

Grow your customer base fast

We as business people all agree that the customer is the most important part of any business, hell without the customer there is no business.

It is therefore a top priority in any business to look after your existing customers and look for new ones as well.

1. We believe that great customer service is the only thing that will set you above the rest.

It's not what you sell, it's never about the price, it's how you make the customer feel that will keep them coming back.

Just think about your favourite restaurant, why do you keep going back there, I am sure it's because of the way you are treated, the ambiance, the quality of the service and food. When you get this combination right, it's like magic. Customers will do the advertising for you, word of mouth one of the most powerful forms of advertising.

Your number of happy customers will increase monthly, and you will wonder why it took you so long to get it right. It's not difficult to give exceptional customer service. Because most companies are giving such bad service, I often wonder why they are in business in the first place.

So to grow a customer base rapidly, you need to provide **Exceptional SERVICE**.

Here is a link to 10 great customer service stories, it's a good way to get some ideas.

<https://www.helpscout.net/10-customer-service-stories/>

I can't emphasize this enough, that is why it's number one on my list.

2. Social media has changed the way we communicate with our customers, it helps us to communicate directly with an individual.

That way making them feel special. It allows our customer to inform us of their requirements so that we can respond without delay.

There is no quicker way to offer your customer something new and to get their feedback, which is also a key to the success of your business. Social media, like Facebook and Twitter being the two main platforms for day to day communication with customers. There are other platforms like LinkedIn and other networks, which are better for professional services such as consulting or finding a professional in a specific field that could help you.

I have added a link to a great article on 18 ways to communicate with customers on social media.

<http://www.marketingdonut.co.uk/blog/15/02/18-ways-to-talk-to-your-customers-on-social-media>

You will need to do some testing to see which of these platforms will work best for your type of business, but the great news is that you can do a lot of testing and even some of your advertising free on many of these platforms.

3 Take advantage of your strengths: You will often hear people talking about developing your weaknesses, and although that is true.

It is more often than not more beneficial to exploit your strengths, while improving your weaknesses.

When you are marketing on these social media platforms, it is very difficult to try everything at once. This can cost you a lot of money and time, it's far better to do a bit of research and figure out where most of your customers are (which platform are they busy on). Then target that platform with a series of small surveys, you want to communicate, get the conversation flowing, make friends.

If things aren't working change something, but everything needs to be tracked and that is the beauty of technology. You are able to track anything and everything, now you may think this is going to be a lot of work. But the truth is yes upfront it is, but it's like a one time thing, once it's all set up it will keep tracking for you.

Here is a link to great article on why focusing on your strengths is more beneficial to you.

<https://www.adventureassoc.com/focus-on-your-strengths-manage-your-weaknesses/>

4. Getting to know your customer in depth and personally is so much easier.

Everything on the media platforms can be monitored and saved into a data base.

Now you can grow your customer list, segregate them into groups of likes or dislikes. Are they single, married under 30 or over 60 years. It's quite amazing what information a customer that trusts you will tell you. If you are their friend and you only have their best interest at heart, I guarantee you that your business will grow beyond your wildest dreams.

You will know what they need before they do, you will know their spending habits and when it's their child's birthday.

It can also help you stand out from your competitors, something that Alice Boden understand. She's managing director of Bodice of Holt, which offers a home delivery service for fruit and vegetables. "We know our customers really well and know their preferences so we can tell them when certain things are coming - when they're in season and in stock. Our service is completely personalised to their needs."

Here is a link that gives you some ideas of what info to collect and analyse.

<http://www.businessnewsdaily.com/4890-customer-engagement-tips.html>

5. Another very important part of growing a business these days, is to have as many other business friends as possible. It always amazes me that people are so scared of competition.

You only need to fear competition if you give bad service. Now we don't mean that you go into business with your competition, we mean you find other businesses with synergy. Like a builder and a painter and a plumber and a electrician, they all have one thing in common, a new home being built.

They can also pass business onto each other from older homes that need maintenance. These types of business relationships and referrals are where you can get a lot of new customers. The key to the success of these relationships is the referral business, that being said, if you want others to refer you or your company, it's very important that you get to know them on a very personal level. Why would you refer someone you don't know, have no idea what their quality of service is like. It will only come back and bit you in the ass.

So don't expect others to refer you if you have not put in the effort or the time to get to know them and their service or offering.

Do not confuse networking with referrals, there are many people that go to network meetings and they try to sell to the people at the meeting. That is not the point of the meeting, the point of the network meeting is for you to get to meet other like minded business people, that one day may refer you to their customers.

Here is another great resource on why and how business networking can grow your business.

<http://amazingbusiness.com/top-9-benefits-of-business-networking/>

6. You need to scale your business before you get their.

Never think because you have just started a business, that other companies don't want to do business with you. They are all in business to make money. If you don't ask you don't get.

You need to get over the fear of approaching big companies, you are doing them a favour by going to see them. This is something I learned a long time ago, you need to realize that when you work in some form of arrangement with a large company, it's like they have an extra sales person they don't have to pay. It's the old saying you scratch my back and I will scratch yours.

The link below is a great article on how to scale using social media and other ways.

<https://www.entrepreneur.com/article/284913>

7. If you have made it a habit to track everything, you will know within a month or two where most of your customers are coming from.

You can then fine tune your marketing on that platform even more, to ensure you maximise your reach. After you have made different changes and tested what works best, you can then run your best marketing strategy for that platform. You then turn your focus to the second strongest customer platform and start the change and adjust process again. Once you are happy with the marketing campaigns you can scale up to increase the number of customers that interact with your business daily.

To make sure you are getting the most out of your marketing, this article will tell you the important things that you need to track. There are a lot of free software and tracking tools out there.

<https://www.shopify.com/guides/make-your-first-ecommerce-sale/web-analytics>

8. As we said earlier it is very important to take care of your existing customers.

It is far easier to get your existing customer to spend more, than to try convince a new customer you have the right solution for them.

That is not to say we don't pursue new customers. New customers are very important to the growth of your business. The problem that we find with most companies is that they neglect the old loyal customers, because they just figure they will always be there.

That is dangerous, just keep touching base with the old customers, like you would with an old friend. The old customers cost you almost nothing to keep them happy and coming back. But at the same time you market and pursue new customers, they will take a lot more time and effort to impress and please.

Here I have included a link for ways to retain and keep customers coming back.

<http://www.verticalresponse.com/blog/4-ways-to-retain-customers-and-keep-them-coming-back/>

9. As your business grows and your customer base becomes larger, you will find that customers will be coming from many different sources.

This is not a problem, it's actually great. Times have changed so much that, you will need to track more and more information every year.

By tracking more information each year, you will be able to see the shifts in customer types or buying habits as and when they happen. By doing this you will be able to adapt faster and provide the best possible service you can to your customers. That also means you will know what they want, you will be able to source it, and when they ask you will already have it.

Don't forget you need to think about taking your business online as well, it won't be long before everyone is buying online.