



7 BEST PRICING STRATEGIES FOR SMALL BUSINESS GROWTH

The price of your product/ service defines the way your customers view your product and the value your consumers see in your product – that is the primary reason why your pricing can basically make or break your brand.

Cost-Plus Pricing



You calculate the cost of producing your product or offering your service, and then add a margin to it for the amount of profit you want to make

Competitor based Pricing



Calculate the cost of producing your product or offering your service, and add a margin to it for the amount of profit you want to make

Bundle Pricing



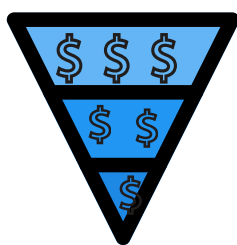
Group together two or more of your products/services and offer them at a discount to consumers

Prestige Pricing



Price your product/ service higher than the market value to create a perception of higher quality.

Tiered Pricing



Set different price ranges for different types of customers.

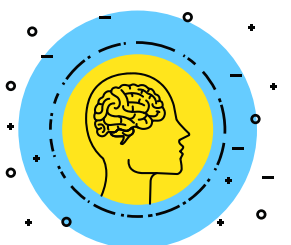
Freemium Pricing



Offer your product features free to your customers for a limited period of time and then persuade them to purchase

Psychological Pricing

This focuses on how you present the pricing to your customers



1. Charm Pricing
3. Scarcity or FOMO Pricing

2. Shortened Pricing
4. Pricing Placement