

FESTIVE SEASON · MARKETING AUTOMATION · 6-WEEK GAME PLAN

Diwali 6 Weeks Door — Aur Competitor Ne Hire Kar Li Hai Ek AI Jo Kabhi Sleep Nahi Karti

Diwali 20 October ko. Festive window mein aati hai India ki ~35% annual consumer spending. Yeh raha complete 6-week AI game plan — taaki rush aap capture karein, competitor nahi.

Priya ne 6:12 PM par WhatsApp enquiry bheji — in-laws ke liye gift dhoondh rahi thi, 3 options compare kar rahi thi. 5 minute mein reply hota to conversion probability **68%**. 6 ghante late — owner dinner par tha — usne competitor se order kar diya, jisne **12 second** mein reply kiya tha. **₹40,000 ka order, hamesha ke liye gaya**. Yeh kahani har Diwali hazaro baar repeat hoti hai — sawaal ye hai ki is baar kaun riplayega pehle.



Diwali Marketing Automation: Your 6-Week AI-Powered Game Plan · anagataitsolutions.in

35%
annual consumer spending festive window mein — jewelry se electronics, apparel tak

₹1.5L cr
festive months mein retail + e-commerce sales — Navratri se Bhai Dooj tak

3-5X
Diwali week enquiry spike — 10/day wala business ko achanak 40-50 messages/day

40-50%
saal ka profit Oct+Nov mein — season sahi = saal ban gaya, miss = 10 mahine catch-up

CHAPTER 1

Reply Time Clock — Har Ghanta 40% Conversion Gawa

Wahi ₹40,000 ki Priya enquiry — reply speed ne decide kiya order kiska hua. Industry benchmark: har ghante ki delay average 40% conversion probability cost karti hai.

Reply Time	Conversion	Result
5 minute	68% conversion	ORDER AAPKA
30 minute	40% conversion	50-50 RACE
2 ghante	<20% conversion	LEAD COOLING
6 ghante	order gone	COMPETITOR 12s MEIN LE GAYA

Aur Diwali week mein volume bhi 3-5x ho jaata hai — har enquiry WhatsApp par multiple options compare kar rahi hoti hai aur instant answer expect karti hai. Aapke automated competitor har ek ko seconds mein answer deta hai — 24/7, Diwali ki puja ke din bhi.

CHAPTER 3

Festive Chaos Checklist — Sab Kuch Ek Saath Aata Hai

Ek bhi task mushkil nahi — problem ye hai ki sab simultaneously aate hain aur sabka jawab aap ho. Unprepared business ka typical Diwali week.

01 · DIWALI WEEK
47 WhatsApp enquiries
sab same 5 sawaal: stock hai? offer kya hai? timings? delivery? advance booking?

02 · DIWALI WEEK
23 quotes pending
kaun nudge kare day 2, day 5, day 7? koi reminder system nahi

03 · DIWALI WEEK
Zero social posts
festive weeks mein posting 10x discoverability deti hai — par 30 minute nahi milte

04 · DIWALI WEEK
12 new Google reviews
bina reply chhode to naye customers aapki unresponsiveness live padh rahe hain

05 · DIWALI WEEK
Operations overload
orders pack, stock manage, deliveries — sab aap hi sambhalte ho, 11 PM tak

CHAPTER 4

Diwali Week: AI Helper Ka Din — Aap Puja Mein, Wo Kaam Par

Competitor ne na engineers hire kiye na \$50,000 ka platform — Anagata jaise service ne unke existing WhatsApp, website aur social channels par AI helper install kiya. Din kuch aisa jaata hai.

7:00 AM	Morning digest — kal raat ki enquiries, aaj ke follow-ups, live posts — ek simple message mein
9:00 AM	12 naye enquiries — AI har ek ka reply seconds mein: offers, timings, delivery, availability; numbers auto-save
11:00 AM	Premium Diwali offer post auto-publish — Google Business Profile + Instagram, brand voice mein
1:30 PM	5 quote holders ko polite auto follow-up: "Hi Rohan! Diwali offer check kar rahe the..."
5:00 PM	6 delivered customers ko warm review request — automatic
9:30 PM	Aap Diwali dinner par — 9:30, 10:15, 11:40 PM ki 3 enquiries instant reply, 1 confirmed order
11:50 PM	Aaj ke 4 Google reviews ke warm replies drafted — kal breakfast mein 1 tap approval

CHAPTER 5

6-Week Countdown — Aaj Start, Diwali Se Pehle Live

Sab kuch ek saath automate nahi karna. Yeh realistic week-by-week plan hai — aaj shuru karo to pehli Diwali enquiry se pehle system fully live and tested.

Week	Focus	Key Actions	Outcome
Week 1	Foundation & Audit	enquiry flow audit, top 10 FAQs map, bottlenecks list	poori picture clear
Week 2	WhatsApp Automation	instant auto-replies 24/7, auto Q&A, numbers auto-save	har enquiry seconds mein
Week 3	Follow-Up Sequences	Day 1/3/7 flows, hot-warm-cold segmentation	koi enquiry cold nahi
Week 4	Content Pipeline	4 Google + 4 Instagram posts, 2 WhatsApp broadcasts/week	consistent festive presence
Week 5	Reviews & Reputation	post-delivery review requests, AI-drafted responses	Google profile salesperson
Week 6	Launch & Go Live	flows test, team train, festive offers live	fully festive-ready

"The businesses that dominate Diwali aren't the ones with the biggest budgets — they're the ones that answer fastest, follow up consistently, and stay visible every single day of the season."
— Diwali Marketing Automation · budget nahi, speed + consistency jeetati hai

CHAPTER 6

October Tak Wait Kiya To Kya Hoga — Festive FOMO Real Hai

Har saal kuch businesses "wait and see" kehte hain — Diwali to aur do mahine door hai. Phir October 1 ko ye hota hai.

- ✗ Har automation provider ki **2-4 week setup queue** hoti hai — October mein call karne wale Diwali se dinon pehle hi go-live kar paate hain
- ✗ September mein start karne wale competitor ki **festive posts live hain**, replies tested, follow-ups firing — momentum unka
- ✗ Trust compound hota hai — **mahine bhar instant answer** dene wala business customer ka shortlist jeet leta hai, thoda mehnga bhi ho to
- ✗ Auto-posting competitor **local search + feeds dominate** karta hai — aap exactly un logon ke liye invisible ho jo aapko dhoondh rahe hain
- ✗ Diwali ke baad next festive spike mahino door — aur January mein reviews mein **wahi silence yaad** aati hai

HEAD-TO-HEAD

Manual Diwali vs Automated Diwali

Gap massive hai — aur customers use turant feel karte hain. Same business, same offer — sirf system ka farak.

Touchpoint	Manual	Automated
Enquiries	ghanton late, raat ko miss	seconds mein — 24/7, puja mein bhi
Follow-ups	yaad rakhna padta hai	Day 1/3/7 auto nudge
Social presence	zero posts — time hi nahi	calendar se auto-publish
Reviews	replies pending rehte hain	AI-drafted, 1-tap approve
Aap (owner)	11 PM tak busywork	human work par focus

FINAL WORD

Key Takeaways — Ek Nazar Mein

Window short hai aur unforgiving. Data clear hai: 90% festive potential capture karne wala business 6 weeks pehle taiyaar hota hai, 6 din pehle nahi.

- ✓ **Speed is money:** har ghante ki reply delay ≈ 40% conversion loss — instant response luxury nahi, requirement hai
- ✓ **October 3-5x enquiry volume** laata hai — manual process scale nahi hota; automation hi scalable answer hai
- ✓ **6-week plan kaam karta hai:** Week 2 WhatsApp, Week 3 follow-ups, Week 4 content, Week 5 reviews, Week 6 launch
- ✓ **Competitors already automating** — fastest responder + most visible business customer ke shortlist ko dominate karta hai
- ✓ **6 weeks exactly kaafi hai** — aaj start karo, pehli Diwali enquiry aane se pehle fully live

Diwali Se Pehle Live Ho Jao — Aaj Hi Shuru Karo.

Free festive-readiness demo: hum aapka current setup audit karenge, exactly kya automate ho sakta hai dikhayenge, aur system 2 weeks ke andar live kar denge — pehli Diwali enquiry se pehle. Anagata It Solutions Lucknow-based hai aur small businesses ke liye AI helpers set up karta hai — WhatsApp replies, lead follow-ups, social posts, review management aur AI websites.

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