

10 PROVEN WAYS TO GET MORE CUSTOMERS

WITHOUT SPENDING ANY MONEY.



Introduction

As a business owner, navigating the intricacies of marketing can be a daunting task, especially when it comes to acquiring customers.

In this eBook, we've curated 10 diverse strategies to help you gain customers without breaking the bank.



1. Be Creative

Never underestimate the effect of an aesthetically pleasing product. Whether you're offering a product or a service, aim to provide an unforgettable experience. Don't worry; we're not talking about big, bank-breaking ideas. Small gestures like a handwritten note or thoughtful packaging can go a long way. The notes can say "thank you" or a sweet message to brighten their day. For service-oriented businesses, consider creating unique experiences such as personalized celebrations for customers.



2. Word of Mouth



Charity does begin at home. Leverage the power of personal recommendations, and your business will experience a boost. Did you know that word of mouth has been proven to be an effective way to gain more customers? According to Word of Mouth Marketing Trends 2023, 64% of marketers agree that word-of-mouth is the most effective form of marketing. Most marketers (83%) use word-of-mouth marketing because it increases brand awareness. 43% of marketers use word-of-mouth marketing to increase sales. Lastly, word of mouth marketing brings in 5 times more sales than paid media. Awesome, right?

3. Get Free Publicity

You'd be surprised to learn that not every publication is paid for. There are blogs with a lot of traffic and a wide audience looking for content, and they'll be more than glad to promote your business since that means content for them. Look out for such platforms and consider offering free items in exchange for promotional coverage.



4. Video Marketing

Embrace the rise of video content on platforms like TikTok and Instagram. All you need is a tripod, a thinking hat, and excellent presentation skills. Creating fun and exciting videos for your audience is a sure way to sell in a creative way and can make a significant impact for your business.



5. Encourage Referrals & Recommendation

Turn your existing customers into passionate advocates for your business, especially as recommendations from trusted sources often lead to increased patronage. Encourage them to share positive reviews and testimonials as it is one of the most potent ways to influence new prospects about the value of doing business with you. It's better to have strangers singing your praise than you. However, you could be waiting a long time if you're waiting for your customers to refer your business to their friends and family so you can motivate them by introducing referral codes, discounts, and other incentives such as "bring a friend" deals. Since they already enjoy doing business with you, they will be glad to introduce you to others.



6. Social Media

Harness the power of top social media platforms like Facebook, Instagram, Twitter, and especially WhatsApp. Ensure to consistently share real-life photos of your products, actively engage with customers, and respond promptly to enquiries. Utilize WhatsApp for additional reach and encourage friends to feature your business on their statuses for increased visibility.



7. Exhibit at Events & Trade Fairs

Take advantage of trade fairs and events! Never fail to participate in legitimate ones to meet customers actively seeking products or services. Exhibitions provide a tangible platform for potential customers to engage with your business.



8. Networking



Networking at events is invaluable, particularly for businesses targeting other businesses. Build relationships with prospects and secure speaking engagements to showcase and advertise your business to a larger audience. You may also meet a business that wishes to partner with you. Step out of your comfort zone, network, and exchange business cards to broaden your reach.



9. Email Marketing

Did you know that of all the marketing techniques available, email is a form of communication that has been adopted around the world? According to webfx.com, by 2024, 4.5 billion people around the world are expected to use email. And currently, 92% of adults that have access to the Internet use email – 61% of them using it every day. Additionally, when it comes to communicating with brands through other channels like social or SMS vs. email marketing, 74% of users say email is their preferred form of communication. This proves that email is a sure way to reach your audience. Build your database and keep your customers updated about your business. Keep them engaged by using polls, videos, gifs, or photos and use as lead generation, as conversions have been proven to be high with email marketing.



10. Partner with Other Businesses



Explore connecting with a complementary business to promote your business. Your partner can help with more visibility for your business to their audience and vice-versa; it's a win-win situation. For example, if you sell cooked food, consider partnering with a business selling drinks and set up strategies to get more customers.



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