

Three Ways to Earn New Business Quickly

Searching well on Google is one of the most cost-effective ways for shops to earn business, but it doesn't happen overnight. Here are three ways to earn business while you're waiting for your new website to "take hold" and generate results for your shop.



Ask for Referrals

Personal recommendations are a powerful and effective form of marketing. If you've got a happy customer in your shop, the best thing you can do to earn more business quickly is to ask them to refer their friends and co-workers.

To enhance the likelihood of a referral, provide them with a high-value coupon that is only provided to new referrals. If each one is individually numbered, you can even track which customers are providing referrals!



Grow Local Awareness

One challenge for small businesses is just getting the word out that you exist. And while marketing services will happily fill mailboxes with your flyers, nearly all of those will go immediately into the trash.

Instead of mass marketing, try to find ways to stand out. Sponsor local events, and make sure your logo makes it onto flyers and T-shirts. Ask nearby businesses if you can leave some coupons in the customer area. And above all, make sure you have a visible sign if you're on a high-traffic road!



Declare Your Differentiator

While new people do move into town, most of your new customers will come from other nearby shops. In order to earn these customers, you need to give them a reason to leave their current shop and use yours.

You need a differentiator - something about your shop that's better than any other shop in town. When customers see anything about your shop, they need to learn why you're better than their current shop. Make sure to deliver on that promise!

Give them quality. That's the best kind of advertising in the world.

Milton Hershey

