

5 STEPS TO GET MORE CUSTOMERS

BUSINESS FREEDOM SERIES

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Five steps to getting more customers:

1. Define your offer
2. Define your target market
3. Communication tools
4. Promotion strategies
5. Leverage existing customers

Define Your Offer

The first step to getting customers is an offer that connects. Your first task on this journey is to define your offer. By that I mean your legendary brand offering that stands out clearly to the customer you desire to acquire.

If you have several products and services that are very different from each other, I would suggest that you carry out the exercises in this book for each product/service.

Examples of good offers:

- Emeka Nobis: I will coach you to become an exceptional thought leader in your industry.
- Nick Loper: I'm an online entrepreneur and lifelong student in the game of business. It's all about the side hustle! I want to help entrepreneurs launch their businesses or take their side hustles to the next level. Won't you join me in the adventure?
- Printivo: Online print shop

These examples clearly communicate what each brand is offering. Let's call those their headlines.

However, they go on to describe their offer in more detail. The lesson here is to distill your offer into its simplest form so that anyone can understand immediately what you're selling.

A great offer identifies the problem you're trying to solve and communicates the value you are offering your customers clearly.

There should be no ambiguity about what you do or why your widget is the best widget available.

Task: Define Your Offer

Headline:

Long Description:

Tools:

If you're feeling stuck, try using this simple formula to get started:

I serve..... (target audience)
who want to (describe the problem or pain point)
by..... (your product or service)
Your promise..... (a statement of the result they will achieve by using your product or service"

Example:

I serve women entrepreneurs (**target audience**) who want to build a business that doesn't run their lives and provides adequate income for their desired lifestyle (**problem or pain point**) by helping them create processes and templates that make their business more efficient (**product/service**). I help you develop processes that make it easier to delegate, templates that cut down the time you spend on key tasks in your business and ultimately help you create a profitable business that provides the lifestyle you desire (**promise**).

Define Your Target Market

Our next task is to define your target market.

Who is the ideal user of your service or product? How old are they? Where are they located?

To drill down and get this right you must create a persona for your ideal client.

Give her/him a name, describe what they like to do. Is he/she single? Does he or she have a job? What kind of job? Does he or she have children?

The more detailed you can be, the easier it is to reach your ideal client and sell to them.

Here's an example of a persona:

“Ade is 26 years old, she's been married for 1 year and has a job at a media agency. She and her husband live in a 2 bedroom flat in Surulere. They share one car. Her husband drops her off and picks her up from work daily. When he's not able to she takes public transport. She has an Android low end smartphone. She uses her phone to stay in touch with friends through social media and instant messaging services.”

Task: Define Your Target Market

Describe your ideal customer:

Note: If you serve multiple segments, you will need to create a persona for each customer group.

Tools:

See below some persona characteristics to help you along. This list is by no means exhaustive. They are meant as a guide to get you thinking about various aspects of your target customer's life.

- Gender
- Age
- Income bracket
- Marital status
- Children
- Employed, Self Employed or Student
- What are their interests/hobbies
- Where do they get their information
- Do they own a mobile phone
- Where do they live
- Where do they shop
- Where do they hang out

For business customers, you may also consider these characteristics:

- Type of business
- Number of employees
- Revenue bracket
- Location
- Decision making process

Visual Communication

By now you have a compelling offer and you have clearly identified your ideal customer.

Now, we will tackle how you communicate with them.

Your communications materials **MUST** consist of two key elements: Compelling copy and eye-catching images.

Compelling copy : The words in your advert, online banner or social media post must capture the imagination of the viewer. They must show that you understand their pain and that your solution will fix that problem for them.

Copy writing is not for everyone and you may prefer to outsource this to an experienced copywriter. Whether you do it yourself or outsource, try different versions till you find the one that gets the most response.

Look at examples of adverts that have caught your attention and learn from them. What about those words made you want to know more or even buy the product?

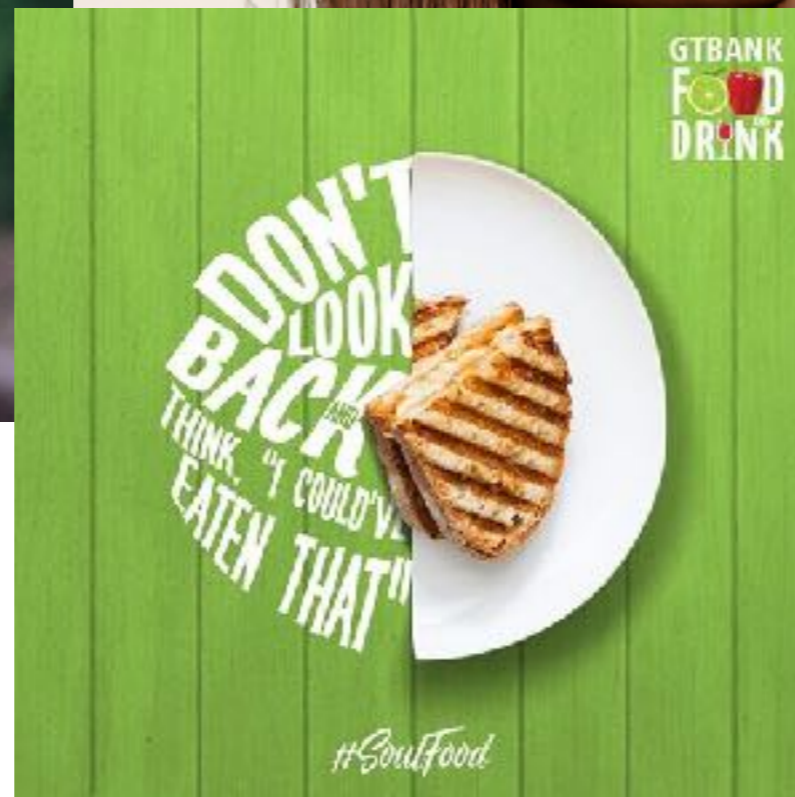
Eye-catching images : Images can convey a lot without words. Good quality images project your brand as professional and trustworthy.

If you're offering a personal service such as coaching, a high quality image of yourself looking 'coach-like' will create trust. People looking at your website or social media platform must feel that, too.

Pick a colour scheme and font for your brand so that your images have a consistent look and feel. You want your customers to easily recognise your brand when they see it.

Task: Create a social media post

Here are some examples to inspire you. See next page for free tools you can use to create any of these.



Tools:

There are many tools, online and desktop, available to help you create stunning images for your communication needs. Here are some I would recommend but you can use any tool that you feel comfortable with. The free versions of these tools provide more than enough functionality for small business needs.

Online Tools

These online tools offer both a free and premium version. They are online design platforms with very easy-to-use drag and drop functionality and hundreds of templates for most design needs.

- [Canva](#)
- [PicMonkey](#)

Phone Apps

Available on Android and iOS. These phone apps are great for creating quote images or adding text to images you have captured with your phone.

- WordSwag
- Typorama

Desktop Tools

These can be downloaded and installed on your personal computer. You need a little more know-how on design software to be able to use these.

- [Gimp](#)
- [Paint.Net](#)

Promotion Strategies

Now we move on to some specific strategies for getting your target market to see this offer.

1. Identify local businesses that serve the same market segments.

You want to find businesses that sell complimentary products and not direct competitors. For example if you sell shoes, you can collaborate with a clothing store. They can introduce your line of shoes to their existing customers in their newsletter or social media posts.

2. Speak at industry events

Look out for opportunities to speak at events where your target customers will be attending. Be prepared to speak for free. Your goal is to get your name out so your target customer knows you exist. You also get the chance to network with them at these kind of event, giving you an opportunity for data collection. Once you have their contact details, you can send them compelling offers and convert them to paying customers.

3. Offer free trials

A lot of subscription sites use this model. They allow you sign up for a free trial with the option to move to a paid service on expiry of the service. The free trial offer is a great one because it allows your customer to see that your product is a great fit for their requirements. And you know the people that stay on for the paid service are the right fit.

4. Create special offers

Special offers allow people to purchase your product/service at a discounted rate. This can be an early bird sign up offer or a seasonal offers.

5. Advertising

The key to advertising is to make sure you're getting returns for your spend. Digital advertising is easy to track and you can easily set up different offers and track their performance.

Traditional advertising also has its place depending on your product and target market. This route is more expensive than digital media and your choice would depend on your available budget.

Task: Create your promotion plan

Key Channels:

Select the channels that are relevant to your audience

- | | |
|--|---|
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Joint Venture / Partnerships |
| <input type="checkbox"/> Online Advertising | <input type="checkbox"/> Events |
| <input type="checkbox"/> Offline Advertising | <input type="checkbox"/> Email |
| <input type="checkbox"/> Direct Marketing/Personal Selling | <input type="checkbox"/> PR |

Duration:

For the purpose of this exercise, we're going to create a 3 month plan. You can easily extend this into an annual plan by adding more columns.

Example

	Month 1	Month 2	Month 3
Online Advertising	Update website	Place Google Ads to promote product on website	Create holiday themed ads and replace the google ad banners
Social Media	Run Facebook campaign to drive sign ups for newsletter	Launch Instagram handle and run 20% off promo	Promote industry conference on Facebook and Instagram
Events	Speak at Sample Workshop		Participate as an Exhibitor at Industry conference.

Tools:

Decide on a budget, select the channels that are relevant to your audience and create a three month promotional plan for your business. Try to stick with 4 channels when you begin so you can be effective and get the most value for your budget.

	Month 1	Month 2	Month 3

Leverage Existing Customers

We've talked a lot about getting new customers in the earlier sections Now we're concentrating on the customer you already have.

Give great service

Whatever product or service you're providing, a great customer experience will speak volumes. You must ensure that you're delivering top notch service.

When things fail as they inevitably will, step up, apologise and make it up to your customer. An unhappy customer will tell anyone who cares to listen.

Get to know your customers

This can be done through physical focus groups or online questionnaires. Ask your customers what they read, where they go for fun, how they shop and any other question that gives you an insight into their lives.

The more you know about your customers, the better you can target offers that will appeal to them.

Ask for referrals

When you have delivered top notch service to your customer, don't be afraid to ask them for referrals. Make it easy for them to give you referrals.

Make sure that your content is easily shareable and that you have an easy to complete referral form on your platform.

Ask for feedback

You should ask current customers for feedback on your products/services. Knowing what is working and what is not is like gold dust to your business.

Learning of customer dissatisfaction early allows you to course correct quickly and avoid losing customers.

Existing customers are worth 10 times as much as a prospect. Treat them well and they will be evangelists for your business.

Task: Create your customer retention plan

List some ways you can keep your existing customers below:

Send a note within 7 days of making a sale

Send birthday greetings

Send holiday greetings - Mother's Day, Christmas, Valentines etc.

Tools:

You can track your customer data in a simple spreadsheet. Make sure you capture their full name and title, birthday, location, and other information that is relevant to your business. If you use Gmail, try Google Contacts for an easy to use basic CRM.

The more you know about your customer, the better you can serve them.

If you would like to automate your customer relationship management, there are hundreds of CRM tools available in the market. The ones listed below offer a free version for small businesses, limited either by number of users or available features. These are mostly sufficient for the requirements of a small business.

HubSpot

The great thing about HubSpot's offer is that it's totally free. They do offer other paid products that integrate with their CRM, but the free CRM is a great tool to track your customers and prospects.

Zoho CRM

Zoho offers its full feature set for free for up to 10 users. If you need more than 10 people in your organisation, you'll have to pay for it.

Join me on the Business Freedom Facebook Group for more on business processes that help you work more efficiently and increases your income.

Look forward to your continued success.

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