



CLIENT ACQUISITION

10 GREAT MARKETING TIPS TO IMPROVE
YOUR CLIENT ACQUISITION





ADOPT A ROAD

Most business owners, sales people, and companies don't realize that the programs in their own backyard to adopt-a-road don't cost a nickel for the free advertising. You just simply approach your local city office to inquire about whether the stretch of road you are interested in is available. They will ask you to clean up the road between two to four times per year based upon the program. In return, you get FREE advertising!

SKIN IT

Most people have a laptop or tablet that they carry around with them to coffee shops, restaurants, and bookstores when they are doing work on the road. You don't have to work for HP, Dell, or Apple do you? For a very small fee you can get a custom decal for the back of your laptop or tablet that displays your company logo, your name, and even your phone number or website. FREE advertising anytime you or your team are out and about working on the go!

LINKEDIN

Use the LinkedIn platform to target your ideal client and send them customized messages to start a conversation. If you pay for the Sales Navigator add-on for LinkedIn, you'll get access to additional filtering criteria and notifications when individuals leave their job. PRO TIP: If you aren't connected with the prospect yet, send them a customized connection request to avoid having to pay for InMail credits.

START A BLOG

Content is king, queen, rock, and pawn on the internet. For FREE, you can start your own blog through Google or just create your own domain to start putting up content. While you can spend somewhere between \$50 to \$100 a month to really begin driving traffic to your blog, what is most important is that you have content to drive your prospects and existing clients to the blog which should demonstrate your level of expertise in your field!





HARO

Help. A. Reporter. Out. What better way to demonstrate how good you are at what you do than by getting quoted in a local newspaper or maybe even a national magazine. Most people don't realize that many of the journalists today are actually freelancers who write stories for various print and online publications. Everyday, HARO (www.helpareporter.com) sends out requests in different fields of journalists who are looking for information or quotes from experts in given fields. You give your opinion to them, and your story might get picked up!

SEND DESSERT

Never send referral gifts to the home. Instead, find a specialty bakery or unique dessert type product that would need to be SHARED in the kitchen at the place your client works. When you get a referral, you ship the product directly to their work. The gift will be opened at work, and then others will inquire on where your client got the really cool gift. Nobody gets stuff at work anymore. A lot of places will also write a custom hand written note for the special touch!

TCHOTCHKES

Let's face it, everyone is sick of getting a coffee mug, pen, or some pack of mints with your company logo on it. Most people you hand this out to at trade shows or networking events will simply discard the stuff sooner rather than later. The key with marketing is to get something that is cost efficient and practical. With the proliferation of smart phones, consider getting a popsocket or phone wallet. These typically only cost a few bucks and odds are, your client will keep them and become a walking advertisement for you.

PODCAST

Why pay all the money to be on terrestrial radio? With today's technology, it is dirt cheap to start your own radio show online. You can control the content and other business owners and prominent people in the community are always happy to be a guest on a radio show. Don't worry initially on how many people are listening; that will build up over time. The key is having a great show and securing great guests. Check out www.shrimptankpodcast.com for a great example!





FREE ALCOHOL

Have you always wanted to have an event where you could taste some of the best cocktails in the world? There are large companies out there like Diageo and local distributors in your area that may be able to give away their product for FREE! In some areas, as long as you hold the event in a place that does not have a liquor license, these companies DONATE the products, such as tequila, vodka, and scotch. All you need to do is provide the place and some appetizers.

YOUR WEBSITE

One of the biggest marketing mistakes people do is create a great website that has tons of information for people to read about their products and services. Consider this question... How easy is it for someone to realize that when they come to your website you want them as a lead? Does your website have FREE brochures to give away? Does your website offer a quiz that will turn someone into a lead? It's tough to get someone to your website. Your real goal should be to convert them to a prospect once they get there!