

# 101 Cats

## Customer Attraction Techniques





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*The cover photograph is of Marmaduke, the international cat; at the time of writing, he is in Tokyo*

“Marketing is all about customers. The more you understand and engage with your customers, the more successful you will be. In order to understand other people, start by understanding yourself.”

## The Marketing Compass

The Marketing Compass encourages members to share marketing tips, ideas, strategies and techniques. This way, we all learn.

Within [www.marketingcompass.co.uk](http://www.marketingcompass.co.uk) you can do this in the Activity stream where it says “What’s new, (user name)?”

## 101 Customer Attraction Techniques

There are hundreds of ways in which you can promote your business. Here are just a few of them. Thank you for reading this e-book. We hope that you find it useful. By all means provide feedback within The Marketing Compass website.

1. **Advocates:** Advocates are people who recommend you. Do you know who they are? They should be clearly marked within your CRM (Customer Relationship Management) system. Thank them for their gift of advocacy, keep in touch and wherever possible, return the favour.
2. **Alliance Marketing Partners:** an AMP is a non-competing organisation which serves the same markets as you do. Forge alliances with them – in order to generate more business for both of you.

3. **Articles:** write a series of customer focused articles. For example, tips and hints, dos and don'ts, case studies, etc. You will be able to use this content in many ways.
4. **Benefits:** talk in the language of benefits, not in the language of features. Describe what your product / service delivers, not just what it does.
5. **Blogging:** i.e. your own blog, using WordPress. Having blog capability within your own website is a great way of creating content within the site itself.
6. **Booklets:** when it comes to your business and whatever it is that you market, you are a subject expert, aren't you? Write one or more booklets, telling customers how to get the best out of your product(s) / services(s). Each booklet only has to be a few pages long and, once you get started, you may well be surprised by how much there is to say.
7. **Books:** Becoming an author can open new doors for you, generate a considerable amount of publicity and attract customers. If you enjoy writing, have you written a book? An e-book can be just 10,000 words. If you write 500 words a day for 20 days – there is your book.
8. **Branding:** every business should 'think brand'. Your brand is based on your values – so it is important to be clear what you stand for.
9. **Business cards:** with the offer of free information printed on the back.
10. **Buyer's guide:** this is part of your customer education programme.
11. **Case studies:** short stories about the customer's situation, why they decided to change, how they found you, what they think of your product and the benefits they are receiving.
12. **Cause marketing:** support a worthy cause, such as a charity. They will be grateful, you will do some good and you will both benefit from the publicity.
13. **Combinations:** marketing works best when you combine several elements into an integrated campaign. For example, your Tweets include a link back to your website, where interesting blogs can be read. Next to the articles, you offer additional information, if the reader subscribes to your newsletter.
14. **Compelling copy:** 'copy' = marketing words. When you are writing in order to sell, your marketing words should be passionate and compelling. The objective is make the reader want to take action.
15. **Competitions:** can be a great way of building an opt-in mailing / emailing list, particularly for B2C marketing.
16. **Creativity:** an essential element of successful marketing.
17. **CRM system:** a Customer Relationship Management system comprises specialised software for managing the customer relationship process. The key question is: where do you hold your customer data? If the answer is a shoe box full of business cards, your email system, a spreadsheet or your accounts system, sadly, you are not benefiting from a CRM system. There are numerous products available. The idea is to manage the process from prospective customer, to first transaction, to on-going client via the software. Once you have an organised CRM system, your marketing will become much easier.

18. **Cross selling:** tell your customers about other goods / services which you provide.
19. **Customer clubs:** people like joining things. When it comes to products, customers like to talk to other customers. Hence the plethora of car clubs, including those for long deceased automobile manufacturers. Software houses run user groups and in the case of corporate software, the users will fly half way around the world to attend the meetings. If you can introduce your customers to each other and let them share information, you will engender loyalty and advocacy.
20. **Customer service:** deliver fanatical customer service and customers will keep buying from you. In addition, they will help to 'spread the word' about your enterprise.
21. **Demonstrations:** customers like to see the product in use. As well as showing them how great it is, give them a chance to have a go themselves, as this will create an emotional bond.
22. **Directories:** specifically, online business directories, for those all important in-bound links.
23. **Distributors:** could other people / businesses sell your product / service for you, for a commission or mark-up? The answer to this question is almost certainly "Yes".
24. **Dormant customers:** do you have customers who haven't bought from you for some time? If you do, wake them up with a special offer, in order to tempt them to buy from you again. Above all, ensure that they are in your sales and marketing database and that you send them some interesting information, at least once a month.
25. **Email nudges:** sent on a regular basis, to prospective customers.
26. **Email signatures:** within your outbound emails, beneath your contact information – include a call for referrals and a line or two about the free information which you offer within your website.
27. **Emotion:** human beings run on feelings. The way we feel, drives what we think. If you communicate with genuine passion, you will create stronger connections with people. After all, if you aren't going to be passionate about what you are selling – who will be?
28. **Facebook for business:** this is separate to your personal profile within Facebook. Your Facebook for business page can be used to promote your company. It also a place where customers can interact and provide feedback about your goods / services.
29. **Follow-up:** this is a fundamental marketing principle. Wherever possible, follow-up after the sale in order to find out what the customer thinks and how they are getting on. Carry on doing this at regular intervals and, from time to time, tell them about the new things you are selling.
30. **Gift tokens:** can be a great way of getting customers to help to introduce your products / services to people they know. Gift tokens can be sold via your website.
31. **Guarantee:** offer a cast iron no-questions-asked guarantee. People are often sceptical about new products / services from companies that they don't know. One way of overcoming this scepticism is to offer a strong, up-front guarantee.
32. **Guest writer:** offer to provide 'guest content' for non-competitive websites, blogs and newsletters. Everyone struggles to generate new online content. Many businesses, who serve

the same target markets as you, will be delighted to receive your offer of help. If you keep a bank of articles, tips and ideas and checklists 'top and tail' these (i.e. write a new start and finish) and change the content a little, before you send it off. Ensure that the item includes your contact details and, in particular, your website address.

33. **Guru:** become the guru of your marketplace. Develop a reputation as the most knowledgeable and up-to-date source of information regarding the product / service which you are marketing.
34. **Headlines:** think of headlines as the gateway to the marketing piece you are working on. Write several different headlines and choose the best one. Headlines are important on website pages, advertisements, newsletters and most forms of promotions.
35. **Homepage rethink:** your website homepage is the single most important page on your site. When was the last time that you took a dispassionate view of this critical page and saw it from a stranger's perspective?
36. **Impulse purchases:** display a selection of modestly priced items for sale when you give a talk, upload an article within your website or have a stand at an exhibition or business event. For example, when I give a talk on marketing, I always bring a few of my books along with me. When I sit down at the end of the talk, I make a point of picking up the books and signing them. I usually sell out. I realise that you may not wish to write a complete book, but how about producing a guide or booklet?
37. **Integrity:** a core value for any business which wishes to prosper and grow over the long term. An enterprise which has integrity will deliver on its promises, provide great customer service and generate strong word of mouth.
38. **Interviews:** (with their permission) conduct video recordings of customer interviews. Get someone to interview you about your business, your products / services etc. Edit and upload the results to your YouTube channel and embed the videos within your website.
39. **Journalists:** keep in contact with a handful of relevant journalists. They can be enormously helpful to your business. Don't just send them news about your enterprise, help them with relevant information about your industry, trends etc. In other words, create a professional relationship and your helpfulness will make you stand out from the crowd of people who are vying for their attention.
40. **Keywords:** create an alphabetical list of keywords and phrases.
41. **Leaflets:** colourful and cheap to print. Use them to promote a special offer, event etc.
42. **Letters:** in this world of websites, emails and social media, there is much to be said for the good old fashioned letter. I am not thinking in terms of expensive mass direct mailshots. I'm talking about one-to-one letters. For example, how about sending out five letters a day, waiting a week, and following up with a phone call? The letters need to be personalised, signed in ink and printed on good quality paper. Oh, and by the way, a long letter (at least two sides) will get a better response than a short letter. This is because if someone is in the market to buy – they will read every word that you send to them (the 'more you tell, you more you sell').
43. **LinkedIn:** a giant directory of business people. Worth creating a profile just for the link back to your website. Once you have registered, search for customers and contacts and send them



connection requests. You can also join groups (where you can network online) and create your own LinkedIn group. Connect with Nigel here: <https://uk.linkedin.com/in/nigeltemple>  
Looking for LinkedIn training? [www.linkedintraining.pro](http://www.linkedintraining.pro)

44. **Links:** especially in-bound links to your website from relevant websites.
45. **Listening:** are you a good listener? Professional sales people spend most of the early part of a sales conversation 'just listening'. They ask open questions, in order to get the other person talking. If you improve your listening skills, you will attract more customers and generate more business.
46. **Lists (AMP partners):** all businesses have contact lists of one type or another. For example, customer mailing lists or e-newsletter subscriber lists. As part of your Alliance Marketing Partner programme – send invitations to your AMP partner lists to attend a free event you are holding (for example). You can then reciprocate, by allowing your AMP partner to send something of interest to your list. Alternatively, you could exchange items to include in each others e-newsletters.
47. **Logo:** people remember pictures much better than they remember names. Create a well designed logo and display it as often as you can.
48. **Marketing automation:** messages and events happen as your customers engage with your brand.
49. **Networking:** if you join a networking group, turn up regularly as it takes time to build relationships. Remember that it is not just the people you meet who may do business with you: the objective is to build a referral network.
50. **Newsletters:** send out a monthly newsletter, using a web based system such as MailChimp. See: [www.mailchimptraining.co.uk](http://www.mailchimptraining.co.uk)
51. **Offers:** time limited offers can be an effective way of generating response. The next time you wander around a supermarket, study the way in which they use offers.
52. **Packaging:** presentation really does make a difference, no matter what you are marketing. If you provide a physical product, pay close attention to the packaging, study your competitor's packaging and make this a creative thinking exercise. There are numerous examples of innovative and engaging packaging. Examples include Innocent Drinks, Apple and Net-a-Porter.com - the online luxury fashion retailer.
53. **Pay Per Click:** PPC advertising includes Google AdWords. You only pay when someone clicks on your advertisement (and they then get taken to your website).
54. **Payment options:** ideally, give customers several different ways to pay you. In addition, consider payment plans as spread payments will increase your customer base.
55. **Payment plan:** if you sell expensive items, consider having different payment options.
56. **PDF brochure:** downloadable from your website. The PDF format means that the layout will remain fixed, regardless of the recipient's device.

57. **Photographs:** because a picture paints a thousand words. Show the 'product in use' (i.e. a customer using a physical product or, if you offer a service, a photograph of you delivering the service).
58. **Podcasting:** a podcast usually refers to a sequence of audio or video files which are released on regular basis (BBC radio programmes are often available as podcasts). Podcasts can be played whenever it is convenient, even if the listener / viewer is offline.
59. **Politeness:** good old fashioned politeness will not cost you any money. Over time, politeness will attract people to your business and give them a good feeling about you.
60. **Press launches:** the media likes new things, i.e. new products / new businesses launching in their area / new solutions to an old problem. Build a list of media contacts, write an informative and interesting press release, send it out and follow up by telephone. When I ran a PR consultancy, we orchestrated numerous product launches.
61. **Product range:** if you only have one, or a handful, of items for sale - you should consider expanding your product range. In this context, 'product' includes 'productised services'. Buyers like to have a choice: the more options you give them, the higher your turnover is likely to be. In addition, once you have a customer, your extensive product range will make it easier to keep them coming back for more.
62. **Product samples:** can you provide free samples of your product / service? If you can – this is a great way of creating customer engagement and reducing buying resistance.
63. **Promotional gifts:** create unusual freebies which will get attention and create word of mouth for your enterprise.
64. **Postcards:** colourful and cheap to print, postcards are likely to be kept, if they are used to provide some useful and helpful information.
65. **Posters:** create a poster containing interesting, relevant information. For example, you could include a dos and don'ts checklist showing how to get the best out of your product / service, useful (non-competitive) websites and a glossary of technical terms. Make it colourful and beautiful. Send it to customers, give it to prospects and suggest that they display it within their office.
66. **Press releases:** short news items, written specifically for the media.
67. **Product grid:** draw up a grid, showing your products / services along one side and your customers (or your top customers) along the other. The objective is to find out whether your customers know about all of the products / services which you market.
68. **Productising your services:** turn a service into a product by giving it a brand name, listing the key benefits, producing a web page for it, fixing a price / price structure and promoting it.
69. **Professional groups:** join trade and professional groups, such as your local chamber of commerce. Attend events, interact with their online resources and get some coverage in their printed publications.
70. **Radio:** are you friends with your local radio station? Do you listen regularly, interact with them and send in useful, relevant local information? Can you name the station, the presenters and

researchers? Local radio coverage is of huge value for any business. Think in terms of local events / sponsorship / Alliance Marketing Partners in order to capitalise on this idea.

71. **Rapport:** part of interpersonal communication, the ability to put people at their ease and form rapport is a skill which you can learn / improve. It is surprising how many intelligent, knowledgeable business people don't realise that they have poor skills in this area.
72. **Referrals:** everyone like referrals, don't they? The question is, do you have a referral system in place which brings referrals to you on a regular basis?
73. **Relationships:** we are all in the relationship business. I have asked thousands of seminar delegates this question and overwhelmingly they agree, regardless of the type of enterprise they have. If you can forge strong, professional relationships with people, you are much more likely to succeed in business. As the old saying goes, 'people buy from people' and this is true even online.
74. **Repetition:** don't be afraid to repeat your messages over and over again. In addition, don't send out one-off marketing communications: instead, send regular messages. This way, it will 'sink in' and you will create brand awareness.
75. **Response times:** respond as quickly as you can. This is particularly important with regards to sales enquiries. You may well lose the business, if you don't get back to the enquirer ASAP.
76. **Sales skills:** sales professionals have been professionally trained. They use a structured approach to forming rapport, finding needs, answering objections and closing the sale.
77. **Segmentation:** don't try and sell to everyone. Instead, divide prospective customers into defined groups. You will then be able to communicate more effectively with offers, messages and ideas which are relevant to each segment.
78. **Seminars:** organise an event and provide a structured learning session on an aspect of your product / service. Consider charging for tickets (as long as your content is strong enough) as this will mean that the ticket holders will actually turn up.
79. **SEO:** it is important to have a Search Engine Optimisation strategy – regardless of the size of your business.
80. **Signage:** signs are not just for retailers – if you hold an event, such as a seminar, workshop or golf day, display your logo and business name on signage (such as a 'pop up banner') within / around the venue (with their permission). Signage can also be used on vehicles (i.e magnetic signs). If you have a stand at an exhibition, creative signage can make all the difference.
81. **Social life:** the super rich have great social lives. They mix with other wealthy people at dinner parties, cultural events and other gatherings. The result, of course, is that they meet other wealthy people and discuss new ways to make money. Running a business can become all consuming, can't it? Why not plan some more social events in your calendar; when the time is right, business will float into the conversation.
82. **Sponsorship:** holds numerous opportunities for the creative marketer, particularly if you are able to offer goods / services in exchange for the sponsorship. If you are focusing locally, you could sponsor a charitable event in your town. If you are selling to other businesses, you could



- sponsor a business event. Ensure that your business is mentioned within the publicity, website etc. At the event itself, bring along a pop-up banner (these are inexpensive to produce), complete with your logo, website address and phone number.
83. **Stickers:** for many businesses, stickers are a secret marketing weapon. For example, an IT support company can print stickers with their contact details and suggest that the recipients stick them to their computer screens. In case of an IT emergency – simply call the number.
  84. **Sticktoitness:** don't give up too early. Marketing is a long game. Choose your promotional mix carefully and stick to it. It is more important to communicate regularly, than it is to communicate brilliantly.
  85. **Strapline:** a strapline is a single, memorable sentence, which sums up a key benefit or point of differentiation. For example, in the case of John Lewis: 'Never knowingly undersold'. Display your strapline near your logo on your website homepage, include it within advertisements and printed items.
  86. **Surgeries:** i.e. one-to-one consultancy sessions, lasting say one hour, during which you provide advice and feedback. I used to hold these in an hotel lounge area every Monday and this was a great way of meeting potential clients.
  87. **Talks:** getting up in front of an audience and demonstrating your knowledge is a great way of attracting customers. Publicity can be generated before and after the event, which will help with awareness. Ensure that you give each of the attendees something to take away, which includes your contact details.
  88. **Telemarketing:** works for some businesses, however cold calling is meeting increasing resistance.
  89. **Telephone answering service:** don't miss sales enquiries.
  90. **Teleseminars:** using a teleconference service.
  91. **Testimonials:** ask customers to give you written feedback, i.e. by email and / or letter. Display the nice things they say about you throughout your promotional mix. Testimonials are a form of 'social proof'.
  92. **Title tags:** each page on your website should have a separate Title tag. Google reads these tags and they show up in important places, such as Google search results pages. Start each title tag with the most important keywords.
  93. **Training events:** attend seminars and other training events. These are often held for free or at a low cost. Not only will you increase your knowledge, but you will also meet other delegates with whom you can network and, potentially, do business.
  94. **Trial period:** a great way of tempting prospective customers to give your product a go.
  95. **Twitter:** create an account either using your name or your company name. Start following customers, prospective customers, journalists and other relevant people. Tweet interesting and useful customer focused information on a daily basis. Follow Nigel:  
<https://twitter.com/nigeltemple>

96. **Up-selling:** give the customer the opportunity to choose a bigger, better version of your standard product / service.
97. **Vouchers:** money off vouchers to reward customer loyalty. This can be a great way of getting customers to come back for more (as well as tempting prospective customers to give you a go).
98. **Webinars:** An online presentation to an audience. Lots of possibilities.
99. **Website:** Using the philosophy of customer attraction. Use your CMS (Content Management System) to add new material to your website on a regular basis.
100. **Yes** – if you get the customer to say “yes” they are more likely to repeat this this word when you ask for the order.
101. **YouTube:** don't just create an account – create you own YouTube channel.

## Conclusion

Choose the techniques which are relevant to your business and employ sticktoitness. I wish you all the best with your marketing!

All the best,

*Nigel*

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## The Marketing Compass

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**Nigel Temple – marketing consultant, speaker and author**

[www.nigeltemple.com](http://www.nigeltemple.com)

Nigel's services include:

- \* LinkedIn training and coaching: [www.linkedintraining.pro](http://www.linkedintraining.pro)
- \* Marketing consultancy: [www.nigeltemple.com/marketing-consultancy-service](http://www.nigeltemple.com/marketing-consultancy-service)
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