



7 Ways to Grow Your Business:

Step 2 - 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 website• Publish newsletters on site• Delegate website management
<p>Review advertising channels:</p> <ul style="list-style-type: none">• Premises signs• Billboards• Television, radio & cinema advertising• Newspaper/magazine advertising• Trade journal advertising• Local newsletter 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



Referral networks: <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 customer to leave Google reviews	Host seminars and events: <ul style="list-style-type: none">• Fundraisers and events• Webinars• Seminars• Product launches Attend networking events: <ul style="list-style-type: none">• Arrange a speaking spot• Participate / exhibit at trade shows
Strategic: <ul style="list-style-type: none">• Engage distributor agents• Increase number of locations• Trade longer hours or flexible hours• Targeted marketing initiatives (e.g. target a group of franchisees)	Third party databases: <ul style="list-style-type: none">• Strategic partners• New company listings• Directories