



# Eight ways to attract new customers

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Re-think your approach to attracting new customers and grow your market.



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# Introduction

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The world is forever changing, and attracting new customers in a market that's louder, faster, and where consumers are more discerning, can be harder than ever. Listed within this eBook are eight ways to help you redefine your approach to attracting new customers and growing your market while evolving your skills as a business leader.



## 1. Change the status quo

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A killer business idea starts by recognising a gap in the market, and finding a solution, but disruptive ideas go a step further by changing the status quo.

Today 'disruption' is a catchphrase buzzing around boardrooms and business forums everywhere. In its pure and unfiltered sense it's a concept that can reshape entire industries and shake up existing markets. It's the ability to see new opportunities and ways of thinking, and being unafraid to implement them, even if it means breaking the mold and a radical restructure of the landscape.

A business that's disruptive is one that's agile and responsive to change, not stuck or firmly rooted in any one mode of operation. Recognising a problem and creating a disruptive solution requires understanding your target market inside out - this is one of the hardest things to do, but it pays off when it's done well - consider long distance calls (Skype), CD stores, (iTunes), libraries (Google), DVD rentals (Netflix), department stores (eBay), taxis (Uber) and newspapers (Twitter).

What could you be doing to change the status quo in your industry?



## 2. Traditional advertising

Consumers have moved online and that has fundamentally changed the way that brands are reaching their customers. However traditional advertising - print, radio, TV and billboards – are still among the best ways to attract new customers. The key is consistency and repetition - ‘Just do it’ by Nike has been used since 1988. ‘Got Milk?’ the famous American slogan by the California Milk Processing Board, started in 1993 ([thefinancialbrand.com](http://thefinancialbrand.com)). These household brands have invested millions of dollars into making their message stick – just think how many times you watch an advertisement on TV before you see it enough to take action.

According to [thefinancialbrand.com](http://thefinancialbrand.com), ‘effective frequency describes the number of times a consumer has to be exposed to advertising before the marketer gets a desired response.’ Some experts claim a message should be repeated three times in order to work, others say it’s seven. Whatever approach you take, advertising is more effective at eliciting a response when it’s repeated.



### Did you know?

Bartercard has approximately 500 advertising and media companies New Zealand-wide, including magazines and radio. Get your message across at no cash cost - a great way to attract new customers.





### 3. Content marketing and search engine optimisation (SEO - inbound marketing)

The best efforts in building a brand will require a combination of direct advertising and inbound methods, leading us to content marketing and search engine optimisation (SEO).

While advertising continues to be at the centre of selling a brand, consumer behaviour has changed and so successful companies have had to shift the way they reach their markets. A disruptive approach where advertising is put directly in front of the consumer, whether in a TV advertisement or on a billboard, is no longer the only way companies are reaching their markets.

We live in a digital world where 61% of internet users will undertake research and compare products and services online (Interconnected World: Shopping and Personal Finance, 2012). Inbound marketing is built on the concept that a consumer will be pulled towards high quality content. This is where content marketing has really taken off. The Content Marketing Institute defines content marketing as a 'strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, drive profitable customer action.' In the past, content was the articles in newspapers or stories in magazines. Today it's the copy on your website, blog posts, articles, videos and eBooks; anything your viewers read, download or watch.



Posting relevant and reliable content will boost your search engine ranking and let customers find you more easily online therefore it's necessary to include content marketing as part of your SEO strategy to attract new customers.

Content marketing shouldn't be centred on bolstering your business – it's about conveying valuable information to your target market to build credibility and take them on a journey that eventually converts them into loyal customers. However, your brand should always be present in the content you create through logos, artwork and call-to-actions.

There is a wide variety of SEO and marketing experts available on Bartercard to create high quality content around your brand at no cash cost.





## 4. Build an online community

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Although a shift to online certainly isn't new, a strategic sales approach combining in-store and digital is. Consumer trends are seeing more sales resulting directly from a combination of customers interacting at a digital level and coming in-store; creating a consistent and high-level shopping experience that integrates a digital and in-store experience is a must. Most retail brands on Instagram include a link in their bio that allows followers to purchase or pre-order any item pictured in their Instagram feed, so spending is inextricably linked to the platform and will attract more consumers to come in-store.

Today, almost every successful brand is using social media as a direct line to its customers. Building an online community of followers through curated content to shape perceptions, anchor itself to certain qualities, influence spending, and create common ground will add depth to the brand beyond bricks and mortar. Some companies have built online communities close to half a million followers entirely through social media – you can't find them advertised in magazines as they've never spent a cent on external marketing or PR.

Social media is also a way of conveying content to consumers straight from the owners of the business, not just their marketing teams, which gives more meaning to the brand for followers.

**DOWNLOAD:  
BUILD YOUR BRAND  
ON SOCIAL MEDIA**



## Get re-posted

Getting re-posted on Instagram or shared on Facebook by another user can give your brand exposure to hundreds of thousands of consumers and really raise your business's profile. As a tip on getting re-posted, always post high-quality content, whether it is a visually appealing image or expertise commentary, use the latest phone to take photos for high quality images, or even better use a digital SLR and then filter it in Photoshop. Comment, share and repost openly and frequently.

## Show your brand personality

Whether your brand is playful, dark, eccentric or off-beat, it should be evident in the type of content you post, whether it's articles, eBooks, podcasts, videos or imagery. Social media is the place to showcase your brand personality through customised content to ensure you're loved by the people you want to reach. The personality of your brand should come out in all of the content you create and because it's shaped to your customer blueprint (a snapshot of who your customer is) it has something in common with the market you want to reach to convert to more sales and attract long-term customers.

Some advice for business owners combining in-store and digital – don't push a platform that doesn't feel authentic to you. Stick to what you are comfortable using because posting will come to you more naturally and will allow you to stay true to yourself.

# Social Media guide

Here is a quick guide to social media and the best way to get your message across:



**Facebook** is the biggest social media site with 1.79 billion active users (Statista.com, 2016). Keep posts to 240 characters or under (the shorter the better) and post a mix of content to keep the market interested.



**Twitter** is a living, breathing conversation - users send and read posts which are 140 characters long. Keep your Tweets short and conversational. When you use a hashtag which is trending you have a better chance of catching the attention of people who aren't already followers. Tweets with images are shown to be more successful, and never start your tweet with @ as this only makes your tweet visible to your followers (Hubspot, 2015).



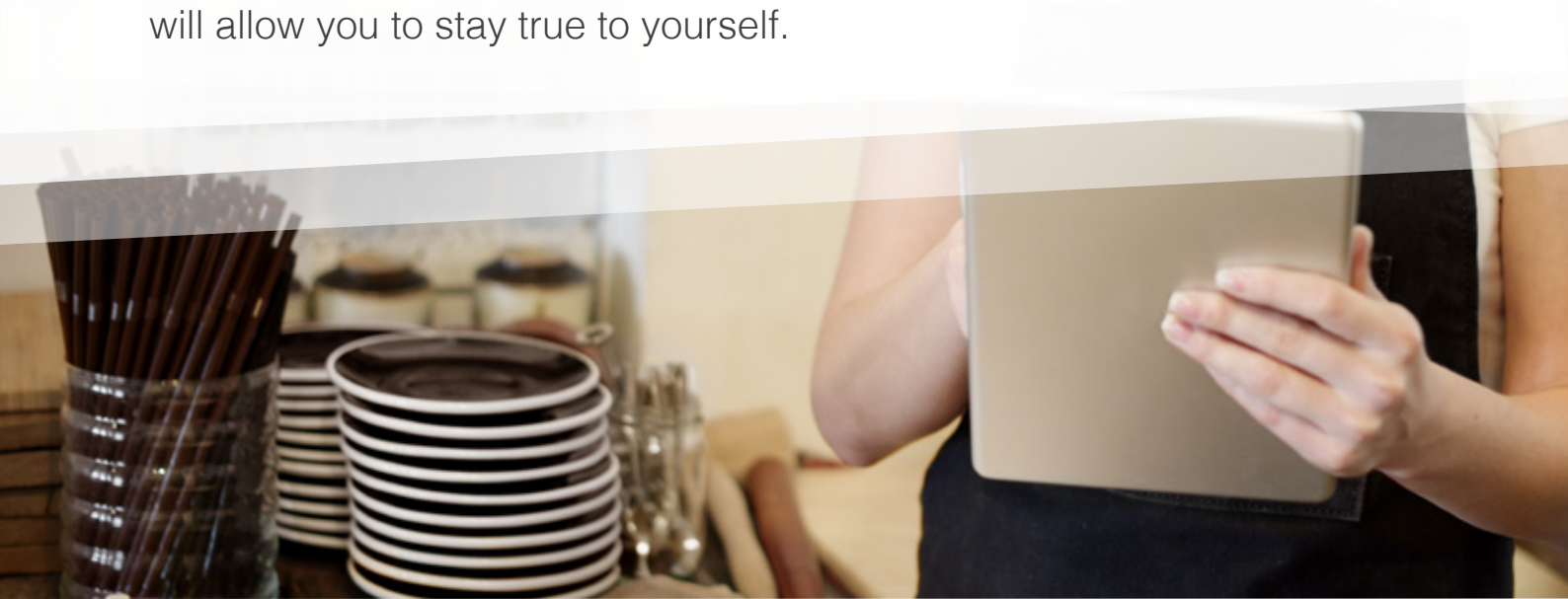
**LinkedIn** is a professional site for business content. LinkedIn connects business personnel and is used to find jobs, create partnerships and headhunt. Its content sharing section is the place to post industry specific news.



**Google+** is effective when it comes to SEO and its result on traffic can be immense. Diversify content with images, articles, videos and educational content. Google loves users of Google+ and you might see a bump in organic traffic to your website straightaway if you start using a Google+ account.



**Instagram** – a picture is worth a thousand words and Instagram is all about images! Unlike the polished images found in Facebook, Instagram shares shots taken with a smartphone (though shooting with a digital SLR and editing the images in Photoshop is common practice) and is extremely successful when it comes to product placement. Always include a link to your website in your Instagram bio section.





## 5. Host workshops/ classes

Workshops and classes can be an additional source of income if you chose to charge attendance fees, but more importantly they are a way of engaging with your customers and attracting new ones. They can also get your brand exposure in all the right places through PR opportunities. For example an Italian restaurant could go one step further and put on pizza-making and Italian cooking classes where people can learn authentic cooking skills, bond, and at the end of the class, enjoy and share what they've made with friends.

A cooking class is something fun to sign up for, but almost every industry has something valuable to share with its market, and the quality of your business will drive the numbers.



### A few ideas:

- Put on a debt reduction workshop if you are a financial planner or accountant
- Practical use of interior space is big at the moment – if you are an interior designer, host a class where participants can learn the tips and tricks of the trade to recreate a magazine look at home
- Beautifully designed, custom-made cakes are featured in almost every lifestyle magazine at the moment – if you specialise in desserts, put on a workshop teaching baking enthusiasts to custom-make their own cakes
- Offer a digital photography workshop if you are a camera house or photographer – being situated in a beautiful part of the world is a bonus.





## 6. Strategic partnerships and collaborations

Finding partners that have brand synergy and share similar markets can leverage your business and expand your customer base.

Strategic partnerships have been instrumental to many successful start-ups and the reasons are simple: complementing skill sets and a collaborative approach. A good partnership can give you access to market expertise, more leads and result in more value or appeal from a customer perspective. The best partnerships will leave both parties feeling like they are winners, and the key is finding the right fit.

### Finding your best friend in business

Every entrepreneur who has stepped into a successful partnership, or taken part in a collaboration leading to multi-million dollar sales, will tell you it entails many lessons (some painful) learned along the way.

A business partnership will reflect upon your company, so ensure you pick the right one. Having similar values is imperative. Many of your partner's values will reflect in the culture of their company – will they be willing to put in the work, and how will they respond in a stressful situation? Do they do what they can to keep going in a crisis, or will they pack up?

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NETWORKING TIPS**



Your brand should flourish through your strategic partnership

While there is no secret formula to finding the right fit, looking at how a prospective candidate has acted in former partnerships is a good indicator, and finding someone with a complementing skill set who shares the same vision as you is key. They might have the market while you might have the expertise. Alternatively it may be two concepts, which, when combined, will create something mutually beneficial for both parties which is greater than the sum of its parts combined. This will ultimately result in reaching a bigger market, and that's what brand synergy is all about.

A partnership won't always bring equal skills to the table from both parties. It may be a brand new start-up collaborating with a business which is firmly planted to bring a new concept to market.





## 7. Get talking

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In today's world of content marketing and online reviews, it's easy to forget about the power of referrals, and how something so simple can push the boundaries and drive more consumers to your business. Learning about a product or service from a trustworthy source is still one of the most effective ways to attract new customers, which is why every business should have a wellmapped referral program as part of its marketing strategy. When a prospect is introduced to your organisation through someone they know, you have already created trust which means you are more likely to close a sale.

## 8. Honing your skills

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Experts who have mastered their craft and built multi-million dollar empires on their ideas are rare to come by – this is because it takes hard work, unwavering dedication and countless failures to break through the clutter and achieve ground-breaking success. But there is always a payoff, and the more successful you are, the more opportunities will come your way and the more options you will have to lead a life of your choosing. Experiment with new ideas; back and invest in yourself, whether it's a course or a business coach to stay accountable, sharpen your skills and try new methods. Give consideration to your personal brand because it will help define and position you. Surround yourself with leaders who are more successful than you, and no matter how busy you get, don't forget to step away from the computer and find time for yourself!

## Conclusion

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It's worth paying attention to what's reshaping the business world and putting strategies in place to attract new customers. What are you currently doing to stand out in the market?

Using your existing customer attraction strategies, have you ever figured out what your actual customer acquisition cost is?

Bartercard can assist you to stay on top of the latest approaches without the expensive price tag – 6,000 members and business experts New Zealand wide are exchanging goods and services without the use of cash to attract new customers, stay competitive, conserve cash flow and grow profits every day.







For more information about Bartercard please visit our [website](#), or follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).



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