

*Let's Talk About...*

# 27 Ways To Get More Customers Where You Are Right Now

To Get Your Business Found & Noticed Locally



**TWO.**   
Marketing

# 27 Ways To Get More Customers Where You Are Right Now



Well a big **CONGRATULATIONS** on grabbing this freebie, it's 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...



# 27 Ways To Get More Customers Where You Are Right Now

## 1 Create Your 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.

## 2 Define Your Ideal Customer

Market to everyone - Market to no one - It’s a well known fact that the more you can hone who is your ideal customer, the more likely you are to attract them with your marketing.

Here’s some things to think about...

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 they hang out and how they might begin to notice you.

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## 3 Collaborate Collaborate Collaborate

No business is an island. Working together with other businesses is such a fabulous way to raise your profile.

Write a list of all the synergy businesses you know and how you could work together.

Working with other local businesses means you can share ideas, tap into each others databases and share promotions.

## 4 Create A Customer Referral Programme

Introduce a referral programme where current customers can earn rewards, such as discounts or gift cards, for referring new clients.

People are more likely to trust recommendations from friends or family. It's a cost-effective way to grow your customer base while rewarding loyalty.

## 5 Have A Loyalty Scheme

It's our job to remind our customers to do business with us and having a loyalty scheme is a great way to do just that.

Create a loyalty programme to encourage repeat business. Offering points, discounts, or exclusive deals to customers who make frequent purchases builds long-term relationships. Loyal customers are more likely to recommend your business and spend more over time.

## 6 SMS 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!

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## 7 Tell Stories

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!

## 8 Social Media

Put simply, social media is where the people are! The 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 these platforms can benefit your business, jump on a course or 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'.

## 9 Social Ad's

I said above that social platforms 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

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## Get Out & Talk

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!

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## Use LinkedIn

It's true, LinkedIn can feel more like a B2B platform but the reality is, everyone on there are people with homes, families, leisure time and more. So in my opinion it's definitely a platform worth being on.

Not only that, you can use it to connect with industry professionals, position yourself as an 'expert' and build relationships with people of influence in your sector.

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## Claim Your Google Business Profile Listing

Google Business Profile is crucial for attracting local customers and showcasing your work. Google Business Profile (formerly known as Google My Business) is a free tool that allows you to manage your online presence across Google, including Search and Maps. To get started, visit [google.com/business](https://google.com/business) and sign in with your Google account

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## 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 and Google Ad's etc.

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## Printed Media - Flyers and Direct Mail

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.

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## Building Your 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!

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## Email Marketing

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'.

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## Customer 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 stored 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.

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## SEO Optimisation

Optimise your website for local SEO by using relevant keywords, creating localised content and ensuring your site is mobile-friendly. Include your location in meta tags, page titles and descriptions to appear higher in local search results. This helps your website get discovered by potential customers in your area.

If this isn't your area of expertise, there are lots of digital marketers who can help.



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## Company Brand and 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.

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## 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.

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## 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.

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## 22 Send A Newsletter

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

You can do this really easily and quickly yourself through a platform like Mailchimp or Mailerlite or even LinkedIn

But if that's not your thing then 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.

## 23 Door Drops and Leaflets

A well designed leaflet with a strong, clear message, delivered through the right person's 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.

## 24 Start a Blog or Vlog

Blogging is great for so many reasons.

For SEO and getting your business found online.

For positioning you as an expert.

To engage customers with the things they need answers to.

Share your knowledge and expertise by starting a blog or vlog related to your industry.

Regularly posting informative, engaging content will attract traffic to your website and help establish your authority. Over time, this can build trust and convert readers into paying customers.

## 25 Sponsor Local Charities & Events

Boost your business's reputation by sponsoring local charity events, sports teams, or festivals.

Not only does this raise your profile within the community but it also helps customers see your brand in a positive light, making them more likely to support your business.

## 26 Partner With Local Influencers

Don't be afraid of connecting and working with local influencers to raise your profile. Often these are people with a good sized audience who you can offer your product or service to in return for some promotion on their social channels.

Make sure their audience are your ideal customer and can easily turn into customers for you.

## 27 Run Competitions and Giveaways

Competitions and Giveaways are a great way to create energy around your brand and can create a real buzz and raise your profile among a group of people who may not already know about you.

Encourage participants to share the post or tag friends to increase visibility.

A well-executed contest can significantly boost your brand's reach while giving potential customers a taste of what you offer.

(If you're running a competition, always be aware of the rules of the platform you're hosting the competition on and GDPR rules when collecting data)

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## Finally...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!

## Bonus Tip - Treat Every Customer As Though They Are Your Only Customer

In a crowded marketplace, one of the most effective ways to get noticed and stand out is by offering hyper-personalised customer service. Go beyond basic interactions by making your customers feel truly valued and understood. This can be achieved by remembering their names, past purchases and preferences and offering tailored recommendations or special deals based on their behaviour.

For example, follow up with personalised emails after a purchase, asking for feedback or offering a discount on products that complement their last buy. Handwritten thank-you notes for loyal customers, personalised birthday offers, or exclusive previews of new products all help create memorable experiences. Personal touches like these make customers feel seen and appreciated, encouraging them to choose you over competitors.

This level of attention can also drive word-of-mouth referrals, as satisfied customers are likely to share their positive experiences. In an age of automation, going the extra mile with personalised service sets you apart, creating loyal, long-term customers who advocate for your business.

# DAVID & GAYNOR RAMSDEN



*WE HELP YOU...*

**Communicate** Your Brand!  
**Connect** You With The Right People  
**Convert** Them Raving Loyal Fans

## *CONTACT*

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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

## *SO WHAT NOW?*

We hope you loved all the ideas and have already started to implement some of the ideas already

## *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 business

You can connect with us on whatsapp or book a power hour with us on [this link](#)



[https://www.instagram.com/twomarketing\\_/](https://www.instagram.com/twomarketing_/)



<https://www.linkedin.com/company/twomarketinguk/>

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# Checklist

Pick from the list below and decide which you're going to try

- |                          |  |                          |                                 |
|--------------------------|--|--------------------------|---------------------------------|
| <input type="checkbox"/> | <i>Create Your Brand</i>                     | <input type="checkbox"/> | <i>Build A Database</i>         |
| <input type="checkbox"/> | <i>Define Your Ideal Customer</i>            | <input type="checkbox"/> | <i>Email Marketing</i>          |
| <input type="checkbox"/> | <i>Collaborate, Collaborate, Collaborate</i> | <input type="checkbox"/> | <i>Customer Reviews</i>         |
| <input type="checkbox"/> | <i>Create A Customer Referral Programme</i>  | <input type="checkbox"/> | <i>SEO Optimisation</i>         |
| <input type="checkbox"/> | <i>Have A Loyalty Scheme</i>                 | <input type="checkbox"/> | <i>Company Brand and Image</i>  |
| <input type="checkbox"/> | <i>SMS Messaging</i>                         | <input type="checkbox"/> | <i>Exhibitions</i>              |
| <input type="checkbox"/> | <i>Tell Stories</i>                          | <input type="checkbox"/> | <i>1-2-1's</i>                  |
| <input type="checkbox"/> | <i>Social Media</i>                          | <input type="checkbox"/> | <i>Send A Newsletter</i>        |
| <input type="checkbox"/> | <i>Social Media Ad's</i>                     | <input type="checkbox"/> | <i>Door Drop &amp; Leaflets</i> |
| <input type="checkbox"/> | <i>Get Out &amp; Talk To People</i>          | <input type="checkbox"/> | <i>Start A Blog or Vlog</i>     |
| <input type="checkbox"/> | <i>Use LinkedIn</i>                          | <input type="checkbox"/> | <i>Sponsor Local Events</i>     |
| <input type="checkbox"/> | <i>Claim Your Google Business Profile</i>    | <input type="checkbox"/> | <i>Partner With Influencers</i> |
| <input type="checkbox"/> | <i>Advertising</i>                           | <input type="checkbox"/> | <i>Run Competitions</i>         |
| <input type="checkbox"/> | <i>Printed Media</i>                         |                          |                                 |
| <input type="checkbox"/> | <i>Bonus</i>                                 |                          |                                 |