

50 ways to get new clients

Get more quality traffic



- 1** Get better at Google to drive quality traffic
- 2** Invest in pay per click (PPC) Google adverts
- 3** Invest in Google remarketing – the adverts that seem to follow people around the web. They are incredibly cheap and offer a fantastic return on investment, as they get in front of someone at the point they are ready to commit to an IT support company
- 4** Get more Google reviews. You need 20 more reviews than your closest rival. Ask happy clients to leave you a review (send them an email with a link to your Google reviews page)
- 5** Invest in SEO (search engine optimisation) to ensure you dominate page one of Google
- 6** Use Facebook to get formalised referrals from existing clients. Set up a page for your MSP, and add content to it daily
- 7** Invest in Facebook advertising. It's a powerful way to reach the right people in your local area who haven't yet gone to Google to search for IT support
- 8** Put more images onto Facebook. It's proven that images are shared more often, which makes it more likely that your message will get in front of more new people

9 Use LinkedIn advertising to target business buyers in your niche or local area

10 Track where all of your traffic is coming from, and where new clients first hear about you. Buy specific URLs to make this happen. Look for trends, and invest more money into traffic sources that work. You can do the same thing with offline marketing, using tracking phone numbers

Turn your website into a cash machine



- 11** Differentiate from your competitors by using yourself and your staff. Tell stories and appeal to people's emotions. Don't try to compete on price, service or quality
- 12** You personally should be the face of the business. It doesn't matter if you don't see so many clients these days. No-one thinks Richard Branson flies the Virgin Atlantic planes, yet every single Virgin customer is buying into him and his reputation
- 13** Revamp your content. Chances are it's rubbish. Write it from the prospect's point of view avoiding "we we we". Use the AIDA writing strategy (Attention, Interest, Desire, Action). Focus on headlines. Headlines sell – or kill sales. If you're not a confident marketing writer, just hire one. There are plenty out there. Just make sure they fully understand the sector

14 Educate web visitors how to buy. Most of them don't know a good MSP from a bad one. Tell them what to look for, and what to be aware of. Of course, all of the things you recommend your business must have! Typically, the educator is the one to win the sale

15 Use videos online. Don't make it a Hollywood production. On your home page introduce yourself to your potential future client (a video speaking directly to them, look at the camera). Do a second video showing them around the business

16 Use the IT Support Marketing website data capture and follow-up strategy. This builds you a powerful database of prospects, and puts you in control of the "warm-up" process. Your data capture should be on every page above the fold, and on the right hand side (this is where the eye tends to linger)

17 Offer an ethical bribe to persuade people to happily give you their contact details and "opt-in" to your email marketing

18 Follow them up with emails. The more segmented they are, the better. Spam is defined as "unsolicited email that's not relevant to me". So make sure it is 100% relevant to them

19 Get your staff to pick up the phone and call prospects. It's scary but nothing beats that human touch

20 Add new content at least once a month. Better still, once a week. Google loves new original and relevant content added to websites. If you don't have time yourself, outsource it to a freelance writer from www.PeoplePerHour.com or www.Fiverr.com. But list your name as the writer. Experts write, and you need to build your perceived expert authority

21 Create a better about us page. A lot of your traffic will visit this page. Don't make it dry and boring, listing your staff's qualifications and dull professional histories. Bring it alive with photos,

videos and by telling stories. People love stories. They help them connect with other people. Ultimately, people buy from people, not from businesses

22 Be obsessive about collecting testimonials. Get real names, photos, or best of all videos. It's a powerful concept called social proof – most people prefer to do what most other people are doing. If you have 50 testimonials on your website, you will be perceived as the safe choice

23 Make sure your website is mobile optimised. More than 50% of your traffic could be coming from mobile devices. If they have to pinch and zoom or scroll left to right, they will get frustrated quickly, and will just hit the back button (this is known as a bounce)

24 Find out how ordinary people are using your website and tweak it to make it more effective at converting visitors into clients. Look at your Google Analytics regularly. There are some powerful tools including heat maps, available at www.SumoMe.com

25 Make it easy to people to share your content. Add social sharing buttons free and easily using www.AddThis.com

26 Be very overt about what people have to do next. There is no room for covert on the web... tell them clearly and plainly on each page what to do next to become a client. This is known as a call to action

Offline marketing



27 Do small, targeted postcard campaigns to potential prospect businesses

28 Advertise in the small circulation A5 "parish council" type magazines. They give the best return on investments

29 Speak at events. Local business networking events will be desperate to hear from a professional such as you! Make sure you data capture the people attending, so you can add them to your email database

30 Get free publicity (PR) in your local media. Send a press release, or better still offer to write a month article/column. Make sure you put your website address at the end. Journalists are overworked and underpaid, so they love easy content that needs little work

31 Offer to do a Q&A phone in on your local BBC radio station. You're a respected professional! You'd be surprised how valuable your content could be perceived as. If it fills an easy hour of output and the audience loves it, there's a good chance you could be asked back to do it regularly

32 Build co-promotions with other local businesses that share the same client base as you, but aren't in competition with you

Get new clients from existing clients



33 Set up a formal referral programme. Reward the act of agreeing to refer a friend, rather than the referral itself

Persuade people to pick your MSP



34 Make them a killer offer. It's a sad reflection on society that an offer gets a better response than talking about quality. Avoid giving things away for free as this attracts bottom end clients. Instead offer complimentary upgrades. Give away something that has a high perceived value to the client, but costs you little

35 When creating offers always be as simple but as specific as you can. In marketing, vagueness just frustrates people, whereas specificity sells

36 Focus on one thing at a time. One offer, one deal, one outcome. Our inclination is to pack as much into marketing as possible. But your job is actually to simplify everything. The clearer and simpler something is, the better a response you will get

37 Use powerful three tier offers. Offer them a good option, a better option, and a best option (bronze, silver, gold). Wherever you can, offer choice rather than a buy/don't buy decision. Get this right and two thirds of your sales will sit in the middle option

38 Set up a guarantee. Find something that will be a real benefit to clients. It doesn't matter if all other MSPs do this. The first to get into the buyer's mind is the one that educates and get the marketing advantage

39 Consider using front end/back end marketing. This is where you lose money or only break even in the initial sale (also known as a loss leader) just to win a client... you have the confidence that you will make money in the long-term as they stay with your business and buy regularly from you

And remember to...



40 Fully invest your resources into direct response marketing rather than brand marketing. You don't have the time, cash or energy to "get the word out there". Make sure every piece of marketing puts cash in the till

41 Be perceived as a specialist. Specialise your business's marketing, don't be a generalist

42 Understand how ordinary people think. And how that influences how they act. The way you think directly affects the way you act, which directly affects the kind of life you lead

43 Be the most expensive MSP in town. The premium choice. The most profitable future is to sit at the top of the local market. This is also the route to having the best clients who respect you the most, stay longer, and happily spend more

44 Ensure that every marketing message contains the three Ms of the marketing triangle - the right message, delivered to the right market, using the right media

45 Marketing messages will result in more clients if you ensure they are relevant, are sent at the right time, and are packed with standoutability

46 Use Cialdini's six weapons of influence (get his book called Influence). Each one is powerful on its own... combine 4, 5 or 6 of them, and your business will be unstoppable

47 Work out the average lifetime value of a new client to your business. If someone is worth a couple of grand over the next few years, you'd be willing to pay £50 or £100 to acquire them, right?

48 Fail more. You should be trying 2 or 3 new marketing experiments every month; expecting most of them to fail. The more things you try that don't work for you, the closer you are to finding a new strategy or technique which will drive hundreds of new clients

49 Avoid interruption marketing (old fashioned advertising that interrupts someone who is doing something else). Place your MSP in front of people who are already looking for a business like yours

50 Invest the first 60 minutes of each day into getting new clients and growing your business. This is an excellent habit to develop. As the business owner, you probably don't spend enough time working ON the business as opposed to working IN it. 60 minutes a day turns into 5 hours a week, which becomes 240 hours a year (assuming you have 4 weeks' holiday a year). WOW! That's like spending 10 days without sleep growing your business



Paul Green's

ITSUPPORT
marketing