

Your 10 Top Tips to Win You More Business

1. Contact all your existing customers to see if they would like more of what they bought from you previously. Ask when you can call them again, to ensure they don't feel pestered.
2. Contact your existing clients to ensure they are fully aware of all the products / services you offer. Smile while talking to them on the 'phone.
3. Add free educational tips to your website that help them to buy from you e.g. how to select a marketing agency.
4. Set up your email footer to inform all those that you email of your latest promotions / offers / new products and services.
5. Use Twitter / LinkedIn / Facebook pages to make these announcements too and link back to your web page for educational tips.
6. When customers have bought from you request a testimonial / Google Review / LinkedIn recommendation, which will help improve your Google search engine rankings and demonstrate that others think you're great to deal with. Then tweet them.
7. Call happy customers and ask if they would be happy to refer you to others like them that you can help in a similar way.
8. Create your own case studies of problems you have solved for customers. These can be as short or as long as they need to be.
9. Be punctual, presentable and organised to demonstrate your professionalism and reassure them their order will be serviced in a similar.
10. Be friendly, helpful and pro-active to deal with. When you make it an easy and enjoyable experience, customers will come back for more.

These tips seem like common sense and yet they are often forgotten, so use this as a reminder of small marketing activities that are easy to implement, cost you nothing and will make a big difference.

We're here to provide insightful and intelligent strategic marketing advice and implementation to help businesses live long and prosper. If we can help you with your marketing, please call us on 01296 910131 now.