

**INCLUDES A 90 DAY  
PLAN FOR CUSTOMER  
ACQUISITION**

**99**

**STRATEGIES  
TO GET  
CUSTOMERS**

**You may have 99 problems,  
but getting your next  
customer won't be one**

**FLAVILLA FONGANG**

**THE AWARD-WINNING  
BRAND STRATEGIST**



# 99 Strategies to get customers

You may have 99 problems but getting your next customer won't be one!

**Flavilla Fongang**

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*For my mother, Julienne Ngassa, who  
taught me how to be wise and free.*

# Acknowledgements

Writing this book was a fantastic moment that I wish everyone to experience. After finishing it, I felt new, fulfilled, and like a gift from God to you. I'm already writing another book. These are lies! I wanted to die every day but knowing you are smiling or even laughing reading these words makes it all worth it. So, I'm glad I didn't give up.

I would like to thank my amazing design team and marketing team at 3 Colours Rule for supporting me in creating this book for you: Chinyere Okoroafo, Avni Lalji, Yasin Yousef, Zahra Siddiqui and Ogechi Joseph.

To my family and friends, thanks for your endless support.

Finally, I would like to thank you for choosing my book. I hope this book helps you achieve all your dreams.

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# Introduction:

## Read this FIRST before diving in

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As you are reading this book, know that I'm smiling, because I know at least one of these 99 strategies will help you thrive. I wrote this book as the United Kingdom was entering a recession as a result of COVID19. Many businesses have been negatively affected by COVID 19. 2020 will remain a year we wish we could forget, except for Zoom, Amazon, Netflix, and Disney. In situations like this, businesses and entrepreneurs would be well advised to work with a creative agency like my own, 3 Colours Rule, to help them strategically re-evaluate their marketing and sales activities. The dilemma, in most cases, is that companies have financial limitations. So, to support small businesses, marketers, and entrepreneurs unable to work with an agency, I launched my online branding and marketing programme to help them build their brand resilience. Naturally, on the back of that, I wrote this book as the perfect addition.

Many companies have failed, not because of the quality of their services and/or products, but because they aren't effectively articulating their unique set of values and consequently struggle to attract prospects to convert into customers. So, here you will discover 99 strategies that will get you closer to your next customers. Before you jump in, I have made an assumption about you. Yes, I have. For these 99 strategies to work effectively, I have assumed that you have a great brand. If that is the case, this book will become your

business bible. If you aren't sure if you have a great brand, follow the system I created, the D.A.C. system. Most businesses fail because they do not effectively apply the D.A.C. system.

In the D.A.C. system, D stands for Distinguish. This is phase 1, where you develop a strong brand strategy so you can articulate a relevant and unique value proposition that resonates with your specific target audience.

In the D.A.C. system, A stands for Attract. This is phase 2, where you have chosen your brand positioning, your target audience and how to stand out, and now need to make your brand visual presentation align with these options. If you decided your brand strategy was to target wealthy individuals, your brand identity should suit to attract them. So, choosing your tone of voice, colours, fonts, imagery, brand associations, and more are crucial.

In the D.A.C. system, C stands for Convert. This is phase 3. Now you have a distinguishable and attractive brand; you can focus on reaching prospects, partners, media etc. to drive business. This is where this book will help you. Now you understand why I mentioned earlier that I had made an assumption.

If you need guidance on how to successfully work on phases 1 & 2 of the D.A.C. system, I have created a complimentary online brand growth programme that you can access right now by visiting [www.coaching.flavillafongang.com](http://www.coaching.flavillafongang.com) I have also added at the end of the book my D.A.C. system - The 90-day action plan.

Don't say I don't love you.

I hope you find excitement in learning all the things I have absorbed over the years and that I am sharing with you. The only thing I ask in return is to share with me how the book has helped you.

OK! Are you ready to dive in? Make sure you have your notepad as I have written this content to stimulate your brain, and loads of ideas will come to you. Write them down and review them all when you have read the entire book.

# Important!

---

Some of the strategies I am going to share with you will feel familiar, but please don't skip anything as you might discover new ways to apply them. I will reveal how to do them right if they didn't work for you in the past, or if you have never tried them.

At the end of the book, I have added further explanations with regards to the marketing and sales terminology used throughout the book.

With all my heart

Flavilla Fongang

# How should you read this book?

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I advise you to read it twice! Why? Because there is a great deal of information to absorb, and I want to make sure you don't miss anything significant to you.

Have a notepad handy. Ideas will flow through your mind, so be ready to write them down, but don't take action until you finish reading the entire book.

At the end, apply my 'end in mind' customer acquisition plan.

Take action immediately. You invested money in getting this book, so make it work for you.

At the end of each strategy, I indicate the price, complexity, and time required to put that strategy in place. This will help you develop your marketing and sales plan.

**Budget:** ££££

**Complexity:** Hire an expert

**Time required:** A few days

## Section 1:

The right setup to maximise  
conversion

## Strategy 1 - Sales skills and CRM

This is, by far, the most important strategy. If neither you nor anyone in your business knows how to sell your services or products effectively, you will struggle to thrive and scale-up. Most people start a business because they are great at what they do or passionate about changing the world, but they have no sales skills. They end up commoditising their bespoke offerings, offering discounts, or working with clients they don't really like. This consequently impacts on their margins and work-life balance, and they feel emotionally deflated.

Selling is a skill, and the sooner you learn how to sell, the more prospects will convert into customers. My first advice is to get properly trained, or hire a sales consultant, or leverage an employee with a great track record of successfully selling what you offer. Remember, you still need to generate leads for them to convert. Lead generation and prospect conversion are two sets of skills. The below strategies will reveal how to do that.

My second most significant advice is that selling is not enough without customer relationship management or CRM. It's impossible to remember all the people you spoke to last week unless you have the memory of an elephant. Having a CRM in place to support your sales activities will ensure you are always reaching out to your prospects and customers the right way and at the right time.

How to use a CRM effectively to convert more prospects into customers:

- Record details of every sale interaction with a prospect, so when you reconnect with them, you remember where you left off.
- Always end every conversation with an agreement with regards to the next step, so they are expecting you to reach out at an agreed time. Note this in your CRM so you can get an email reminder.
- Get in the habit of communicating with your prospect regularly in order to build credibility and/or to convert into

## The right setup to maximise conversion

customers. Some sales cycles can be as long as three months to two years, so patience and consistency are essential.

- With CRM in place, you can easily handover sales leads to another person because the information isn't kept in your head.
- If you do business with the intention to help, it is your responsibility to pre-empt the next solutions your clients will require to support their goals. For example, if a customer buys a car, you should add to your CRM when the next MOT is due and contact them accordingly. When the customer is on-site, evaluate if there are any additional needs that can be fulfilled. Use your CRM to identify when it is time to upsell additional services to your existing clients.

The sooner you integrate a CRM, the better it will be to keep your data accurate.

**Budget:** From 0 to ££££ - This varies according to the software you choose, data you own, and features you may require

**Complexity:** Easy

**Time required:** Immediate implementation

## Strategy 2 - A website that converts

This may also seem so obvious that you may wonder why I chose to include it. Creating a website for your brand is one of the most effective ways to attract new customers, but guess what? 30% of businesses still don't have a website. Having a website is not an outdated strategy, as today's consumers believe companies with a professional website are more credible than those that don't have one. Why? Because business is like love. A website is part of the first stage of relationship building; it's the first encounter. Let them get to know you and explore the discovery. Remember, don't move too slowly, but don't move too fast. Have the right marketing strategies in place, so you don't lose touch and can move to the next phase of your sales funnel.

Your website is the shop window for your business. Having a bad website is as bad as not having a website. Before you start spending millions of pounds on developing a new website, having a clear website strategy from the start will allow you to quickly make a fast return on investment.

Here are three top questions you need to answer:

### **1. Purpose - What is the purpose of your website?**

Is the intention to present your work, sell online, generate leads, or something else? The clarity of understanding the purpose of your website from the start will help you create the right website structure strategy. See your website as a funnel and create a journey that leads you to the goals you desire to achieve. Take into consideration the best way to communicate with your prospects or customers by considering adding a telephone number, Chatbox, 'Contact us' form, or even a demonstration booking option.

### **2. User experience - What type of user experience do you need to create for your website visitors?**

Focus on usability and user experience (UX). As yourself, "How will my visitors be more likely to visit my website? On their phone or desktop?" Your communication strategy (social media, email, advertising, etc..) will help you figure out what you should focus

on first. If you already have a website, check out the analytics to figure out the most popular device format. If your audience is B2B, focus on your desktop experience. If your audience is B2C, focus on your mobile experience.

### **3. Value proposition - Why is your company different from the competition?**

Without having to scroll down, your potential customers should be able to grasp your niche, your uniqueness, and your value. This should be articulated simply in one sentence. Lemlist, a company specialising in helping companies send cold emails to prospects, has a very clear value proposition: “Send cold emails that get replies.” Love it! It’s short, clear, and to the point. If you are familiar with my neuromarketing work, I talk a lot about the importance of using stimuli such as customer testimonials, case studies, stories, reviews from third-party consumer websites, and visuals. So, think about those as well.

### **4. Evolve**

Your website will evolve. Always develop a fully editable website. I have been in business for more than ten years, and my first website looked nothing like the one I have now. To evolve, listen and learn continuously from your customers, your prospects, your team, and anyone with constructive feedback.

**Budget:** From £ to ££££ - This varies according to your business and web requirements

**Complexity:** Easy to complex

**Time required:** Days to months

## Strategy 3 - A landing page

Now, you're probably thinking, "Why do I need a landing page when I have a website. Is it not enough, Flavilla?" Website is different from a landing page. A landing page is a targeted page, used to convert as many visitors into leads as possible. A landing page doesn't have any title headers, such as home, contact us, etc., that you typically see at the top of a website. A landing page is one page.

Your landing page is part of your marketing campaign. If you are ready to promote a product or service or build your mailing list, you need a landing page. A landing page prevents all sorts of distractions a visitor may encounter when visiting your website. A website has various calls to actions, such as a contact us button, view more button, see our testimonials etc. On the other hand, a landing page only has one call to action: download this book, book a call, or grab this offer.

A landing page copy is designed for one specific niche and written like a sales letter. So, if you have various target audiences, you should design different landing pages for different prospects. The more you use words that resonate with each of your target audiences, the better you will be able to convert.

If you are familiar with my neuromarketing work, I explain in detail in my online branding and marketing programme the importance of using different stimuli to engage prospects.

To create a successful landing page, consider the following:

### **1. Set your intention and define your audience**

What is the goal of this landing page and who do you want to target? Pick a niche: Choosing hairdressers is better than targeting beauty brands as it is too broad. Before promoting your landing page, make sure you have clearly thought about the entire sales funnel process, from a visitor leaving their email address to them becoming a customer.

### **2. Create a catchy, surprising, and desirable headline**

Here is an example: "Discover how to lose 5 kilos in 2 weeks without having to exercise. Get this free ebook." You can have an

optional sub-headline, for example, “Discover the health secrets celebrities use to always look great on the red carpet.” This sentence says it all, and I bet you would want this book if it existed.

### **3. A brief description**

Your title should be followed by a description of your offer and the benefits it brings if your visitors take the offer.

### **4. Use visuals**

An image is worth a thousand words, so use a photo or a video to compliment your short description and client success stories.

### **5. Talk less, show more**

This is where you can add some credibility to your offer supporting proof elements such as video or written testimonials with photos, customer logos, or security badges. If you intend to sell directly on your landing page, adding a money-back guarantee makes your offer more appealing and risk-free.

### **6. A clear call to action**

Now you have done all this work convincing them to believe in your brand, use a form to capture information.

Remember, we are naturally risk-averse; your copy needs to reinforce your credibility, reassure that you are a safe choice to make, speak to their desire or pain, and drive them to act immediately, not tomorrow.

**Budget:** £

**Complexity:** Easy

**Time required:** A day or two

## Strategy 4 - Ecommerce social media

If social media is a dominant part of your marketing strategy and/or if you have large and active followings, you should use social media to sell your products and/or services directly. Ecommerce social media is the use of social media platforms to market directly to an eCommerce store. Your eCommerce is integrated within your social media pages. If you have a strong social media presence with engaged followers, you should actively utilise your social pages to generate online sales.

### How to do it right?

- If you are selling a single product, such as an ebook, integrate a direct link on your profile pages.
- Optimise your website for search engines; if they can't find you, they can't buy from you.
- Integrate your social media accounts to your website so your post can be linked to a specific eCommerce page.
- Optimise to run PPC campaigns to reach users while they are searching for products similar to yours.
- Use social media to communicate in a less formal way with potential customers. Make it easy for them to engage with your brand and learn more about your products.

**Budget:** 0

**Complexity:** Easy

**Time required:** Continuously

## Strategy 5 - Business cards

If you know me, you'll know that I am the queen of networking. Yes, I love talking to strangers. OK, I sound crazy. Business cards have become an integrated part of networking etiquette. You talk with someone, and if you want to stay in touch, you exchange business cards. So, let me ask you this. How many other people's cards do you have, and do you remember the person who gave it to you? I'm guessing many, and you don't.

Business cards should be a way to express what you do. Let me explain. When I started networking, I wanted to stand out. So, I used to give plastic business cards, then I moved to glossy, square, black cards. It is sexy and memorable. It is a business card the receiver doesn't want to throw away. It is aligned with what I do and who I am. I am a brand strategist; I understand the art of distinction.

Instead of giving standard, boring business cards, be creative and make a statement that will make an impact on the receiver. Start thinking about your business cards as marketing tools and not just contact information that can be found on LinkedIn.

### **How to transform your business card into a customer acquisition tool:**

- Choose unusual shapes and/or texture.
- Add a QR code that links to a company presentation.
- Add your face if you are pretty. I'm joking!
- Add testimonials to add credibility.
- Give a special offer to get them to reconnect with you soon.
- Add your value proposition statement to set your brand apart.

**Budget:** £

**Complexity:** Easy

**Time required:** Continuously

## Strategy 6 - QR code

QR stands for Quick Response. Did you know that? When the code is scanned with a smartphone, it provides information from a transitory media. QR codes have increased in popularity and won't stop with digital proliferation.

The reason why QR codes are effective is that they can store a large amount of data such as URL links, geo coordinates, and text. This means you are no longer obliged to print marketing materials. All smartphones can scan QR codes, and you can easily generate a QR code without needing the help of a QR code developer. Add a QR code to your business cards so you can keep it simple and tease curiosity, which will engage the receiver to scan the QR code in order to discover what it reveals.

### **What you can use QR codes for:**

- Brochure
- Videos
- Product
- Contact
- Offer
- Event
- Competition
- Coupon
- Social media

**Budget:** 0

**Complexity:** Easy

**Time required:** Few minutes

## Section 2: Getting discovered

## Strategy 7 - Get discovered with SEO

What is the point of having a great brand that no one can find? Yes, it is completely useless. SEO is often overlooked because most people want results right now. But if you want your business to last and to generate regular leads, SEO should be part of your long-term business growth strategy. Plus, using Google AdWords can be very pricey, and most people have an ad blocker on their devices.

Here is the best way to describe successful SEO. It's about getting search engines to fall in love with your business. Google is the most used search engine, and its job is to provide its users with the best search results in a fraction of a second. Your job is to help Google do this job. You may ask, how do I do that, Flavi? I will give you some tips, but if your market is very saturated, I highly recommend working with an SEO consultant.

Understand your client's customer journey. Your business mindset should always be to want to help. It is your responsibility to provide as much useful and valuable information that will support your potential clients before they are even ready to buy from you. If you were a personal trainer, this is the kind of useful content you could create:

- How to eat healthy food that keeps you fuller for longer.
- How to choose the right training programme for my body goal.
- How to not gain weight over Christmas.
- How to lose weight for summer.

This is great, evergreen content. Evergreen content means this content will never be outdated and always relevant. To appear in the news, you can also create non-evergreen content to get attention to your brand. "How to get your booty looking like Kim Kardashian's without surgery." This content is non-evergreen as it is unlikely to be relevant in ten years. Many technologies, such as Yoast, allow you to do your own SEO. I have added at the end of the book my favourite tech tools.

### 1. Google keywords

Use Google keywords search to discover the keywords that are most searched by your prospects. Always choose highly targeted and popular keywords instead of broad ones. For example, Instead of targeting “London personal trainers” target “Personal trainers in Covent Garden.” It might not have the same search volume, but the chance of your website ranking for this keyword is easier, quicker, and less competitive. You can start by picking six to eight keywords to always use in your content. One of my first businesses was my online fashion styling academy. I hired an SEO consultant at the start; then, when my team was more knowledgeable, we ran it internally. Now, for the last ten years, my website ranks on the first page of Google for my lead generation keywords.

## **2. Yoast plugin**

This website plugin will help you optimise your page rankings and outsmart the competition. Basically, this plugin works as your SEO consultant who evaluates whether your website content meets the highest technical SEO standards. It also advises you on how to bring your content to the highest standards of SEO while improving your overall readability.

## **3. Use primary keywords in your title and page descriptions**

Make sure to use your keywords as often as you can both in your page title and page descriptions so search engines can identify if your content is relevant to the searches being made. When you make a habit of adding your keywords through the content you create, search engines will identify your site’s focus or niche and recommend you more and more.

## **4. Add a description for your images**

Don’t miss the opportunity to be discovered through image searches. Add the alt text for your images to describe them for search engines. When writing alt text for your website images, keep your description concise and related to the image. The temptation to insert your keywords is strong, but please don’t as this could have a negative impact on SEO.

## **5. Use internal links on your website**

Internal linking refers to any links from one page of your domain that is linked to another page within your same domain. Internally linking

your content will support your SEO efforts and drive traffic to other pages. Imagine a visitor reading one of your pages; when they reach the end of the page, you should suggest other pages for them to read. Your internal linking should be aligned with your website strategy: mailing list building, a purchase, booking a demo, or something else.

## **6. Speed up your page load time**

Don't let the poor speed of your website take your visitors away. Make sure your website loads in seconds as visitors have a poor attention span. Having a slow website affects the number of visitors, decreasing your conversion rates and website search rank.

To reduce website load time, hire an SEO consultant to:

- Compress images and optimise files.
- Fix browser caching.
- Minimise HTTP requests.
- Utilise CDNs and remove unused scripts/files.

**Budget:** ££

**Complexity:** Get trained or hire an expert

**Time required:** Continuously

## Strategy 8 - Online directories

Should you still bother with web directories? Yes! But why? You are probably thinking. If you are as old as I am, you will remember the days of five-kilo Yellow Pages directory books. You could find every business there. Loads of things have changed since then, but it doesn't mean online directories are no longer relevant.

Online directories are a source of traffic and trust. If you operate within a certain region, you definitely need to be in online directories to maintain your local citations. This will help you get the credibility and consequently will drive traffic to your website. This is also part of your web link building strategy.

**When searching for online directories, keep those two criteria in mind:**

- Only register on reputable online directories such as yell.com or Google My Business.
- Only register on online directories where your audience is likely to search for your service; for example, if you run Mini Cooper road trip events, register on Mini Cooper networks where your potential customers are.

**Budget:** 0

**Complexity:** Easy

**Time required:** Few hours

## Strategy 9 - Get Googled

Google My Business is, of course, a must. Shockingly, a lot of businesses haven't registered their business on Google My Business and are missing out on many business opportunities. This free, local marketing tool is the equivalent of the yellow pages decades ago and allows businesses to list their business on Google Search and Google Maps.

### **Unlike other online directories, you should also:**

- Allow visitors to ask questions and share your business information.
- Post daily posts and events on social media; the more active you are, the more Google will favour you.
- Invite your customers to review your business; when it comes to Google reviews, the goal is to get between 4.5 and 5 stars.

All of this will have a positive impact on driving traffic and sales. Spend some time to complete all the information and use all the features on Google, and it will pay off.

**Budget:** 0

**Complexity:** Easy

**Time required:** Few hours

## Strategy 10 - Weblink building

Creating great content and linking internally is great, but it's not always enough to rank quickly enough on the first page of search engines. The word web sounds pretty self-explanatory. The more your website is connected to highly ranked websites, the more likely you are to rank and be found by your ideal prospects.

Here are the few strategies you can apply to link your website to strong websites:

- **Get featured in the news**

That's where media presence is important. If your website links with the BBC or any highly ranked website, your website gains authority. When you get featured in the news, ask them to add your website URL on their page. I know what you are thinking; it is easier said than done. I agree, but it is not impossible. It requires persistence and being recognised by journalists. That's where building your brand, or your personal brand is crucial.

- **Guest blog**

Become a guest blogger for respected media such as Forbes or a local online newspaper.

I suggest approaching those brands with great subjects relevant to the news. Suggest writing the article on their behalf for an exchange of a link to their website.

- **Directory listings**

Yellow pages might be a thing from the past, but online directory listings still exist. Getting listed on other websites' directories designed for your specific target will improve your website ranking and the chances of being discovered by potential customers. For example, if your target audience is mums, you should definitely list your website on Mumsnet, and other website directories created for mums.

**Budget:** 0

**Complexity:** Easy to moderate

Tech tools to support your customer acquisition activities

**Time required:** Continuously