**Effective steps to grow your Clientele and Business**

Market your business by building a social brand. Creating a Facebook page is a good way to start, come up with a unique logo that will connect to your clients and will make them feel familiarized with your company. Create a blog to establish your credibility as a software/web developer, share your work and exchange ideas with other software developers and web designers.

You must learn to develop a strong portfolio and market yourself at the same time, involve yourself and your company in meetings and conferences. Discuss interests, learn from each other’s work and share ideas. Advertise yourself by getting involved in local events, handing out business cards, flyers, brochures, pamphlets, etc.

Get recommendations, reviews, referrals, from your past customers and friends and colleagues. Get your company involved with free open source projects and regularly involve in helping in good causes and helping non-profit organizations. Make someone’s day, sometimes when we give an act of kindness we might not get profits, but you are definitely making a difference in someone’s life. This will aid to help your credibility and eventually boost your clientele.

It is a good idea to Write an eBook and give it away free in exchange for recommendations or sell it and gain customers while at it. Have a guestbook on your website or web application will let people sign in and write something that would get the people’s attention

Have a LinkedIn profile up to date, making sure that you connect with every person possible and share your work as well. This will expand your chances of landing a job, and will strengthen your online portfolio, build your credibility as a business owner and gain more popularity. Find clients that will prosper and benefit from your services. Use twitter search and other known social networks as tools to help you find potential customers that need your services.

Put your services into production. This will create revenue and generate clients, this comes to happen by offering your services in packages that would match the client’s needs and fit their budgets.

Find a coworker, work together to achieve goals easier. Be open to offering information, ideas, feedback, and thoughts on helping each other to reach a mutual goal, that way you will get referrals and people will notice your work ethic.

Tailor your services by developing a content management system, and most importantly market your business and yourself as well. Make sure people get to know your business in depth, doing this will build you a customer base. Develop your own presentation to get even more customers and feature how your company’s tools can help improve their work and needs.

Become known by speaking out and making yourself known in conferences that relate to your industry, speak abroad about your skills, experience and your expertise. Create your unique brand with creative business cards, this will give an impression at firsthand and give quality to your brand

Agencies and non-competing companies will support you if you offer your services as an extension for their business. Using a Customer relationship management will help you collect, store and analyze your company’s data and will help you open doors to new opportunities and even generate more sales.

In order to grow your clientele you should grow your business as well. Starting a sales funnel is a great way to automate, scale and grow your business quickly; this might sound a little off topic, but nevertheless this is an opportunity that can turn an unknown business into a multimillion dollar company.

Relying on a Customer management system helps you scale quickly and manage customers in an easy manner. The steps to grow a business are many, but following the right steps and making decisions that will benefit your business and clientele as a whole is what will turn your business around.

To start off very easy, you need to research your competition online and offline, you need to uncover their advertising strategy. Uncover what makes them different from other competitor’s, research deeply on their websites and products that match their company’s criteria.

Analyze and identify new business opportunities, research demographics and distribution from your competitors, aim towards foreign markets and industries that will support your business.

Develop a customer loyalty program, sell a product that will fit the customer’s needs and make it a reasonable price, this will help you to retain current customers and bring new customers as well.

Strategically partnering with the right company can make a big difference to your business and its clientele. Promote, sell and license your products. Whether you license with others or by yourself to share the revenue, this can bring a successful product and help you achieve a large market.

Expand your business internationally, this can be a quick way to grow, and the potential profits could be massive. Try to expand your business by diversifying and identifying new opportunities within your niche. Build passive income streams, this will keep you in business and provide a basis to grow, market and scale quickly with amplified resources.

Create a webinar, come up with a catchy way to promote your services and products and marketing them while reaching a wider audience, this is a great tool to captivate people’s mind into trying, and eventually using your business’ tools.

Business Alliance with a similar type of business can open doors to becoming a more powerful and extending business. Franchising your business will bring more success and people will have a vast interest in your work, advertising and marketing with your business. Partner with agencies and other companies, built partnerships and lasting relationships. Run business ads in Facebook and Google.

Diversifying is a perfect growth starter, it will allow you to have multiple streams of income, increase sales and bring more profit. Market with different targets in mind offering multiple revenue.

Have the federal government in mind, the government is the biggest buyer of goods and services worldwide, and working with them will help your business determine the types of contracts available and help you to expand globally, that way you won’t necessarily need another business.

Expand your business over the internet and build your online presence. Having your website found in search engine results holds around 80% off internet traffic, this way makes visiting your website vital. Design and development are important, but it is your website’s content that will draw people and popularity into it.

Whether you have a new or ongoing business you need financing. These tools, as well as the information can provide your current business with lenders that can finance your business. If you are just starting a business, and have little or no money at all, it is better if you follow certain steps to reach higher goals in the industry. Bill your products faster, this will count as half of your assets; do not send an invoice, bill as fast as you can.

Keep your marketing message simple, figure out what it is that your business does that is bringing money and customers in, then afterwards eliminate anything that doesn’t serve a purpose.

Make your employees find a better way to do tasks, not multitasking; it is just like saying work smarter not harder. Be dependable on your team to work faster and reward your employees for meeting deadlines and making profits.

Find a way to connect with journalists and bloggers who are searching people with expertise in your industry. Make sure you create content that is original and people can connect to and remember.

Spend time where your audience spends time on the web, become a trusted advisor, and find their likings. Advertise offers, promotions, etc. in your email footers, invoices and letter signatures. Get supporters to refer you and gain clientele to build your business. Send handwritten thank you cards, this will go a long way. Your customers will take notice and appreciate the time that you personally spent to thank them.

In order to retain current customers, you must become a problem solver, and learn and remember your customer’s names, show them you care and are willing to work with them at any time. Offer a customer rewards program, this will definitely bring in your customers coming back to you and not go towards the more expensive competition.

Hiring employees is a tricky investment, which is why you have to make sure that you hire the right person for the job, and not just the first person that comes to mind. Build a team of volunteer beta testers to test anything new that you have designed, this will help on the long run to make your design better by fixing errors and bug, eventually making your app better.

You must ensure that your business has a clear project vision. Give back to your customers and viewers, this should be valuable to the recipient, but free from you. Keep in touch with your clients, talk and listen to them. They have a lot to share with you and this will make great business to customer relationships in future jobs.

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