

CUSTOMER ACQUISITION



- 1 research 2 build customer funnel 3 optimize 4 repeat

WEBSITE

A modern, clean, and frequently updated website will foster trust and traffic.

- EMAIL CAPTURE FORM
- SEO
- BLOG POSTS
- FREEBIES
- LANDING PAGES
- GOOGLE ADVERTISING

PARTNERSHIPS

Every small business starts here to build an authentic, in-person community that grows with you.

- GUEST CONTENT
(EX: SOCIAL POSTS, EMAIL CONTENT, BLOGS)
- NETWORKING
- PROFESSIONAL ORGANIZATIONS
- MUTUAL DISCOUNTS

EARNED MEDIA

Ask for testimonials/reviews in your email signature, as part of client offboarding, and with auto-generated emails.

- TESTIMONIALS
- GOOGLE/YELP REVIEWS
- SOCIAL MEDIA REVIEWS
- "PAST CLIENT" LISTS

SOCIAL MEDIA & EMAIL

- CREATE PROFILES
- POST AT LEAST WEEKLY
- SHARE/COMMENT ON POSTS
- EMAIL MARKETING
- AUTO EMAILS
(EX: WELCOME OR ABANDONED CARTS)
- PAY PER CLICK (PPC) ADS

EVENTS

Build interest, collect contact info, share promos/services, and improve retention

- WEBINARS
- CUSTOMER EVENTS
- STAFF / INTERNAL EVENTS
- FUNDRAISERS

SALES PROMOS

- HOLIDAY DISCOUNTS
- FREE TRIALS
- LOYALTY PROGRAMS
- REFERRAL BONUSES
- GIVEAWAYS

