



## **15 Low Cost ways to Attract more Customers**

1. Establish measurable lead generation goals. Have specific financial and activity targets. Target profiling exercise. Understand where you make your money. 80/20 rule. Where is your expertise?
2. Offer website content that delivers value to buyers to make an informed decision. Don't tell them how great you are. Talk results. Start using your database in a permission marketing campaign. Preach to the unconverted. The money is in the list.
3. Source relevant case studies and testimonials. Use them in a PR effort.
4. Follow up on leads within 24 hours. Response rates diminish by 50% if you wait just 48 hours and 90% if you wait a week.
5. Remove pressure. Stop selling and become a problem solver. Motivate buyers through information such as help, solutions, advice, support, assurances, guarantees, creative ideas or samples.
6. Use quality direct mail as it cannot go in the spam bin and does not suffer from format restrictions. Offer a demo, information pack or compelling introductory offer. Follow up with a phone call. Your goal maybe to get people to ask for more information, not to close a sale. Maybe use a postcard format. Consider envelopes and gifts.
7. Invite prospects to an event. Hold a seminar with a JVP or reverse seminar with an existing client.
8. Get a joint venture partner!
9. Get an online presence with social media. Follow the people you would like to connect with.
10. Position yourself as the expert in your field to your client. Public speaking, article marketing etc
11. Hold review meetings with your top 10 clients. Ask for referrals, testimonials and what other products and services they would like to source from you. Where can you upsell or cross sell?
12. Find out what outstanding service looks like and deliver it to achieve referrals. Then thank people for their recommendations. You are 7 times more likely to close a referral!
13. Start using client questionnaires and use the data in your marketing.
14. Understand the business your in and be able to deliver an 'Elevator pitch'.
15. Put time aside for marketing every week, at least an hour. Become a multi level marketing machine. You should have between 6 to 10 routes to market at any one time. Test, test, test.

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