



Bluebell

Traditional Marketing

Give talks

Offer to give talks about your product or service when opportunities present themselves – *refer to Chapter 3 and Dianne's presentation to UA3.*

Free taster sessions

Put on a free taster session – *refer to Chapter 3 and Dianne's free Art Class session.*

Business CV

Showcase your business along the lines of a personal CV to include the experience of people involved, your business values and anything else you think would interest potential customers.

Business Cards

Obtain pre-start up business cards to use during your market research – *see Chapter 3.* Invest in well-made business cards once your branding is finalised.

Give out your business cards

Following positive customer feedback on the product or service you have provided ask "Do you know anyone else who you think would benefit from this service/would love our product, would you be willing to give them one of our business cards?". If the answer is "yes", provide them with some cards and thank them. You could also offer a small incentive for any referral which turns into a sale.

Networking

Consider joining a networking group – your local **Chamber of Commerce** is a good place to start.

Advertising boards

When working outside eg fitting new windows leave an "A" framed board or similar where passers-by can see your work and obtain your contact details. You could also leaflet drop surrounding properties – see flyers below.

Flyers/Brochures

Flyers and Brochures can be used to build your brand, promote a new product and much more. Consider adding a **QR Code** to provide more information to the customer regarding buying decisions. *Remember A.I.D.A – Chapter 4.*

Special offers, discounts and incentives

Keep your offer simple, brief, helpful and low-pressure rather than "salesy".



Special dates

It is worthwhile to plan for these and advertise your product or service early:

- Customer birthdays,
- Back-to-School,
- Christmas,
- Easter,
- Diwali,
- Mother's Day,
- Father's Day,
- Annual sporting events and many more.

*See Chapter 4 and the **Bluebell Events Calendar**.*

Customer testimonials

When a delighted customer sings your praises about the quality or value of your product or service, it says so much more than you can as the business owner. *See **Bluebell Tips** in Chapter 4.*

Emails

Put a hyperlink to your website on all emails.

Corporate workwear

See Chapter 1 and our electrician's story in Chapter 3.

Corporate and social responsibility

Showcase what you are doing in this area, eg my business donates £1.00 for every product sold to "**Plastic Oceans**" which is a non-profit organisation whose goal is to end plastic pollution in the sea. *You can add these items to your Mission Statement – See Chapter 1.*

Create your unique service offering

Create a service offering that outlines one or more service commitments that you aspire to and will uniquely define your service levels.

*See chapter 4 for **Service Tactics** and our electrician's advantageous selling point in Chapter 3.*

Participate in trade shows

Attending and participating in trade shows is a great way to get exposure for your business and provides networking opportunities for you.

Word of mouth

"People buy people" and if your customers like you they will talk to others about you and your business. Important to remember though, if they don't like you, they will tell even more people about you and your business – make your customers like you! *See chapter 4 and the **Importance of Outstanding Service** and **Making Customers Fans**.*

Make it personal

Adding a personal touch when communicating with your customers makes all the difference. Learn and remember things about your customers and use them in future conversations.

Press release

Do a good press release, one that is well-written, well-timed, and well-placed.



Newsletters

Send out a weekly or monthly Newsletter filling it with calls to action that lead your readers back to your website.

Loyalty schemes

Make your customers feel special and privileged by creating a Loyalty Programme.

Prize Draws

Prize promotions grab attention and attract interest.

Local events

Attending a local event enables you to have face-to-face discussions with your local customers. If a cause is being represented, consider giving a percentage of your profit to the cause.

Business directories

Register with free Business Directories. Do some research first to ensure that you choose reputable ones.

Local radio

Make enquiries about the cost of advertising on local radio it may be cheaper than you think.

Does your local radio have guest speaker slots? If so, you may want to apply.

Local Magazines

By advertising in a small local magazine, you have a better chance of being noticed.

