

## Online entrepreneur uses Google Workspace Referral Program to connect with target customers

Entrepreneur Syed Balkhi runs a series of online companies that help “small businesses compete with the big guys.” His WPBeginner platform, for example, provides free resources to people wanting to build and grow websites using WordPress. With a team of 38 people spread across multiple countries, Syed relies on Google Workspace to collaborate effectively. “Communication is like oxygen for mobile companies, so [Google Workspace] is an essential tool for us. It powers our email and calendars, and supports collaboration and planning.”

### The best solution for my customers

Syed joined the Google Workspace Referral Program after recognizing it could help him offer the most effective solutions for his target audience of small business owners. “The first thing people ask is how to get a branded email address, and we also know that many small businesses experience problems with their current hosting and email services,” he says. “With [Google Workspace], users love that they can easily get a branded email address on a platform they are already familiar with. From a business owner point of view, it makes onboarding really easy. Thanks to the familiarity of Gmail and other Google tools, people know the interface, which means onboarding is seamless. They get all their apps in one place and can easily switch between their personal and professional accounts with a single sign in.”

### It's not about selling; it's about recommending

When it comes to Google Workspace referral, Syed's approach is to first identify his customers' needs, and then show how Google Workspace can effectively meet those needs. “We never sell — we recommend. We position [Google Workspace] as something our customers need. This has worked really well for us,” he says. And the thing Syed likes most about Google Workspace? “From a business owner point of view, it makes onboarding really easy. Thanks to the familiarity of Gmail and other Google tools, people know the interface, which means onboarding is seamless.”



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### About Harsh Agrawal

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