

Let's Talk About...

27 WAYS TO GET MORE CUSTOMERS WHERE YOU ARE RIGHT NOW

TO GET FOUND & NOTICED LOCALLY



TWO. 
Marketing

www.twomarketing.co.uk

Well a big **CONGRATULATIONS** on grabbing this freebie, its great that you're taking positive action to grow your business.

Let's get straight to it, we're all busy people and the fact you're reading this piece right now tells me you're a business owner, or at least responsible for someone else's business and want more customers locally.

We talk to business owners on a daily basis and we've worked with hundreds of independent businesses and guess what?

They all have the same basic need, to get and keep more customers locally.

So the good news is, you're not alone, you're in good company and you're one of the ones actually taking steps to make it happen!

So grab a coffee and lets get going with those 27 ways...

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#1 TAKE ACTION...

Someone once said to me 'There were 5 Blackbirds sat on the branch of a tree, 4 decided to fly down to the ground. How many were left on the branch?

Well 1 of course! NO, there are still 5 sat on the branch. Just because they had decided to do it didn't mean they actually did it! 😊

GET IT? DECIDING TO DO IT AND ACTUALLY DOING IT ARE TWO VERY DIFFERENT THINGS.

#2 DECIDE WHAT BUSINESS YOU'RE IN...

When we ask business owners what business they're in, we usually get an answer something like 'I'm an accountant' or 'we fit carpets' or 'We're a car body shop', describing the industry sector their business serves BUT the fact is that as a Business Owner, you're in Marketing!

To be successful in business these days you need to be a 'Marketer' of what you do, not a 'Doer' of what you do.

Being good in your chosen sector is expected, to be successful in that business you have to attract customers, constantly

Now I can see you're thinking this is all a little cryptic, stick with me because before you can implement any specific strategies there needs to be 'Buy-In' from you, to a winning mindset.



#3 THINK!

WHY did you set up in business in the first place?

- Because I am good at mending cars and fed up of earning a wage and helping to make my boss rich!
- I don't want to work 9-5 Monday to Friday and some weekends and never have time to spend with my family.
- I want flexibility to work whenever I want.
- I want flexibility to work whenever I want.
- I want to be my own boss!

What were your dreams and aspirations?

- Time to spend with my spouse and children.
- Retire at 50!
- 3 holidays a year.
- Time to pursue my hobby.
- Time to pursue my hobby.

I truly hope you are achieving many of the things you set out to but if you're not, then something has to change because continuing to do what you have done so far has given you what you have got right now.

If you want more, or something different, it is possible but you have to do it different

#4 DECIDE WHAT YOU WANT YOUR LIFE TO BE LIKE...

Tell the world what's going on behind the closed doors of your business.

Things you know about but they won't, eg. 5 years in business or taking on your first employee.

OK - WE'RE DONE WITH THE HEAD STUFF AND MAKING SURE THAT'S ALL IN THE RIGHT PLACE, NOW LETS MOVE ON TO THE PRACTICAL STEPS TO GETTING MORE CUSTOMERS NOW!

#5 YOUR BUSINESS NEEDS TO BE KNOWN

It goes without saying that customers need to know you exist if they are going to use your services or buy your products.

So the first thing you need to do is make your business visible.

Having a shop on the High Street gives visibility but only if your prospective customer uses that street!

You need to be visible where your customers are.

#6 CREATE A BRAND

What is a brand? What is **your** brand and what does it say to people?

Put simply, your “brand” is what your prospect, the consumer, thinks of when he or she hears or see’s your brand name or company logo.

It’s everything the public thinks it knows about your product or company, both factual (e.g. all your company vans are bright blue and shiny), and emotional (e.g. It’s romantic). Your ‘brand name’ exists tangibly; people can see it, it’s fixed but your ‘brand’ exists only in someone’s mind and causes a reaction.

#7 DEFINE YOUR IDEAL CUSTOMER...

This needs to be done very specifically. That is more than simply deciding whether you’re a B2B(Business to Business) or B2C (Business To Consumer) business.

Where do they live?

Where do they shop?

What make of car do they drive?

Where do their children go to school?

How much will they spend with you on average?

What are their aspirations?

What motivates them cost/service/quality?

How many times a week/month/year will they buy from you?



The list could go on and on but when you really know your customer, you will know where and how they might begin to notice you.

#8 TEXT MESSAGING

When was the last time you received a text you didn’t open? Text messaging is a sure way of getting your sales or marketing messages read. if you're not already collecting mobile numbers, start now!

#9 TALK TO PEOPLE

Sounds obvious, right?

People Buy People, it's a cliché but it's true, you don't willingly buy from people you don't like!

The term 'Business Networking' often puts people off, strikes fear into their hearts, but the reality is, it's just people meeting other people and getting to know them. Hopefully getting to know them quite well, liking them and ultimately trusting them to do business with or refer them to their other friends, so that they can do business with them too.

The more people you meet and strike up a relationship with, the more people will know about your company. FACT

#10 PR STORY

Look for the stories in your business and then use them to promote the things you do.

It couldn't be easier these days to get a story or blog posted onto social media, your website or even in the printed press (all newspapers have an online presence too these days and are hungry for small news stories they can use to fill columns and engage their readers).

Any story, no matter how large or small is a vehicle to represent your business and bring it to the front of people's minds. You never know, it may just prompt them to use your services!





#11 FACEBOOK/ INSTAGRAM

Facebook & Insta are where the people are these days, people who are looking for the things you do or sell. It's free in the main and with a little strategic planning you can use it to get your message in front of thousands of potential customers.

If you don't understand how Facebook & Insta can benefit your business, ask an expert to explain it, or better still commission an expert to deliver your company's campaign.

Whether you understand it or not, you certainly can't afford to ignore it because you can be sure your competitors aren't!

And it's a great way to promote your 'Brand'

#12 SOCIAL AD'S

I said above that Facebook & Insta are free, and that's true to a certain extent. But you can make it even more effective for your business by allocating a small budget to have your ad's appear, as if by magic, in your specific customers news feed.

If it all sounds scary, once again, ask an expert to guide you or deliver a targeted campaign on your behalf. It really can be very effective

#13 TWITTER

Another very popular and easy to use social media platform. With a little knowledge you can find and connect with thousands of people in your market or area and build relationships and promote your brand.

Comment on and 'retweet' others posts, you'll be surprised how pleased they'll be that you bothered and guess what? They'll remember you and your brand!

#14 NETWORKING

We spoke earlier about the value to 'talking to people' and building relationships. There is an increasing number of formal networking groups who meet on a regular basis, at all times of the day.

Some groups only allow one member per industry sector, giving them the advantage of little or no competition for business being passed and meet for breakfast, before the normal working day begins, while others meet during the day over coffee or lunch. There really is something to suit all tastes when it comes to networking and it's best to try a number of groups or meetings before settling in to the one where you feel most comfortable.

There is a cost to most types of networking, which is to be expected and should be accepted, just as there is a cost to 'NOT networking, which could be far more expensive and harmful!

#15 LINKEDIN

LinkedIn has a more professional feel than both Facebook and Twitter but is very effective in communicating your 'brand message' to a targeted audience of potential customers.

This is another great tool to be used to connect with relevant industry professionals, position yourself as an 'expert' and build relationships with people of influence in your sector.



#16 ADVERTISING

A definition of advertising is 'the action of calling public attention to something, usually a product or service and usually but not always by paid means or announcement'.

Advertising is a great way to inform an audience of potential customers about a product or service you are able to deliver and is used to entice them to buy from you, usually with some sort of offer or benefit.

There are many different advertising mediums available to businesses today, from the more traditional printed media to online digital solutions like Social Media and e-mail campaigns, as well as mobile phones and text messaging, etc.

#17 PRINTED MEDIA

While many businesses have abandoned printed media for the more versatile digital, on-line options, there is still a place for print.

Whether in newspapers, magazines, printed flyers or specialist publications, it is often possible to communicate directly to a person or group of people with a common interest using printed media and should be considered in any advertising or marketing campaign.

However this should not simply be used because it's the way it's always been done, as there are often more cost effective routes via digital media.

#18 DATABASE

Collecting contact details from customers or prospects and storing them in a way that they can easily be used for future communication builds a convenient way of re-engaging potential future customers who are already familiar with your brand, e.g. e-mail addresses collected from customers at a restaurant and could be contacted at a future date to promote a special event or celebration such as Valentine's Day.

“Customers who have already experienced good service from your business are far more likely to use your services again if it's appropriate or convenient and it's much more cost effective than always trying to attract new customers!

#19 E-MAIL CAMPAIGN

An e-mail campaign is the perfect way to communicate with a targeted audience of potential customers at very low cost, especially if the e-mail addresses have been collected by you and stored in an appropriate database.

A spreadsheet is sufficient to create a simple database, although there are many low cost programmes available, tailored to specific industry sectors or general service industries which make it simple and cost effective to keep in touch with your customers and increase the likelihood of them buying from you again and increasing their 'lifetime value'.

#20 REVIEWS

Recent consumer surveys indicate that an ever increasing percentage (now thought to be well above 90%) of consumers will look for reviews from previous customers before making any form of buying decision.

With that in mind, it makes great sense to collect 'customer reviews', making it easy for the review to be left and store them in a place where they are easily accessible by potential new customers (e.g. making sure an appropriate pen is available to complete review forms or cards and they are easily accessible to the customer).

Some business owners are reluctant to ask for reviews as they feel it may encourage negative feedback from some unhappy customers. The fact is that if you do have unhappy customers, it's far better to know about it, so you can act appropriately and limit the damage they may do to your brand reputation.



#21 REPUTATION MANAGEMENT

In a world of instant gratification and 24 hour a day news updates, reputations can be made or shattered in the blink of an eye and people 'believe' what they see or hear, so it's your job as a business owner, to make sure your customers see and hear great things about your business

Actively collecting and communicating good things that previously satisfied customers say about you is a great way to demonstrate your capabilities and effectiveness as a business, generating confidence and credibility as a trusted supplier.

Actively collecting and displaying appropriate, current and relevant reviews and testimonials is a great way to build a great reputation, so that customers will 'want' to do business with you.

#22 IMAGE

Your company image, similar to your 'brand', is the perception people have of your business when they hear your company name. It's composed of a number of facts, events, personal histories, advertising and goals that work together to create an impression in your customer's mind.

Make sure that your actions and those of your employees are in line with the 'image' you want your company to present and the best way to do that is to ensure all your employees understand and buy in to the image YOU want to portray.

#23 EXHIBITIONS

Be seen at exhibitions, both as an exhibitor and a visitor.

Exhibiting at relevant exhibitions tells potential customers that you're there and wanting to do business! Sounds obvious, I know but prospects need to know you're open to do business with them.

Attending supplier exhibitions keeps you up to date with current thinking, products and innovation. It lets your suppliers know you're open to new products and ready to support their initiatives, making you a contender for special considerations like 'sole agencies' or 'preferred stockist' status.

#24 1-2-1'S

Get out and meet people! whether they're potential customers, suppliers or simply other local business owners.

The more people know about what you 'do', the more they can talk about you to others who might also want what you do. 1-2-1 means what it says, one person to another person, as opposed to group networking.

#25 NEWSLETTERS

Regular newsletters are a great way of keeping in touch with potential customers and keeping your 'brand' at the front of their minds.

There are plenty of outside agencies who will put them together for you and do all the techy stuff, leaving you able to get on with what makes you money.

#26 DOOR DROPS/LEAFLETING

A well designed leaflet with a strong, clear message, delivered through the right persons letterbox on the right day stands a great chance of generating business.

Door drops or leafleting campaigns can be among the most targeted campaigns you can do but make sure you plan and execute your campaign down to the last detail, don't simply scatter gun your message.

#27 REVIEW, REVISE AND DO MORE OF WHAT WORKS!

Test and Try and see what works and what doesn't. **Then just do more of what works!**

#BONUS

Complete your **GOOGLE MY BUSINESS** profile. Optimise it well for local search. Add photos, collect reviews and post regular content.



DAVID & GAYNOR RAMSDEN

BIG THINKING FOR SMALL BRANDS

Communicate Your Brand!
Connect You With The Right People
Convert Them Into Paying Customers



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HOW WE HELP

- Social Media Marketing
- Copywriting & Content Creation
- Newsletters and Blog writing
- Sounding Board Biz Coaching
- Training and Business Building Workshops
- One to one social media training



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SO WHAT NOW?

We hope you enjoyed this e-book and found some of the ideas useful to implement straight away in your business

WANT MORE?

Get in touch with us to discuss any of our services or to book a power hour or discovery call around how we can help you grow your micro business.

JOIN OUR COMMUNITY

Getting Your Local Brand Found & Noticed. We are on Facebook and our group supports other businesses like you to grow.

We have workshops, weekly Q&A's and regularly share growth tips and advice.

TWO. 
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Checklist

Tick off how many you're going to try

- | | |
|-----------------------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> #1 Take Action | <input type="checkbox"/> #15 LinkedIn |
| <input type="checkbox"/> #2 Decide What Business You're In | <input type="checkbox"/> #16 Advertising |
| <input type="checkbox"/> #3 Think | <input type="checkbox"/> #17 Printed Media |
| <input type="checkbox"/> #4 Decide what you want your life to be like | <input type="checkbox"/> #18 Database |
| <input type="checkbox"/> #5 Your business needs to be known | <input type="checkbox"/> #19 Email Campaign |
| <input type="checkbox"/> #6 Create a Brand | <input type="checkbox"/> #20 Reviews |
| <input type="checkbox"/> #7 Define your ideal customer | <input type="checkbox"/> #21 Reputation Management |
| <input type="checkbox"/> #8 Text Messages | <input type="checkbox"/> #22 Image |
| <input type="checkbox"/> #9 Talk to people | <input type="checkbox"/> #23 Exhibitions |
| <input type="checkbox"/> #10 PR Story | <input type="checkbox"/> #24 1:1's |
| <input type="checkbox"/> #11 Facebook/ Instagram | <input type="checkbox"/> #24 Newsletters |
| <input type="checkbox"/> #12 Social Ad's | <input type="checkbox"/> #26 Door Drops/Leafleting |
| <input type="checkbox"/> #13 Twitter | <input type="checkbox"/> #27 Review, Revise and do |
| <input type="checkbox"/> #14 Networking | <i>more of what works!</i> |

BONUS - GOOGLE MY BUSINESS





NOTES

