

# 6 Ways You Can Bring In Fresh Customers Into Your Business Everyday

Here are 6 different ways you can use to bring in new customers into your business everyday

1

Always Ask For Referrals



Do You Ask For Referrals?

Always ask for referrals and never assume people will refer you just because they like you. They may like you so much that they'll want to have you as their best secret. If you can offer a reward for their referrals like having a referral program, you'll see a great difference in your business.

2

Re-contact Old Customers



Are You Following Up?

I'm pretty sure you may already know that you should be following up with potential customers so that they eventually buy from you but, you may not know that it's even more important to follow up with old customers. They're easier to sell to, already trust you, and can be converted to raving fans easily!

3

Partner Up



Are You Collaborating?

Partner with complementary businesses like your own or businesses that have your target audience. You can cross promote each other's products and services and at the end get new customers from each other's business. One collaboration every month can do so much for your business.

4

Network



Are You Going For Events?

There are events that have your target audience, why are you not at those events? It could be a trade fair or a conference. These are all great opportunities to reach more people outside your audience. You can even use the opportunity to physically meet your existing audience especially if your business is based strictly online.

5

Email Marketing



Are You Sending Emails?

There is so much untapped potential in email marketing. Most small business owners don't do this because they think it's for the big guys which is so not true. I have helped a lot of my clients make money from sending emails & the beautiful thing about email marketing is that it can be fully automated. You'll be sleeping and emails are going out!

6

Paid Advertising



Are You Running Ads?

You probably know that organic traffic is not yet dead but, it's definitely on life support. The oxygen you can use to keep your organic traffic alive is paid ads. There are so many options like, billboards, fliers, Tv or radio, shop signage, sponsored ads on FB and IG, Google & YouTube ads and even influencer marketing. Pick the ones you prefer and start advertising

# Meet Your Guide

My name is Ihuoma Chukwuezi and I'm a digital marketer, trainer and coach. I'm the founder of @digitalbizguru & I am also an entrepreneur just like you. Yes, I manage other businesses besides this one on coaching and that's exactly why I can understand where it pinches you. I've been running my businesses online since 2016 but I only started coaching in 2020. If there's one thing I'm passionate about, it's sharing and impacting knowledge. I love to teach, many have said I'm really good at it and that's why I'm the best person to guide you through this journey.

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