

Pro Blogger uses Google Workspace Referral Programme to support small businesses

After quitting his job in 2008 to become a full-time Pro Blogger, Harsh Agrawal now manages four successful technology blogs and oversees a team of eight at Shout ME Loud. As someone who is passionate about digital and helping others build successful businesses online, Harsh is a big fan of Google Workspace.

“Blogging, like any other online business, is about being professional, and the way to look professional is to have a domain-based email address,” he says. “[Google Workspace] makes it so easy to get a branded email address for your business, which means your emails to clients and partners get taken more seriously.”

Great for small businesses

For Harsh and other small business owners like him, Google Workspace is a good proposition because it offers an easy and affordable way to get to a professional set of business tools.

“The people I speak to don’t realise they can get a domain-based email address so affordably. They think it’s something that’s not easily available for small businesses, and that’s where [Google Workspace] can help. I also talk about how [Google Workspace] is much more reliable when it comes to sending and receiving emails, as opposed to other solutions that can prevent emails getting through.”

A targeted approach to referring

A long-time member of the Google Workspace Referral Programme, Harsh uses online tutorials to educate people about Google Workspace’s benefits and believes the key is to use a highly targeted approach. “It has to be targeted to the right users; you can’t just spread the referral link everywhere,” he says. “Look at which channels are working best for you, and focus on creating content that makes it easier for people to really understand how [Google Workspace] can benefit them and how they can get started.”



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