

# Get More Customers

6 Things to do (Digitally)



**Who are your best  
customers?**

# Define your target audience?

# 01

- Age, Gender, Hobbies, Job, location etc.
- Identify Motivation(s)
- What are they reading, watching...listening
- Who do they buy from?
- Make an educated Hypothesis

- **MARKET to THEM**

**What do you do better than anyone else?**

**PRICE**

**SPEED**

**QUALITY**

# Look at Competition

# 02

- Who is your (company, product line) competition?
- Who is your competition online?
- What are they good at?

• **MARKET YOUR DIFFERENTIATOR**

# **We CARE what people think about us**

**According to " INC" 84% people trust online reviews as much as Friends.... AND... 91% of people regularly or occasionally read online reviews.**

**According to "brightlocal" - 86% of consumers read reviews for local businesses**

# What do people think about you?

# 03

- **Identify Review Sites for your industry**
  - **Monitor Reviews**
  - **Make it Easy to give you a positive review**
- 
- **MARKET your Positive Review (s)**

# Use popular platforms

**AMAZON**

**FACEBOOK**

**DOORDASH**



# Jump on the wagon

# 04

- What platforms have a similar audience than your product?
  - OR what platforms create a subset audience that fits your product?
- 
- **MARKET** your differentiator to your target audience on your platforms.

# 05

## Get Found

- **Google (console, mybusiness)**
- **Bing (bingplaces.com/**
- **Local Business Directories (Yelp, InfoUSA, CitySearch, Manta)**
- **Market (List) your business in (pertinent) directory**

# BE Social

## 1. FOCUS ON YOUR CUSTOMERS

Build your social content around your customers and there motivation

## 2. BUILD A STORY

Storytelling is one of the most powerful marketing tools.

# Try to be Social

06

- Check out Trends
  - Create videos or Articles from trends
  - Pick your platforms wisely
- 
- **POST** regularly but meaningfully

# thank you.

Contact Cynthia if you need help.

