

FREE REPORT

Get More Customers, More Business & More Profits!

**10 Easy Ways to Get More
Customers Through The Door**

**Matthew Hart
Founder - MkkhMarketing.com**

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10 Easy Ways to Get More Customers Through The Door

Most businesses, especially in this economy, are struggling to bring in new sales, and at a more basic level, new clients, because they approach marketing the same way: just *putting out advertisements and hoping that their prospects will see them and buy.*

Most of the old ways of getting new customers are dead, 87% of people now search online before making a purchase or come into your place of business to make that purchase.

Successful businesses, the ones that are **dominating** in their respective markets, realize that a *powerful marketing plan* can not only give them more exposure to qualified prospects, but also allow them to increase their sales, and crush their competition, at a **fraction of the marketing expense** that their competitors are spending to bring in only a small percentage of similar results!

Would you be *excited* knowing you have a marketing advantage over your competition, especially as your sales increase as theirs *continue to decline*?

Would being able to drive more business, more sales, more exposure to your business—regardless of the current economy—get your adrenaline pumping?

Well if you answered, “Yes!” to the above questions then I am going to share with you some great tips to growing your customer base quickly.

Some of the methods will require much more of an explanation than I have room for here but if you need any help or advice, even a free consultation, then contact me straightaway, I would love to help.

Tel: 917-202-8386

Email: Contact@MkkhMarketing.com

Skype: Mkkhart

Let's Get to the Tips

But first..

Get More Customers, More Business & More Profits!

Do You Know How Much Your Customers Are Really Worth?

Your existing customers or clients are your most valuable assets. The question is, how much are they worth?

How much money... how much *profit* will you realize from each of your customers, over their “buying lifetime” with you?

This is such an important concept, and I can't say it strongly enough, that just knowing and understanding this one thing, can have a **bigger impact on your business** than just about anything else you can do.

Once you understand it, a whole new set of factors will come into play, and can absolutely revolutionize the way you look at your business, the way you *do* business, and the profits you'll generate as a result.

Let me give you an example to explain what I mean.

Let's say that your average sale is \$50. And let's say that your average customer buys from you 8 times per year.

So from those eight transactions, you realize \$400 in income. And let's say that this customer does business with you on average, for 10 years. Over that 10-year period (or their “lifetime” of doing business with you), that average customer has been worth \$4,000 in income to you.

Now, let's expand this example to a theoretical base of 500 customers and see what it means. Those 500 customers at \$400 a year *nets you an annual income of \$200,000*.

Let's assume that with the proper programs in place, you're able to increase the amount of customers you have, the amount they spend with you each visit and the amount of times they visit you, by only 10 percent. Here's what happens:

First, the number of customers you have increases from 500 to 550.

Next, the average transaction amount per sale increases from \$50 to \$55.

Third, the average number of purchases per customer increases from 8 times 8.8 times.

So, the annual income from your customer base will increase from \$200,000 ($\$50 \times 8 \text{ transactions} \times 500 \text{ customers}$) to \$266,200 ($\$55 \times 8.8 \times 550 \text{ customers}$). That's an increase of \$66,200 a year!

That's a **huge increase!**

So, if you know what the Lifetime Profit Value of your customers is, you'll probably discover that you can spend far more to acquire a new customer than you originally thought!

Now on to some great tried and tested ways to generate clients on line.

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1. Your Own Website

What I am going to give you here is the solution to the problem that many businesses face and that is not enough clients, which really comes down to not enough money.

The first thing every business needs is a website, and I mean every business, I have yet to come across one that doesn't need a site.

No need to worry when I mention a website, it doesn't have to be a 1,000 page all singing all dancing monster just a simple site, around 5 pages (they often work way better anyway) that achieves the outcome you need it to achieve, getting more clients.

The biggest mistake I see business owners make is to build a 'work of art' as a website, it needs to be simple, with a very clear call to action. That means you must have some reason on the site to convert someone who is merely browsing into a client.

The major search engines like Google, Yahoo and Bing will send you a lot of customers which makes it a very cost effective way to generate leads.

A onetime cost for a lifetime of leads!

There are a couple of ways to do this:

Add a coupon/voucher for a special deal, people love coupons and hunt for them all the time. If you took time to fully understand the life time value formula above then you could even offer a free money off voucher knowing that you could have them visit again at full price or spend more with you when they visit.

Add an email capture system by offer a free eBook or report the potential customer would have to register their name and email to get the report then you can mail them at regular intervals with special offers or more news and information, this builds trust before they even visit.

Getting Found

It is not enough these days to just build a website and hope people find you, your website has to be optimized to get to the top of the search engines like Google, Yahoo and Bing.

Without doing this you are wasting your time.

There are two main things you have to look out for one is what's called on-page optimization the other off-page optimization.

On-page optimization is your title, keywords, description and your content.

Off-page is the sites that are linking back to you, the more quality links you have the better.

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2. Facebook

Everybody's heard of Facebook and love it or hate it, it's here to stay and can make a massive difference to your business by driving hordes of customers through the door if it's set up correctly.

Facebook, with more than 600 million users, encourage people to spread the word about rock bands, television shows, and businesses they love. (Users do this by becoming a "fan" of your Fanpage on Facebook.)

Although at the moment Facebook has 600 million members this is fairly irrelevant to a local business owner, what you need to do is a build up a targeted local following, can you imagine having 5 to 10 thousand people following your fan page and responding every time you put an offer out!

The **key is to target people that are local** to you and your business.

If you have a business that is national or even global then you don't need to be so specific in your targeting.

I must admit I was a late adopter because I didn't see what the fuss was all about but now I find it an incredible source of highly targeted customers.

I have clients that turn a slow day into one of the busiest days of the year just by posting an offer of some kind to their Facebook fan page it's like cash on demand.

Imagine you had a restaurant that was slow on a Tuesday evening and you had a couple of thousand local fans, you just post up a special for that night and watch the tables fill up.

Or an Electrician who decided to work a Saturday because they needed some extra income that week, just create an offer (like 'no call out charge that day') and post, you will soon have the phone ringing off the hook.

The only downside to Facebook that that I have found is that you can get caught unaware with the amount of response you will get!

3. SMS Text Messaging

We have all seen the TV shows where you have to text the word 'whatever' to 6753 to win a prize, normally these cost a fortune but they don't have to and are great for keeping in touch with customers and introducing special offers.

Targeted sales promotions, special offers and discounts can be sent directly to customers in an instant, one quick text can turn a potentially quiet business into a roaring success.

Texting is also a great way to **build customer loyalty**, it's a personal touch that will keep you at the forefront of their mind, ensuring it's your business they keep returning to.

The text system is easy to use and messages can be sent from any PC quickly and reliably. At just a few cent's a text the service is also low cost when compared to adverts, flyers and mailers.

The real beauty of text messages as opposed to other forms of communications is that statistics shows that 95% of all text messages are read within 15 minutes, there is no other method of communication that offers such immediate response to your marketing.

Getting people to join your campaign is fairly simple, the number of ways to do it are only limited by your imagination.

We have had bars offering a free T shirt to the first 10 people to text in, restaurants leaving an 'A' card on the table offering a free dessert to people who join their campaign.

The secret is knowing how much a customer is worth to your business, with that knowledge you can decide how much to spend on a campaign and what kind of return you are likely to get.

One client, who is a wine merchant, can sell out an entire special offer just by texting his customer base. They actually look forward to getting his texts as they have been 'trained' to look forward to his weekly 'bargain of the week' text.

Another which is a small supermarket offers a monthly draw for a \$50 voucher worth of groceries to be spend at his shop, the cost to him is considerably less due to his mark-up but by texting specials once a week he drives more customers into his shop.

Could text messaging help you?

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4. Coupons and Vouchers

By using coupons and vouchers you can drive a lot of customers to your business but if you are not careful you can also lose your shirt, you need to have a system in place to capture the names and numbers or emails of all of the people who have used a voucher or coupon with your business.

Just using a coupon once and hoping the customer will return is leaving too much to chance.

For example, Groupon is great for driving customers to your door but if you capture all of the people coming to you with an SMS short code (see above) then you have the opportunity to market to them people over and over again.

If you don't then you have just paid for a one time discounted customer!

This advice applies not only to Groupon but to any marketing campaign you are running that uses coupons.








Start driving more customers through your doors today and use coupons.

5. Google Places

Google places if you haven't heard of them are the listings that come up on a web page when you type a local search into Google.

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Places for **plumbers** near **Atlanta, GA**

- A** [Atlanta Plumber](#)  - Place page
www.atlanta-plumber.net - 41 Marietta St Nw Suite 710, Atlanta, GA, Atlanta - (770) 948-0708
- B** [Allgood Plumbing](#)  - ★★★★★ 14 reviews - Place page
hotwater.allgoodplumbing.com - 191 Peachtree Street Suite 3300, Atlanta - (770) 407-5517
- C** [Delta Plumbing](#)  - 1 review - Place page
www.deltaplumbingga.com - 46 Cone Street Northwest, Atlanta - (770) 474-5555
- D** [A Plumbing Pro](#)  - Place page
aplumbingpro.net - Ste 2906, 401 W Peachtree St, Atlanta - (770) 466-0156
- E** [Atlantis Plumbing Inc. Atlanta Office](#)  - 134 reviews - Place page
www.atlantisplumbing.com - 30 Clifton Street NE, Atlanta - (770) 505-8570
- F** [Plumb Works, Inc](#)  - 7 reviews - Place page
plumbworksinc.com - 496 Glen Iris Dr, Atlanta - (404) 524-1825
- G** [Bartline Plumbing Services](#)  - Place page
ebhandymanservices.com - 294 Fraser Street Southeast, Atlanta - (678) 849-7030

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If you have any online presence at all then Google may have already found and you just need to verify your listing, if they haven't found you then you need to add a listing, it's very easy you just need to open a free Google account and when you are in your account you will see Google Places.

You need to fill in all of your details, you also need to add photos and videos, the more complete and optimized your listing the higher you will rank in the search results.

The amount of traffic Google can deliver when you are on the front of Google places is amazing!

I have many clients that range from an ironing service to a major insurance broker and all of them report an increase of enquires and sales from Google places.

Just type your keyword and location into Google and ***see how well your competitors are doing!***

6. Mobile Website

A mobile optimized website is essential these days as most people now use their smart phones to view websites.

If you look at a website that is not optimized for a mobile device then you will find the most it shows is your top left hand corner of your site.

Here's what Gartner had to say about mobile website's

“By 2013, mobile phones will overtake PCs as the most common Web access device worldwide. According to Gartner's PC installed base forecast, the total number of PCs in use will reach 1.78 billion units in 2013. By 2013, the combined installed base of smartphones and browser-equipped enhanced phones will exceed 1.82 billion units and will be greater than the installed base for PCs thereafter.

Mobile Web users are typically prepared to make fewer clicks on a website than users accessing sites from a PC. Although a growing number of websites and Web-based applications offer support for small-form-factor mobile devices, many still do not. Websites not optimized for the smaller-screen formats will become a market barrier for their owners — much content and many sites will need to be reformatted/rebuilt”.

A well designed site with a strong call to action not only looks better but will lead to more sales and enquiries.

If your website is not optimized to be viewed on a smart phone ***you Are losing money.***

7. QR Codes

QR (Quick Response) codes are those two dimensional barcodes that you will see cropping up all over the place.

Here's mine!



They are quirky, fun and very useful, best of all they are free and people with smart phones love them.

What happens is when someone with a smart phone scans them they immediately see the information hidden within the code which in this case is a link to my website with all my contact info.

Great for printing on laminate posters, T shirts, posters in windows etc.

If you are using QR codes then you had better make sure your website is optimized for mobiles!

8. Email

Although it's not as powerful as it once was (due mainly to spam), email marketing to your customer base can provide quick and powerful results.

If you only ever send out offers to your customer base you will find that your response rates will drop over time, you need to be sending regular emails that provide something of value to your customers.

Two key points to be aware of is the CAN-Spam act and how to get customers to sign up to your list in the first place.

The rules differ dependent on your country as to the CAN-Spam act (it's also called different things in different countries) just Google it and make sure you stay compliant.

To get people to sign up make sure you offer something of value in exchange for their email address and have as many places as possible available to them to sign up.

It's all about engaging your customer/client.

9. Press Releases

One public relations tool small businesses can easily implement to gain relatively inexpensive visibility in their markets is the small business press release. A press release is a specific who, what, where, when and why announcement about a company's newsworthy event that is distributed to the media to entice them to write and run an article about the company.

Make your Press releases short and succinct, the compelling small business press release is skillfully crafted with creative, newsworthy content to engage reporters and media outlets.

Posted on your own small business website, a press release rich with keywords that attract search engines can secondarily function as a marketing tool. A small business press release can attract new customers, garner publicity for your business, and bring more traffic to your website.

There are a number of common events for almost any business that can be newsworthy milestones and appropriate for a small business press release. These events demonstrate your innovation, expertise, company growth, and industry recognition.

- Release of a new product or new product features
- Hiring of new employees
- Announcement of awards or recognitions
- Promotional or charitable events
- Announcing new business partnerships
- Reporting on interesting survey results

Use these press releases in as many places as you can find to get your news out there to your market.

People trust press releases plus they give you authority and a lot of exposure you wouldn't normally get.

10. Video Marketing

People love watching videos and don't find them intrusive, in fact studies show most people would rather watch a video than have to read. This is especially true if your company, products, or service require deeper explanation or has higher consideration values.

YouTube is the largest video sharing site on the web but there are lots of other video sharing sites out there, the more sites you have your videos on the more potential for people to see them.

It boasts more than 2 billion video views monetized per week, and can also provide a low-cost to no-cost way to create a social marketing channel for your business.

Video also has many other uses you can add it to your website for extra content, it will get ranked by the search engines and be displayed in their search results, you can use it in your social media marketing.

Anyone with a mobile phone or a flip cam can create a video these days and often 'home grown' type videos outperform professional videos and stand more chance of going viral.

The best results come from a video that goes viral the best chance you have is by keeping your video short and adding humour in it with a strong call to action at the end of it.

One client with a limo hire company does a short video, free for clients who want one (mainly hen and stag parties), and posts it on YouTube, he doesn't have to do any more marketing his clients do it for him, nearly everybody in the video will link to it via Facebook or whatever social network they use and sent it to all of their friends, making them viral quickly.

All he does is make sure the last few frames are his companies contact details!

How could you make video marketing work for your business?

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Conclusion

I have given you ideas for 10 ways to increase your business.

Each method on its own will work very well, some of them combined will really create a stampede of new customers to your business and **all of these methods** will give you a great lead generation machine when implement.

None of these methods are expensive, especially when compared to the ROI you get from having a 24/7 online sales machine working for you.

You need an online presence and by adopting these methods they all add up to **your business** dominating your niche.

I hope you enjoyed this report and it has given you some ideas on how you can grow your business, If you need any further information just give me a call, Skype or email for a no obligation chat on how I could help you drive your business forward.

To Your Success

Matthew Hart

Matthew Hart

Founder of www.MkkhMarketing.com

Tel: 917-202-8386

Email: Contact@MkkhMarketing.com

Skype: Mkkhart

About the Author – Matthew Hart



Running a business is always a challenge, the owner is always looking at where to go next. That's where Mkkh Marketing & Matthew Hart can help, by helping the busy business owner increase his ROI.

Mkkh Marketing is based in Long Island but because of the wonders of email and Skype we have clients worldwide.

Our primary focus is helping small to medium sized business achieve online and offline marketing success.

We offer a rich consultative approach that our clients find refreshing. We actually listen to our clients to learn exactly what their problems and objectives are. Through our proven processes, we collaborate with clients to truly understand where they are and where they want to be next month, next year, and in 5 years.

As a marketing consultant with a rich understanding of the related marketing disciplines, we know that all of your marketing solutions are custom solutions. Everybody's business is different... even if you are selling a similar product or service.