Get More Customers

6 Things to do (Digitally)



Who are your best customers?

Define your target audience?



- 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?



Look at Competition



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

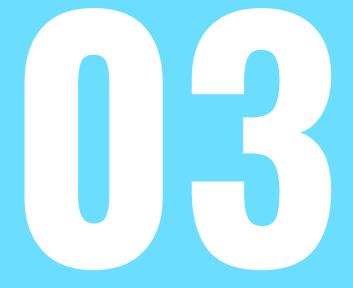
MARKET YOUR DIFFERENTIATOR

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

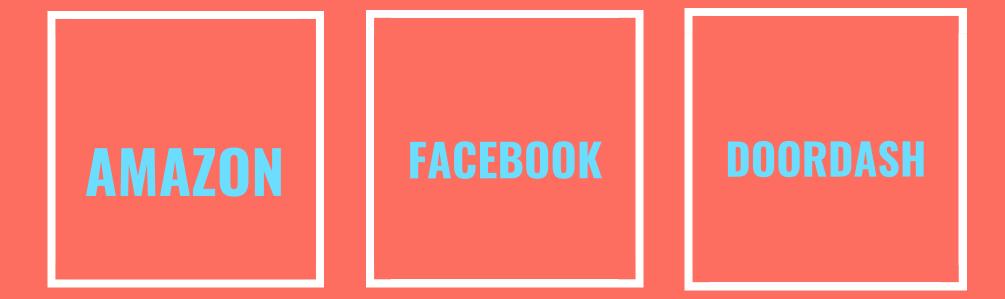
What do people think about you?



- 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



Jump on the wagon



- 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.



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



- 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.