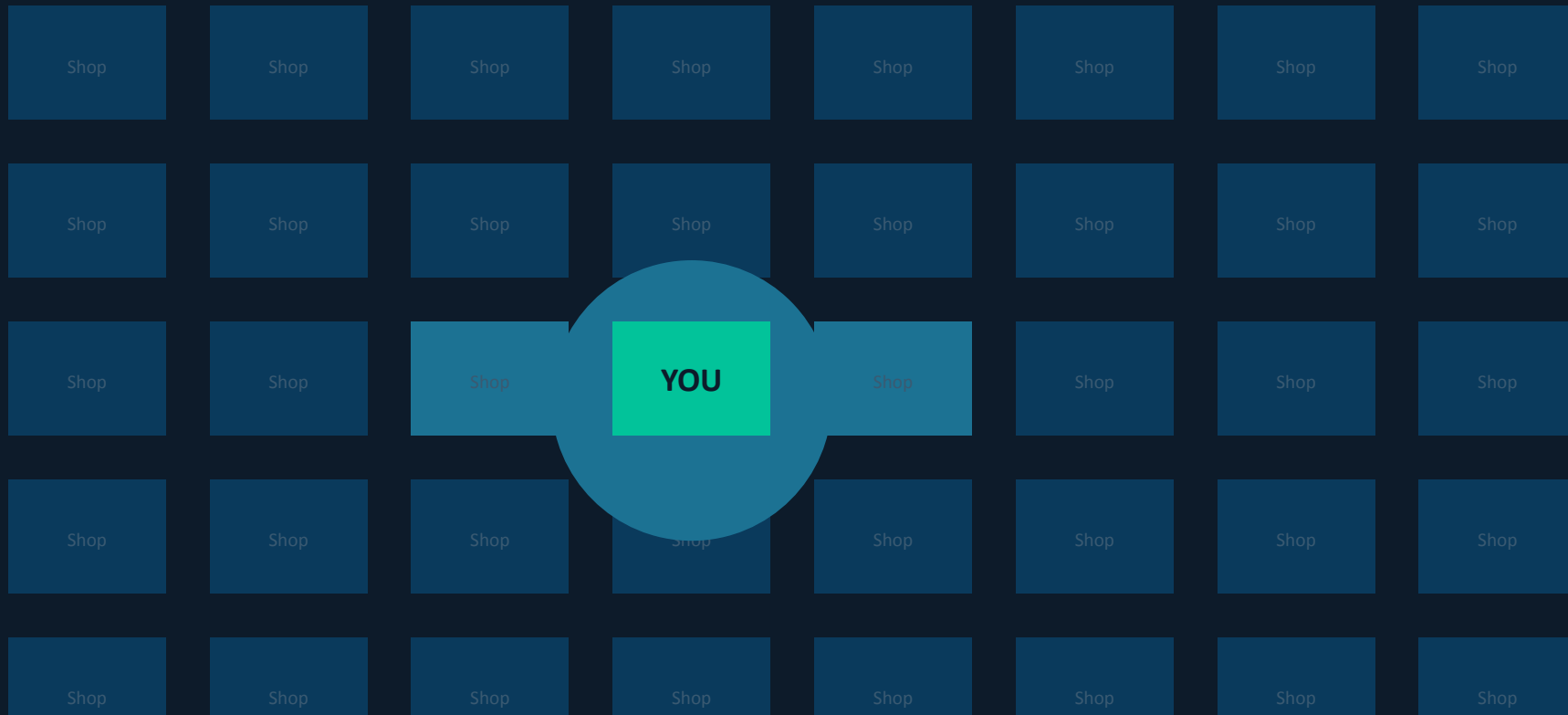
First Buy

Places a small first order — low risk, curious

Loyal

She loved it. Orders every single week now.

03 | GET VISIBLE



Visibility is not luck. It is a strategy.

In a crowded market, who gets seen first — gets the business. | Getting visible is not optional. It is your business.

03A | Zero Budget Marketing — Free Channels That Actually Work

You don't need a budget to get visible. You need consistency.

WhatsApp Business

FREE

B2C | Local Sales

Product catalog + broadcast to buyers. Best for farmers, fisherfolk, SHGs. Zero cost to start.

Instagram / Reels

FREE

Brand | Youth Market

Show your process, product, story. Short videos get the highest reach right now — no followers needed to start.

Google Business Profile

FREE

Local Discovery

When someone searches "fresh fish near me" you appear. Takes 15 minutes to set up. Never skip this.

LinkedIn

FREE

B2B | Investors

For startups pitching buyers, processors, restaurants or investors. Your professional face online.

YouTube Shorts

FREE

Awareness | SEO

Farm tours, recipe videos, process videos. Google surfaces YouTube videos in search results too.

Word of Mouth + Referrals

FREE

Trust | Loyalty

Ask every happy customer to refer one friend. Your first 10 customers are your first sales team if you treat them right.

03B | Performance Marketing — When You Are Ready to Scale

Start free. Once your free channels are working — invest in what already works.

Meta Ads

Start from ₹86/day

Facebook + Instagram

Reach specific audiences by age, location, interest and income. Target "fish buyers in Kochi" or "health-conscious families in Bangalore" with precision.

Google Ads

Pay per click — ₹5 to ₹50

Search + Display + Maps

Show up when someone searches for exactly what you sell. Search ads capture demand that already exists. Your ad appears at the top of Google results.

YouTube Ads

From ₹0.25 per view

Pre-roll + Shorts Ads

Video is the highest trust-building format. Show a 15-second product video before content your audience already watches. Strong for brand awareness.

Amazon / Marketplace Ads

Budget you control

Sponsored Products

If you sell on Amazon, Flipkart, or any marketplace — their internal ads put your product on top of search results inside the platform. High intent buyers.

Rule: Never pay to promote content that is NOT already working organically. Boost what already gets engagement — not what you hope will.

04

Get Found

Presence is not visibility.

Visibility is when the RIGHT person finds you at the RIGHT moment.

How people find businesses today:

G	◆	▶	田	◎	→
Google Search	ChatGPT / AI	YouTube	Instagram	Maps / Local	Word of Mouth

04A | How People Search Has Changed

THEN — KEYWORD SEARCH (GOOGLE)

"digital marketing expert to promote my business"

Short, generic keyword.

Works when there are not many options.

Everyone uses the same terms.

Hard to stand out from the crowd.

- SmallBiz Agency — Digital Marketing Services
- Digital Experts India — Digital Marketing Services
- MarketPro.co.in — Digital Marketing Services

↓
EVOLVED
↓

NOW — CONTEXT SEARCH (ChatGPT / AI)

"I am a fish food supplier in Bhopal. My business is selling protein pellets and flakes for fish growth. I want to reach a digital marketing expert who can build my website, manage social media, and run ads — with knowledge in the fish food industry."

Detailed, contextual query.

AI understands the exact need.

Matches you to the right expert.

Your specific background matters here.

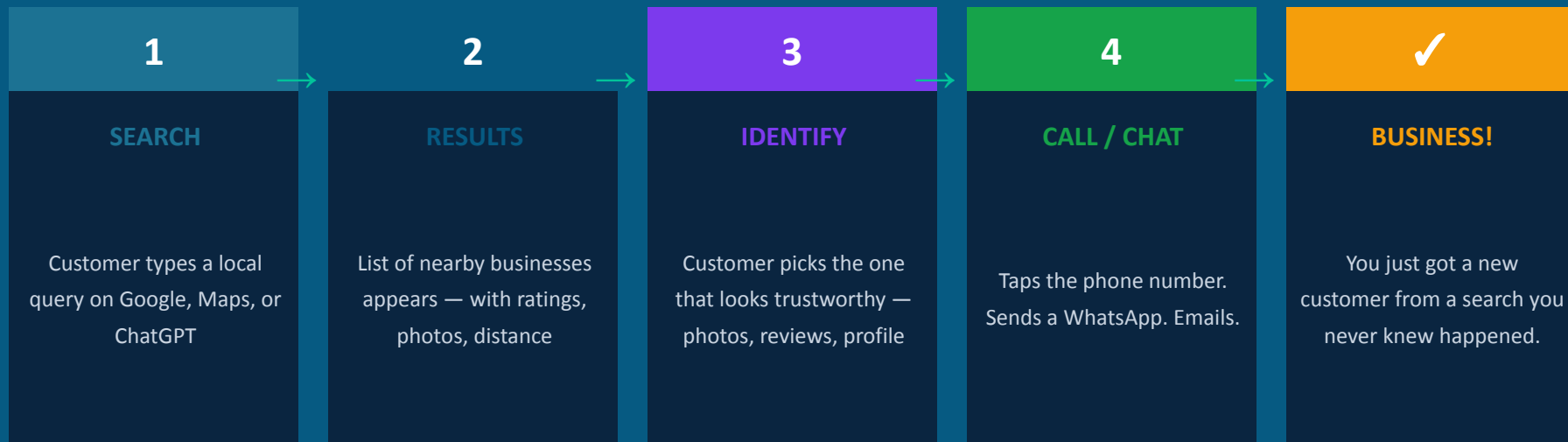
- ✓ AquaGrow Digital — Fish industry specialist
- ✓ FishBiz Media — aquaculture marketing

Search changed. The businesses that show up with the RIGHT context — win. Make sure you are visible where people are asking.

"Electricians near Indiranagar"

"Fresh fish near me"

"Fish feed supplier in Kochi"



"If you were that electrician — you just got a call from a new customer. Without running a single ad. Just by being visible."

This happens on Google, Maps, Instagram, ChatGPT, YouTube — from any channel where you exist.

05 | Build Trust First — EEAT Works in Business AND in Life

Not just a digital rule. EEAT is how every human decision is made — from buying fish to hiring a contractor.

E

Experience

How long have you done this?
Show your background. Photos of your farm, your process, your journey.

Your KSHITIJ journey. 20 years of fishing. Your research work. All of it is experience.

E

Expertise

What do you know that others don't? Write about it. Teach one thing a week. Share a useful tip.

A fisherman who teaches "how to spot really fresh fish" builds a massive following without selling anything.

A

Authority

Who has recognized you?
Certificates, press coverage, program mentions, awards.

KSHITIJ + ICAR backing = instant credibility. Put it on your bio, website, WhatsApp profile. Use it.

T

Trust

Consistent. Honest. Transparent.
Respond to every message fast.
Show real customer reviews.

FreshToHome: "100% Fresh, 0% Chemicals." One clear line that answered every customer's fear.

A ₹20 Lakh Decision. Two Contractors. One EEAT Question.

You have ₹20 lakhs, a plot, and you need to hire a contractor to build your home.

LIST A — NITHIN

Quoted: ₹20 Lakhs

- | | | |
|---|--|---|
| E | Experience
Building homes for 15 years. You know him. | ✓ |
| E | Expertise
Finished a similar home on your street last month. | ✓ |
| A | Authority
Has a RERA registration. Shown in local paper. | ✓ |
| T | Trust
You've seen his work. Your friend recommends him. | ✓ |

✓ GOT THE JOB — ₹20 Lakhs

LIST B — ANOOP

Quoted: ₹18 Lakhs

- | | | |
|---|--|---|
| E | Experience
10 years in construction. Seems capable. | ✓ |
| E | Expertise
Has done similar work before. | ✓ |
| A | Authority
Has a license. Seems legitimate. | ✓ |
| T | Trust
You have never met him. No references. No reviews. | ✗ |

✗ LOST A ₹20 LAKH DEAL — ₹2L cheaper wasn't enough

A better price does not win if trust is missing. EEAT is not just digital strategy — it is how every human being makes every decision.

06

Build Your Brand

A brand is not a logo.

It is what people FEEL

when they see your name.



FreshToHome

Brand promise first.

Celebrity later.

Sequence matters.

3 Things That Make a Brand

Visual Identity

1

Pick 2-3 colors. Use them everywhere — WhatsApp profile, Instagram, packaging, business card. Use Canva. It is free and takes 10 minutes.

Your Voice

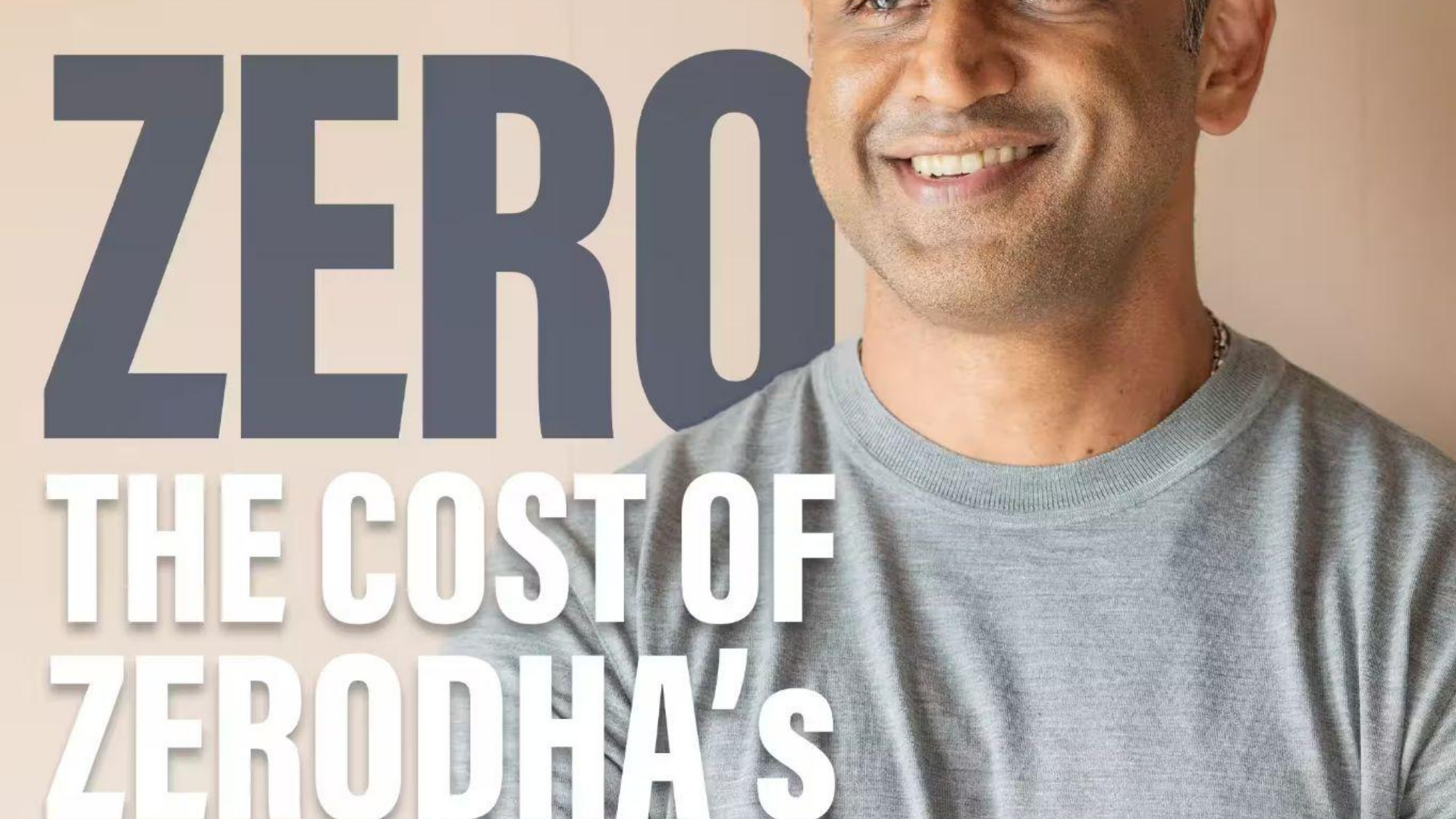
2

How do you talk to your customer? Warm? Informative? Local? Write the way you speak. Post in your language. Malayalam works brilliantly for Kerala audiences.

Your Story

3

Why do you do this? Where does your fish come from? People buy from people, not from companies. Your story is your most powerful marketing tool.

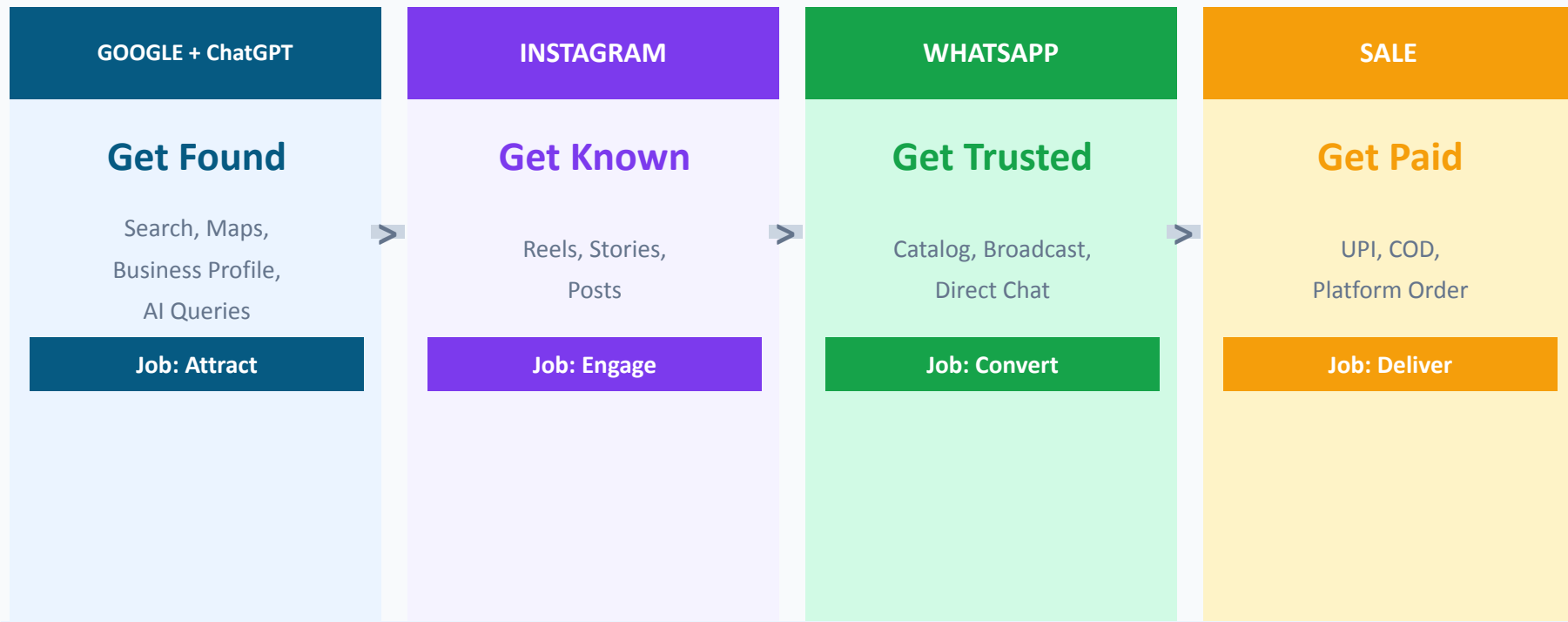
A close-up portrait of a middle-aged man with a friendly smile, wearing a grey crew-neck t-shirt. He is positioned on the right side of the frame, with his face partially obscured by large text on the left. The background is a plain, light-colored wall.

ZERO

THE COST OF ZERODHA'S

07 | Your Digital Ecosystem — How It All Connects

Nothing works alone. Every platform has ONE job. And they all point toward the sale.



FreshToHome: App gets found (Google/ChatGPT) → Social builds trust (Instagram) → Stores acquire users → App earns loyalty. All connected, nothing random.

08 | Sell Online — Pick Your Channels Wisely

The Rule: Pick 2 channels. Own them completely. Then expand.

Channel	Type	Cost	Best For	Ease
WhatsApp Catalog	B2C Local	Free	Fish farmers, SHGs, fisherfolk. Small orders, trust-based buying.	★★★★★
Instagram DM + Link	B2C Brand	Free	Packaged or value-added products. Visual story needed.	★★★★★
Quick Commerce	B2C Fast	Comm.	Labelled products ready for Swiggy Instamart, Zepto, Blinkit.	★★★★
Own Website	B2C / B2B	Low	Full brand control. Needs traffic investment. Right for D2C brands.	★★★★
LinkedIn Outreach	B2B	Free	Aquafeed, processing tech, nutraceuticals. Pitching to businesses.	★★★★★
Trade Portals	B2B Bulk	Low	IndiaMART, TradeIndia — bulk buyers, exporters, institutions.	★★★★
FreshToHome insight: Physical stores in Bangalore accounted for 20% of new online users — customers tried the brand offline first, then moved to the app.				

09

The Sales Lifecycle

5x

more expensive to get a NEW customer
than to keep an existing one

1

Aware

They see your post, ad, or Google result

2

Interested

They follow you, check your bio, read your content

3

First Order

They buy — a small, low-risk first purchase

4

Happy

They loved the product and the experience

5

Loyal

Your first 10 customers are your marketing team — if you treat them well and right.

10 | AI Makes It Easy — Your New Marketing Team

You don't need a big budget. You need the right tools — and they are mostly free.

ChatGPT or Claude

Write for you

Product descriptions in seconds

Instagram captions in Malayalam

WhatsApp broadcast messages

Reply templates for customer queries

Try this now:

"Write a WhatsApp message to sell fresh smoked fish to Kerala households, in Malayalam. Keep it warm and simple."

Canva AI

Design for you

Social media posts — zero design skills

Product posters and banners

Brand color kit setup (free)

Magic Design from one product photo

Try this now:

Open Canva. Click "Magic Design". Type your product name. Pick a style. Professional poster in 2 minutes.

Google Translate + AI

Reach anyone

Write in English, post in Malayalam

Reach Tamil + Telugu customers too

Translate reviews and respond

Multi-language content at no extra cost

Try this now:

Write in English. Paste into ChatGPT: "Translate this to natural Malayalam as if a local business owner wrote it."

You don't need to master everything.

Master one skill: Prompting.

ChatGPT. Claude. Gemini. All free. All powerful. Ask the right question — get a better result than most paid agencies.

What AI does for your business TODAY:

→ Write product descriptions 30 sec

→ Generate captions in Malayalam 30 sec

→ Draft broadcast messages 1 min

→ Research your competitors 2 min

→ Build a 30-day content plan 5 min

→ Reply to customer queries 20 sec

Try this prompt right now:

"I sell [smoked fish] in [Kerala]. I want to reach [urban families] who care about [freshness and health]. Write me 5 Instagram captions and 1 WhatsApp broadcast message. Keep it warm and in a local Kerala tone."

What you get back:

5 ready-to-post captions + 1 broadcast message.
In Malayalam. In 30 seconds. For free.

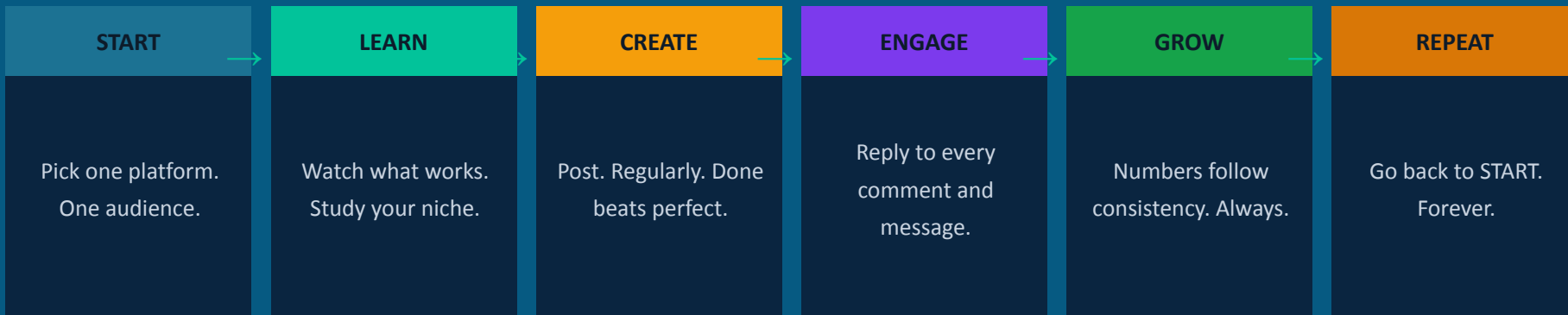
You don't master everything. You master the right prompt. AI does the rest.

11

Anyone Can Be a Brand

It is not about who you are. It is about what you consistently do.

The process that builds every brand:



FreshToHome. PhysicsWallah. Zerodha. All started at zero. All built on one thing: showing up every single day.

PHYSICSWALLAH MARKETING MIX

PRODUCT



Video lectures and live classes for competitive exams



Study materials and test series



Offline learning through Vidyapeeth centers



PRICE



Lower fees compared to traditional institutes



Affordable plans for wider reach



High value at a low cost

PLACE



Online via website and mobile app



YouTube for free learning content



Offline presence through coaching centers

PROMOTION



Active on social media and YouTube



Word-of-mouth from satisfied students



Strong personal branding by founder Alakh Pandey

5 Common Paths for a Personal Brand

You don't need to be a celebrity or a founder. You just need a skill, experience, or perspective.

Here are 5 practical ways a common person can build a brand — and turn it into a business.

1

The Teacher

(Knowledge → Education)



Start by

Sharing what you know through videos, posts or live sessions.



What makes people follow?

"This person explains things well."



What the brand can become

Courses, academy, books or learning platform.



Example

A student who explains maths on YouTube and later builds an online course.

2

The Practitioner

(Skill → Services)



Start by

Showing your skills by solving real problems or sharing practical tips.



What makes people follow?

"This person can do what I need."



What the brand can become

Agency, consultancy, freelancing or training.



Example

A digital marketer shares website tips and gets clients for paid services.

3

The Problem Solver

(Results → Coaching)



Start by

Documenting your journey, progress or real results (e.g., fitness, career, business).



What makes people follow?

"This person has achieved what I want."



What the brand can become

Coaching, programmes, tools or digital products.



Example

A person who gets fitter and shares the journey, later runs a fitness coaching program.

4

The Creator

(Personality → Media)



Start by

Sharing your personality, interests or unique perspective through content.



What makes people follow?

"I enjoy this person's perspective."



What the brand can become

Media company, entertainment or products.



Example

A travel enthusiast shares vlogs and later builds a travel media brand or product line.

5

The Connector

(Access → Community)



Start by

Bringing people together around a shared interest, problem or location.



What makes people follow?

"This person connects me with valuable people."



What the brand can become

Community, events, network or membership.



Example

A local professional builds a community for entrepreneurs and later turns it into a paid network or events business.



It's not about being extraordinary. It's about showing up, sharing value, and helping the right people. The rest can grow from there.

12 | Consistency Matters — Invest in Yourself and Your Skills

Tools change. Platforms change. Your consistency and skills never go out of date.

Do These. Consistently. Forever.

Update Google Business Profile

Weekly

Add a new photo or post. Respond to every review.

Post on Social Media

Daily

1 post a day. Done is better than perfect. Always.

Reply to Every Message

Daily

Fast reply = trust built. Slow reply = lost customer.

Check Your Numbers

Weekly

Which post got the most reach? Do more of that.

3 Free Places to Learn

Google Digital Garage

Free. Certifies you. Covers all digital basics step by step.

learndigital.withgoogle.com

Meta Blueprint

Free training from Facebook and Instagram on ads, pages, and business tools.

facebook.com/business/learn

HubSpot Academy

Free content marketing and social media courses. Globally recognized certificate.

academy.hubspot.com

Trust the process. Consistency beats perfection. Every single time. KSHITIJ is the beginning — not the end.

Questions?

Let's talk about YOUR idea.

5 Things to Take Home Today:

1. Start with the market — not your idea
2. Build trust before you sell anything
3. Pick 2 channels and own them completely
4. Use AI to save time — it is mostly free
5. **Consistency beats perfection. Always.**