

# 15 Ways To Attract and Retain Customers

---

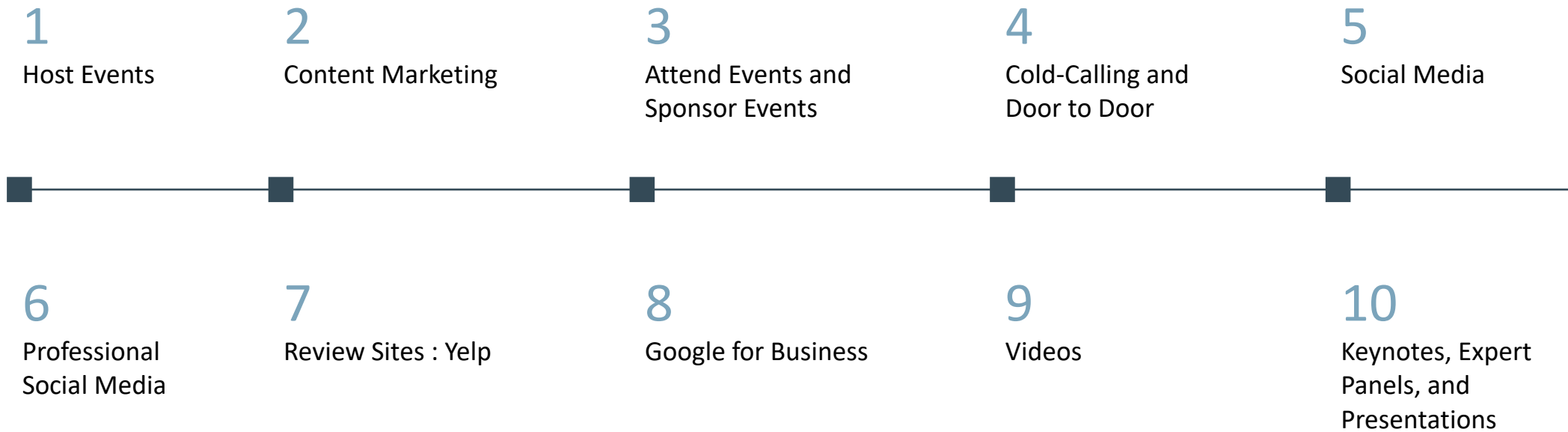




# 15 Ways to Attract and Retain Customers

We will cover 10 practical Marketing Tactics to attract customers to come to your business AND 5 ongoing Customer Loyalty Programs to retain and keep customers coming back.

# Marketing Tactics to Attract Customers

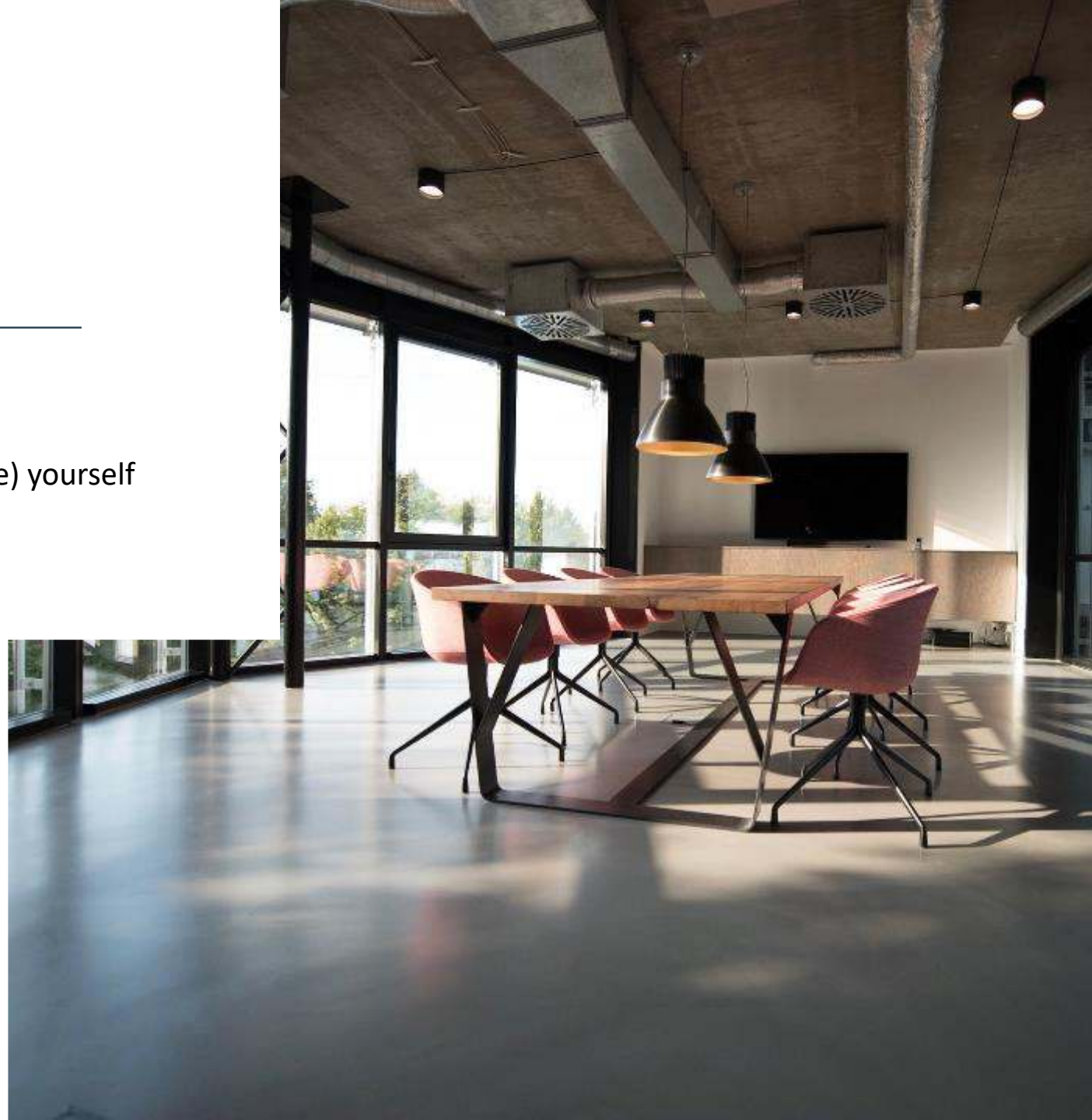


# 1

## Host Events

A perfect way to introduce (and re-introduce) yourself and your brand to the community

- On-site, webinars online, tastings, test drives
- Online event postings via Eventbrite
- Never delete pages
- Be an expert
- SEO topics that are useful to your brand





## 2

# Content Marketing

It's Not just about volume but about content. Use SEO and applicable keywords and phrases

- Website
- Blogs
- SEO and Keyword phrasing
- Topic and City Pages

# 3

---

## Attend Events and Sponsor Events

- Make new connections
- Promote your brand
- People still like in-person meetings and interactions



# 4

---

## Cold-Calling and Door to Door

- Get in the field personally and drive more leads
- Brush up on your sales techniques
- Numbers game



# 5

---

## Social Media

### Instagram

- Photo centered
- Aesthetically pleasing

### Twitter

- Micro-blogging
- Use Keywords

### Facebook

- Facebook Advertising

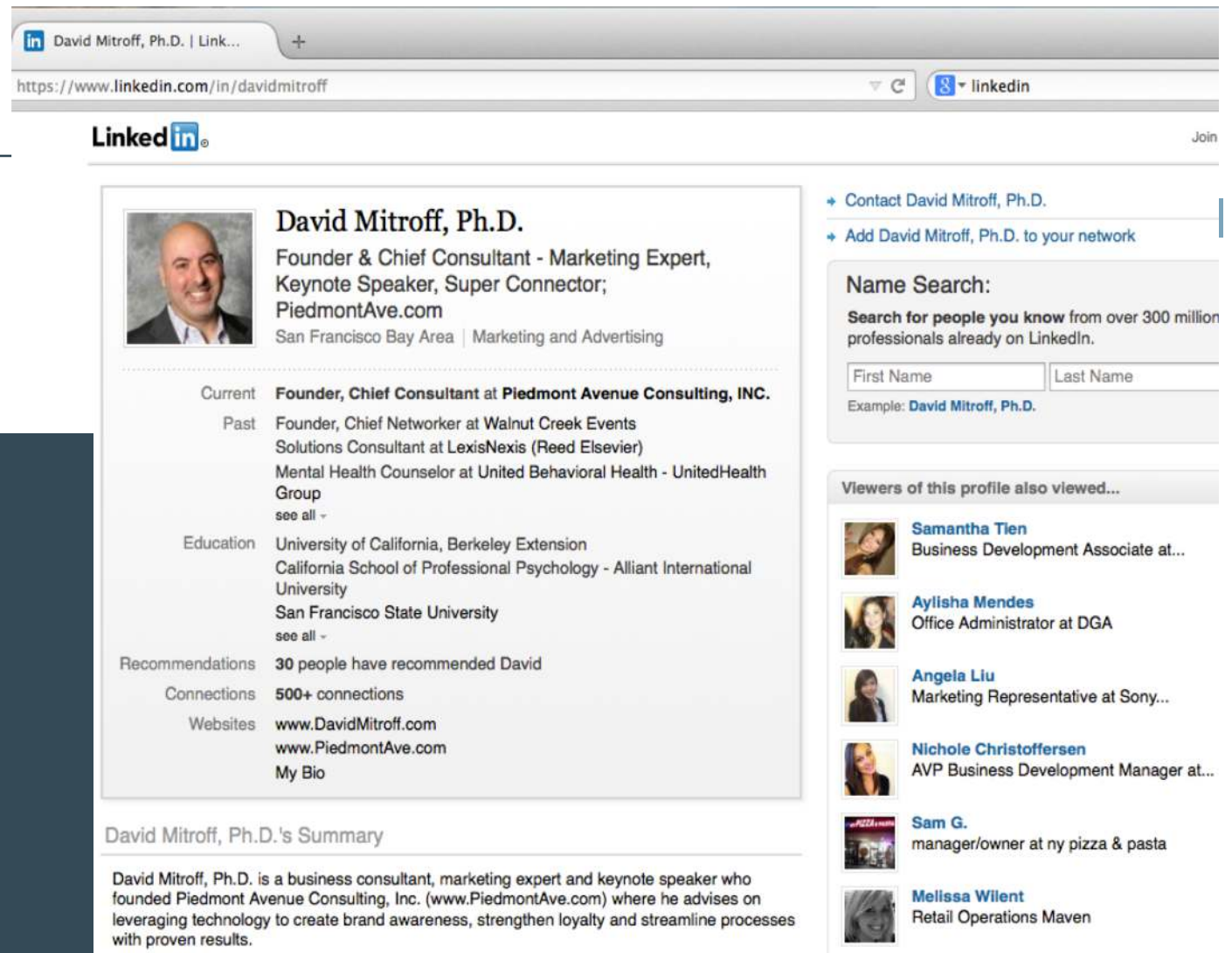


# 6

## Professional Social Media

### LinkedIn

- Connect with other professionals
- Write and post your own articles
- SEO keywords



The screenshot shows a web browser window with the URL <https://www.linkedin.com/in/davidmitroff>. The page displays the LinkedIn profile of David Mitroff, Ph.D., who is the Founder & Chief Consultant at Piedmont Avenue Consulting, INC. His profile includes a profile picture, a header with his name and title, and a list of his current and past roles. He is currently listed as the Founder, Chief Consultant at Piedmont Avenue Consulting, INC. His past roles include Founder, Chief Networker at Walnut Creek Events Solutions Consultant at LexisNexis (Reed Elsevier), and Mental Health Counselor at United Behavioral Health - UnitedHealth Group. He also lists his education at the University of California, Berkeley Extension, California School of Professional Psychology - Alliant International University, and San Francisco State University. The profile shows 30 recommendations, 500+ connections, and two websites: [www.DavidMitroff.com](http://www.DavidMitroff.com) and [www.PiedmontAve.com](http://www.PiedmontAve.com). A summary section at the bottom states that David Mitroff, Ph.D. is a business consultant, marketing expert, and keynote speaker who founded Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com) where he advises on leveraging technology to create brand awareness, strengthen loyalty, and streamline processes with proven results. On the right side of the profile, there are options to contact David Mitroff, Ph.D. or add him to the network, a name search box, and a list of viewers of this profile, including Samantha Tien, Aylisha Mendes, Angela Liu, Nichole Christoffersen, Sam G., and Melissa Wilent.

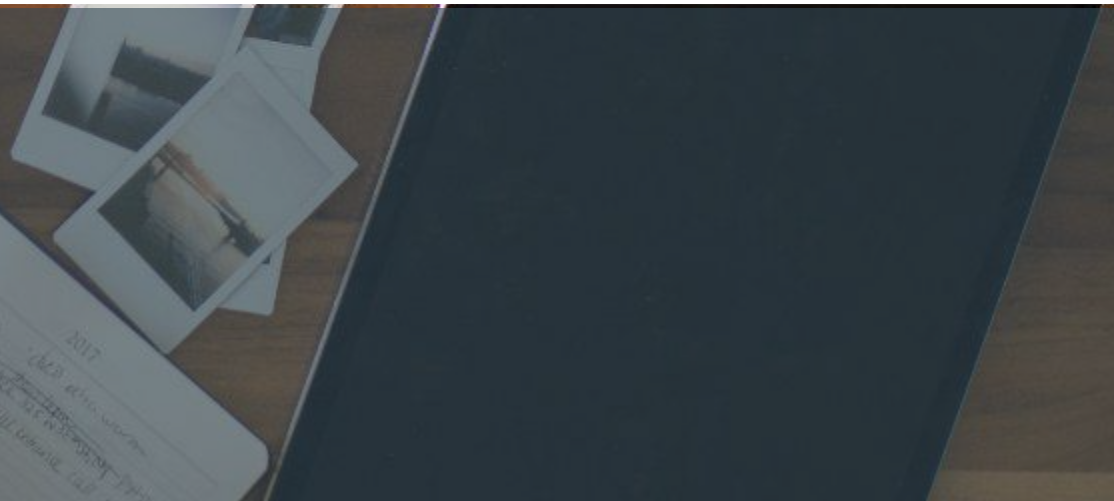
# 7

---

## Review Sites : Yelp

People listen to what others say and how owners handle diversity.

- Interact and respond directly to customers
- Create Account for Delivery Services

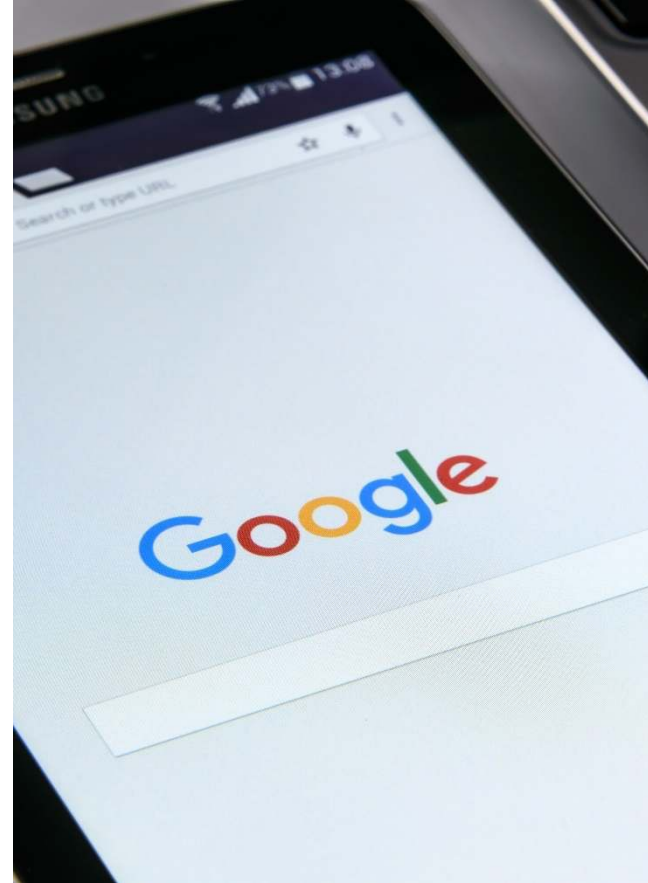


# 8

---

## Google for Business

- Claim and update listing
- Add more photos and content

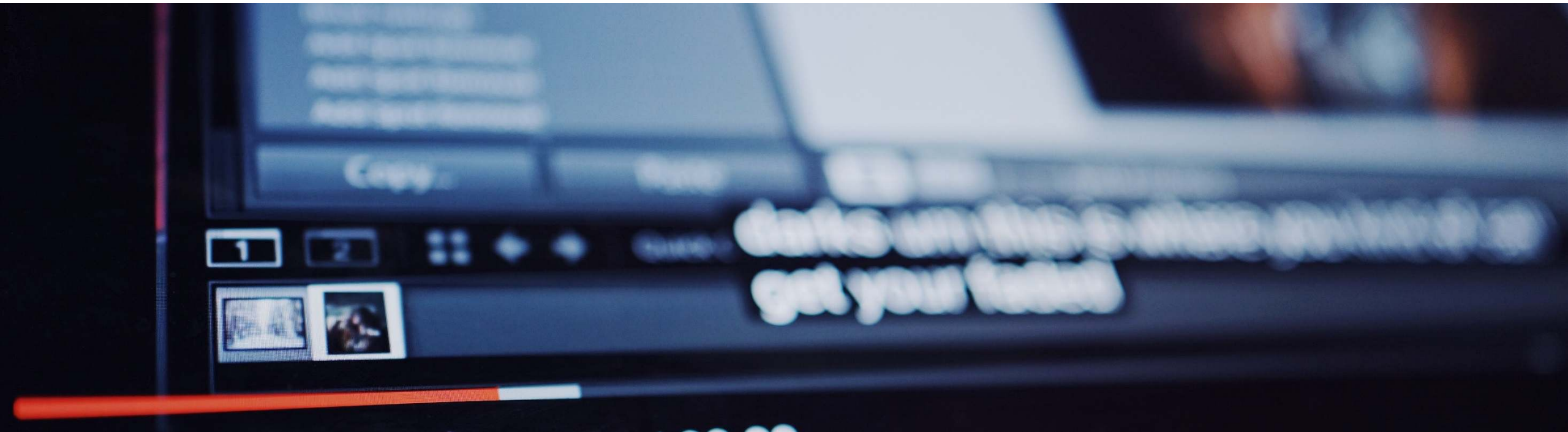


# 9

---

## Videos

- YouTube, Vimeo
- Story telling,  
personal connections



# 10

---

## Keynotes, Expert Panels, and Presentations

By putting time and effort into a keynote you can brand yourself, and your company, as a leading expert in the field.

- Be the expert in your space



# 5 Ways to Increase Customer Loyalty to Retain Customers

- 
- 1 Email Newsletter
  - 2 New Services and Offerings
  - 3 Point of Sale Reward Programs
  - 4 Partner Programs
  - 5 Data Driven Marketing
- 

# Email Newsletter

Newsletters are a great way to stay in touch with your existing customers and well as your prospective ones.

- Make monthly schedule
- Customers consistently see your brand and keep you at the top of their mind





# New Services and Offerings

It is 6x easier to sell to existing customers!

- Increase Customer Lifetime Value

# Point of Sale Reward Programs

- Accrue points and establish brand loyalty
- POS systems integrated loyalty programs



# Partner Programs

Partnering with other brands to adds credibility to both companies.

- Events with other relevant brands
- Invite both of your existing customers




# Data Driven Marketing


- 12 Month Calendar - Notice sales cycles in advance
- Integrate special offers and promotions to customers before they leave



# Get in Touch :

 David Mitroff, Ph.D.  
Piedmont Avenue Consulting, Inc.

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

 510-761-5895

 [David@PiedmontAve.com](mailto:David@PiedmontAve.com)