

**15 things you can
implement FREE TODAY
that WILL help you
grow your business**

Tracy Irwin

15 things you can implement FREE TODAY that WILL help you grow your business

- 1 Use your premises as a promotional board. Put offers and posters in the windows for passing trade. Inside remind clients of the benefits of all your products/services. Make your premises really visible and not only could it get you noticed it could turn it into a PR story.
- 2 over deliver. People remember how you make them feel by doing random acts of kindness and going the extra mile people are going to remember you.
- 3 Data capture at every opportunity. Have multiple opt-ins on your website, offer freebies to gain postal addresses. If you are a store ask if they would like their receipt emailing to them and then add them to your list.
- 4 Set up auto responders campaigns (emails that go out automatically) once you've captured an email address. These will make sure you stay in the mind of your new contact while you carry on running your business till they are ready to become a customer.

5 Set up a client referral scheme where both the new client and the person referring them to you reap a reward. Sky did this very effectively with the M&S vouchers for bringing a friend on-board. You can extend this to your staff but remember cash based commission is taxable.

6 Ask for Customer feedback on a regular basis. Don't wait for problems to occur with customers before asking what's wrong, keep in regular contact and ask for feedback on ways you could improve your service. This could just give you that nugget you needed to propel your business to the next level.

7 Get video testimonials. Ask clients why they chose you, why they like working with you and what makes you different. Then send these videos out to warm leads and share them on social media – what other people say about you is 100x better than what you can say about yourself.

8 Build relationships over social media. Don't just promote your business on social media, people will turn off to your posts. Take time to nurture relationships on your chosen platforms (the one's where your customers are – but that's a whole other blog!) – it's called social for a reason.

9

Create a Premium product. don't just have one level of service. It is best to have 3 levels as the majority will go for the middle one. Think about Starbucks and their 3 sizes of cups, most go for the middle one where if there were only 2 most would go for the smaller one. It is also proven that 20% of your customers will spend more money with you if you give them the chance, so give them that chance.

10

Partner with other businesses. Choose a business sector that has the similar clients to you and agree to promote to each other's list. This gives you instant access to new leads. Make sure the business you choose to work with is worthy of you promoting them to your list though as any bad service could be a reflection on you.

11

Update your email signature. Make sure your email signature has a list of your products/services, any awards your company has won and your USP (Category of one). This establishes credibility when corresponding with new leads and reminds people of everything you can offer them.

12

Have a strict strategy for answering the phone. This might sound simple, however, this is extremely important. This is often the first contact people have with your business and first impressions matter. Make sure that whoever rings into your company goes away feeling looked after and that you cared (this includes your answering machine message when you're not available).

13

Start a blog. Write about relevant things that happen in your industry, give away advice that helps prove you to be an expert in your field. Never sell in your blog, however, you can capture data to add to your list.

14

Publish a monthly online newsletter (off line newsletters are even better but I promised no cost in this blog!) and share over social media. You will create a loyal following of people and retain customers much more effectively.

15

Segment your data base and email on behaviour. Sending a mass email to everyone is the quickest way to get "unsubscribes". If you target your emails to specific demographics and purchase behaviour you will get much higher open rates and less people leaving your list as they will see everything you send them as relevant.