

7 Ways to Grow Your Business: Generate More Leads

Tailor your marketing to the right people to attract more customers

<p>Develop business collateral:</p> <ul style="list-style-type: none"> • Business cards • Email signatures • Brochures • Product catalogues • Effective product packaging • Promotional items • Branded team uniforms • Storybook • Educational eBooks • Infographics & other relevant print media 	<p>Review website effectiveness:</p> <ul style="list-style-type: none"> • Enhance search engine optimisation (SEO) • Online 'pay per click' advertising • Online e-newsletter • Add email subscribe buttons • Review copy and calls to action • Develop or pay for blogs • Outsource social media management • Add social buttons to site • Publish newsletters on site • Delegate website management
<p>Review advertising channels:</p> <ul style="list-style-type: none"> • Premises signs • Billboards • Television advertising • Radio advertising • Cinema advertising • Magazine advertising • Newspaper advertising • Trade journal advertising • Advertise in school newsletters • Pay for website banner advertising • Window displays • Letterbox flyer drop 	<p>Marketing / PR Initiatives:</p> <ul style="list-style-type: none"> • Direct mail campaigns • Email campaigns • Regular social media posting • Joint venture / co-marketing campaigns • Create online forums • Telemarketing • Cold calling • Engage a PR company • Deliver press releases / gain media coverage • Develop a sponsorship programme • Host an open day • Interview industry influencers
<p>Referral networks:</p> <ul style="list-style-type: none"> • LinkedIn marketing • Surveys with incentives • Develop strategic alliances • Offer referral incentives • Host / beneficiary relationships • Register for Google My Business • Encourage clients to leave Google reviews 	<p>Host seminars and events:</p> <ul style="list-style-type: none"> • Fundraisers and events • Webinars • Seminars • Product launches <p>Attend networking events:</p> <ul style="list-style-type: none"> • Arrange a speaking spot • Participate / exhibit at trade shows
<p>Strategic:</p> <ul style="list-style-type: none"> • Engage distributor agents • Increase number of locations • Trade longer hours • Targeted marketing initiatives (e.g. target a group of franchisees) 	<p>Third party databases:</p> <ul style="list-style-type: none"> • Strategic partners • New company listings • Directories