

6 WAYS TO RECRUIT CUSTOMERS THROUGH ADVERTISING

- 1. Who is your target customer?** I often ask my clients to describe their average customer. Often, a client will answer, "Everyone." Everyone is not your customer. Yes, a broad cross-section of people may shop your business, but from what demographic group does most of your sales come from – soccer moms, women 30-50, young men, older men? Once you can articulate where the bulk of your sales come from? you have taken a major step forward in how to attract that customer.
- 2. Where are your customers?** You need to know what the lifestyle of your average customer is. Are moms and dads driving kids to and from games, events, to and from work? What do they do in their leisure time? Where are they when they're not at work?
- 3. What's in it for them?** Business owners like to talk about their business, especially in their advertising, regardless of which medium. People don't care about your business until they know what's in it for them. They don't care how long you've been in business, that you're conveniently located, or that you're nice people. People want to know how your product or service is going to make their lives easier or more enjoyable. If you can answer that and put that in your advertising message, you'll attract a lot more people.
- 4. Don't compete on price!** There are two types of buyers – transactional and relational. Transactional shoppers are only loyal to who has the lowest price and they'll drive 50 miles to save ten bucks. Relational shoppers buy because they trust the people they do business with, even if it means spending a little more money. Every business has transactional and relational customers but who are you spending most of your ad dollars to attract? In a Wal-Mart world, if you compete on price, you're going to get your head handed to you. Besides, when you compete on price you're training your customers to only shop your business when you have a sale. Don't do that.
- 5. What is your customers experience?** 80% of marketing is done inside the store. 80%. Only 20% of your marketing efforts should be focused outside your store. How clean and organized is your store? How clean are your bathrooms (more important than you may realize)? Are employees knowledgeable, helpful, respectful, and friendly? Any advertising you do can get people to your door, but what happens when customers walk in? Do they have an experience that makes them want to come back and shop again?
- 6. What is your "wow" factor?** What impresses people about your business? What will keep them coming back? What does your business offer beyond product and price that will impress people to come back again and again? If you can identify and develop that "wow factor", you'll go a long way toward building loyal customers.

If you follow these six ways to attract customers, over time you will see your customer base and your bottom line grow. **Call us today at 702.560.3800 to find out how we can help you reach your target market and recruit loyal customers!**