

Merchant account review team

This is in regards to additional information enquiry.

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Could you please explain more deeply your business model?

How does the customer acquisition channel work for you?

You can also initiate a chat with our support and provide your answer.

Thank you “

My business is Facebook(Meta) marketing agency. My client base tends to be small business owners, affiliate, ecom store owners who are looking to run ads. Service I provide is create, optimise and manage their ads.

Currently most effective customer acquisition channel is word of mouth and sharing helpful advice and content on various social media groups (that are related to my industry). So this would be answering questions and giving helpful tips in regards to facebook ads.

A form of content marketing - but not exactly. Relationship building would be more precise.

Usually this is first point of contact and then we set up free 30 minute call with a potential client. We go over their current advertisements, their store and define their needs.

If this is a good fit, they become a customer.

<https://bm-guys.com/booking.html> <- call booking form

We also get customers through website and facebook chat. Since we try to keep everything informal to make our customers feel that they are not just another client and keep the mood informal.

Hopefully this helps.