

Title:

3 Effective Tactics Every Business Should Implement

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543

Summary:

Do you remember your first day as a business owner? You were probably just like the rest of us... pretty darned happy and bit on the proud side.

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Article Body:

Do you remember your first day as a business owner? You were probably just like the rest of us... pretty darned happy and bit on the proud side. Yeah, back then we thought we could conquer the world. Now we're too busy conquering our own little corner of the world to pay a lot of attention to the rest of the world... unless it's to learn a few tips from successful marketers just like us who have made it big. Tips just like these... that will apply to every market - regardless of the product or service - are a great motivators to try something new. Yeah, you never know when the next idea will be worth a million dollars!

1. Create a Special Offer

A special offer is exactly that... an offer that is special. Normally, customers would not be able to purchase this product or combination of products, and once the products are gone... sorry!

You don't have to go out and order a bunch of new products to put together a special offer. It don't take a whole lot... just use what you've got. Grab a few items that are related, group them together, discount the price, and your customers will be excited to be getting a good deal. Think about it from your standpoint... you've sold three or four items rather than one. Yeah, combination offers are winning deals for everyone!

2. Address the Small Customer Groups

Niche markets are everywhere, right under your nose! Within the customer audience that you serve right now are groups of people who share common traits. Think about it... maybe you have a group who speaks Spanish, a group of teens, and a group of middle class family men and women.

Evaluate these classes of people, and discover the unique needs and desires they

share. That will set you up to customize your advertising campaign directly to them. It's not hard to take your current ads, and make a few changes to adjust to the niches. They'll be impressed that you understand THEM, and the increase in your profits will be the best thanks you can get.

3. Set Up a Winning Referral Program

Successful marketers develop the ability to turn their customers into advocates. Often, they don't even have to directly ask customers to refer them to others. Their willingness to go the extra wins customer loyalty and support. Naturally, satisfied customers refer their friends and family to the place that will take good care of them.

Quality service and is the first step toward referrals, but you can easily take it one step further. Studies show that every satisfied customer tells three people about you. What would happen with a little incentive added to the picture? Yeah, a lot more. Give customers who refer friends a thank you - whether it's a discount, special gift item, or a simple thank you card - and watch the referrals spiral!

You can get two birds with one stone by implimenting customer surveys. A few quick questions about what the customer does and doesn't like about your product, followed by a request for the names and addresses of friends and family who would benefit from the product, and you're all set to go with the contact information of a prospective customer!