

EIGHT TIPS TO BOOST YOUR LOCAL BUSINESS






ONE DIRECT MAIL

Look for the type of businesses you want to target, and get to know their employees by name. This knowledge offers a great opportunity to personalise direct mail advertising to the specific behavioural and other traits of the individual; which in turn provides a high return on investment (ROI) and response rates.

GREAT FOR LEAFLETS,
LETTERS & MERCHANDISE



TWO KNOW YOUR USP



No one knows your business as well as you do. But your audience/customers are not mind readers. Think about what you are offering, buyer persona(s) and detail what you could communicate more effectively. Let them know more about you and your brand, which will help you to kick your competition to the curb.



BROCHURES & BOOKLETS


& BOOKLETS





THREE BUILD LOYALTY

Loyalty schemes work great in coffee shops and retail sites. Customers collect stamps and get rewarded, which adds value. But Loyalty Schemes are great in other businesses too. Incentives like: discounted consultations, 50% extra or buy one, get one free also add value without diminishing your worth or losing you money.



POSTCARD PROMOS

LOYALTY CARDS





FOUR GET SOCIAL

It's not stalking to follow your existing and potential customers on social media. It's also the quickest way for you to showcase your business to a multitude of people at once; communicate your brand values, products and create a call to action (CTA) via offers and boosts. We recommend using Mailchimp for emailing, as well as Facebook, Instagram Twitter and LinkedIn.



@SM1PRINTSTUDIO

FIVE NETWORK



It's like dating without the awkwardness or embarrassing questions, but you get to put your 'best foot forward' and talk about your business. Go forth and brag. Meet like-minded people, your competition and potential customers. If you use LinkedIn well, it is likely you can seek out decision makers and spenders too.

DON'T FORGET YOUR
BUSINESS CARDS





SIX



GOOD SERVICE

It may be obvious, but when it gets busy it can be easy to forget that a polite “good morning” or “I’ll be with you soon” goes a long way.

Customers value politeness, it makes them feel considered and valued.

Valued customers will naturally refer your business to their colleagues, friends, family etc.



STAFF HANDBOOKS
& TRAINING GUIDES



SEVEN



SURVEYS

Do you know what your existing customers truly think about you? Are you afraid of negative feedback? Firstly, customer surveys are a great way to gather key data which can help you to make positive changes for your business. Did you know Starbucks have a website just for feedback and ideas! Secondly, negative feedback allows you to respond to customers with facts and courtesy.





EIGHT BRANDING +

What you are willing to invest in your business is a direct reflection on you. Investing in your business branding with quality print and marketing, shows how committed you are to offering a great service or a reflection on the product. For example, you would not expect a Michelin Star restaurant to have Vista Print Business Cards for £5.99. At SM1 Print Studio we offer innovative ideas and specialist print techniques which are tailored to boost your business.

CONTACT US

020 8643 6466



2b Carshalton Road, Sutton, Surrey SM1 4RA
T: 020 8643 6466 E: sales@sm1print.co.uk

www.sm1print.co.uk

Stay social    @sm1print.co.uk