



10 simple marketing tips to make a difference to your business.....

1. Customer service/build relationships – look after your existing customers. It is easier and far less expensive to keep a customer than it is to get a new one. How can you get more out of your existing clients?

2. Website - Make sure your website and social is relevant, up to date and working to attract and convert your customer.

3. Branding - Continuity is KEY. Ensure your logo, graphics and colours are the same wherever you are. This makes you more recognisable and memorable.

4. Educate every chance you get. Tell customers how you can solve their problems and the results that they will receive.

5. Share your customer reviews - If your customers have good things to say about you, make sure you let others know.

6. Email marketing – can be a great tool if used effectively, even with only 50 emails. Make sure your emails have a clear message and have value.

7. Network – Get out there! Shake some hands, join your local Business Chamber, sponsor the local footy team. You don't always have to think big when it comes to your marketing efforts.

8. Be Active, everywhere! You need to be active on several platforms such as Web, TV, Radio, Print, Social Media. If you are not investing in paid social media such as Facebook, Instagram, Twitter and LinkedIn, you should be.

9. Tell your story – ensure you have great assets such as powerful visuals to capture people's attention and connect emotionally.

10. Be unique in order to stand out from the crowd– what are your competitors doing and how can you do it better, smarter or more creatively? What can you offer that your competitors can't?

coastalmedia.com.au
Coffs Harbour (02) 6651 6666
Sydney (02) 9121 6261
production@coastalmedia.com.au

