



The **BUSINESS**  
ACCELERATOR  
MAGAZINE

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# The **BUSINESS** ACCELERATOR MANUAL

## WHAT DRIVES YOUR BUSINESS **GROWTH AND PROFITS?**



Every business owner wants to grow their business and their profits. While there's no secret formula or recipe, the fact is, business growth and improved profitability are outcomes achieved as a result of processes including marketing, your expertise, customer service and your team's performance.

Let's examine some of the key drivers of growth and profitability.

### 1. Planning

Where do you see your business going in the future? What level of profit and growth are you targeting for next year? The definition of

insanity in business is doing things the same way and expecting different results. Without a plan to achieve your targets you are just hoping all the moving parts of your business sync together. Unfortunately, hope is not a strategy that delivers growth.

What is your vision for the business and how do you plan to get there? Without a roadmap all roads lead to nowhere. Having a business plan including financial forecasts is really the start of the process because it should identify what resources you need, the equipment and finance requirements. Will

you launch new products and services? To achieve the forecast growth, what level of staff will you need?

Another part of the planning process should be a SWOT analysis to ascertain your business Strengths, Weaknesses, Opportunities and Threats. Nobody saw COVID-19 coming but pandemics and snap lockdowns are part of the landscape and you need a contingency plan to deal with such events. As they say, Failing to Prepare is Preparing to Fail.

### 2. Technology

Has been a game changer in many industries and the rate of change continues to accelerate. Before the pandemic arrived a lot of business owners were contemplating some sort of digital transformation to keep up with their competitors and deliver a better customer experience. When COVID-19 arrived, remote working became an urgent priority to keep staff working. Businesses had to invest in technology to help staff transition from office-based to home-based employment and technology that was once considered a luxury became a necessity.

There has been a massive

shift in our daily business habits with face-to-face meetings replaced by video calls on platforms like Zoom, Google Meet, and Microsoft Teams. Going forward, these platforms may well become the default communication method for both internal and external meetings. Travel time has been slashed as a result and this looks like being a significant legacy of COVID.

Think about what technology you need to speed up your processes, improve productivity, reduce costs and produce better products and services. The right software can save time, help manage your inventory, reduce waste and generate repeat business with service reminders. It can also automate your marketing efforts. Most importantly, the right software lets you keep your finger on the pulse of the business and monitor all the key financial data.





# WHAT DRIVES YOUR BUSINESS GROWTH AND PROFITS?



### 3. Marketing

We suspected that the business model that relies almost exclusively on distribution of products through retail brick-and-mortar sites was under threat. With buildings and shopping centres closed through the lockdown, consumers quickly adapted and shifted their spending online. With consumers confined to their homes, e-commerce sales exploded and this massive shift to online sales is here to stay. To make the most of this shift in consumer behaviour it's time to review your website and make sure you have an e-commerce store to satisfy customer demand. Increasing traffic to your site may be as simple as utilising the blog section of your website effectively. Chances are there is already a blog or news section on your website but nobody is posting anything, or only rarely. If you struggle for what to write in your blog section, head to a question

and answer site such as Whirlpool or Quora and find questions related to your industry, product or service and use that question as the title of your blog post and answer the question. Visitors to your site appreciate this content and it will increase your SEO.

Engaging with your customers in this way and via social media channels is no longer optional with your prospects and customers living online. It's fair to say, for the majority of businesses, your marketing could be the difference between Doom, Gloom and Boom.

### 4. Team

In Michael Gerber's book, *The EMyth Revisited*, a key message for business owners was the need to 'work on the business, not just in the business'. This message should resonate with every entrepreneur and you need to create a business that works independent of you. The purpose of your life is

not to serve your business, it's for the business to serve your life.

Sounds good in theory and the key is finding the right people to run the operational side of the business to free you up. Experienced and trained people who can follow your systems and procedures allow you to delegate tasks that you don't have to do. Rather than manning the sales desk, phones or warehouse you can spend time on the key business drivers like marketing. Wages are often the biggest expense in a business for a reason

and their performance can have a massive impact on your growth and profitability. Leadership usually includes managing the team and innovating - that means providing the right tools so the team can perform their tasks efficiently.

Running a business remains a constant work in progress. To drive better financial outcomes you need to explore ways to continuously improve your business systems and processes. This necessitates planning, the implementation of technology and the adoption of digital marketing techniques. You also need the support of your staff and small improvements can have a compounding effect.

Ultimately the value of a business is linked to factors like revenue, profits and growth rate. It makes a lot of sense to focus on these areas and if you want to discuss the key profit and growth drivers in your business we invite you to contact us today.



# CORONAVIRUS VACCINE ROLLOUT – WHAT BUSINESS OWNERS NEED TO KNOW

## Here's What Business Owners Need to Know About Australia's Rollout of the Coronavirus Vaccine

With the rollout of Australia's coronavirus vaccine scheduled to commence in early March there are some key things that every small business owner needs to know.

The medical regulator has approved both the Pfizer vaccine and the Oxford University - AstraZeneca coronavirus vaccine and the order of the vaccine rollout will see quarantine and border workers, frontline health care workers, aged care workers and disability care staff at the front of the queue. Next in the queue are workers in health care, meat processing and the public services including police, army, fire, and emergency services. The elderly (aged 70 to 79), Aboriginal and Torres Strait Islander people aged 55 and above, and younger adults with underlying medical conditions will also be prioritised to receive the job.

The next phase includes mainly adults aged 50 to 69 plus 'other critical and high-risk workers' but there are no details about these specific industries. The final rollout of the vaccine will be to the general adult population and lastly teenagers 16 and under. At this stage there is no definitive dates as to when these phases will start and finish, but the process will take months.

### Can You Insist Staff Take the Vaccine?

The Government expect a small percentage of the population to resist inoculation and given the importance of the coronavirus vaccine to public health and economic recovery, they are launching a massive three phase advertising campaign to educate the public and remove any fears or concerns.

The Federal Government have said the coronavirus vaccine will not be compulsory, however, some industries will require workers to get vaccinated. Legal experts suggest some employers have the right to introduce a vaccine policy in their business, particularly if there is a significant risk to workplace health and safety. Obviously

high-risk industries including hospitals, meat processing, aged care facilities and organisations that work with children are expected to push for vaccination. For other industries, it is somewhat of a grey area and it will depend on the industry conditions and balancing the employer's duty of care to others with the employee's reason for rejecting the vaccine.

The Fairwork Ombudsman states that there are limited circumstances where an employer may require their employees to be vaccinated against coronavirus. Employers that have an enterprise (or registered) agreement or employment contract in place requiring vaccinations (which would need to be updated to specifically include coronavirus vaccinations) would still not be enforceable if the terms of the contract do not comply with anti-discrimination legislation. As there is currently no specific legislation or public health order enabling employers to require their employees to be vaccinated against coronavirus employers would need to consider whether it is lawful and reasonable to give their employees a direction to be vaccinated.

### The Cost of the Vaccine

The Federal Government have stated the COVID-19 vaccine will be free for all Australian permanent residents and temporary visa-holders. As such, there will be no cost to business owners.





# PLANNING FOR A PANDEMIC

There is an old saying, 'The most fertile source of insight is hindsight'. That being the case, what can business owners learn from the COVID-19 pandemic?

American business magnate, investor, and philanthropist, Warren Buffet said, "Only when the tide goes out do you discover who's been swimming naked." In boom times, flawed business models and poor business practices go unnoticed but when the tide turns these issues surface. The pandemic arrived with very little warning, but a lot of businesses have perished and there is more to come as the income support, rent deferrals and loan repayment lifelines all expire shortly.

The pandemic changed the way we live, work and play. Apart from being a massive health and humanitarian crisis, the pandemic sent hundreds of thousands of businesses into hibernation and in the process, created some incredible challenges. The economy shut down, supply chains were interrupted, and we witnessed panic buying. As businesses emerge and start to adapt to the new 'normal', some of the temporary habits developed during the survival phase have become a permanent part of the landscape. Social distancing and staff working remotely have



become mainstream and virtual meetings have replaced face to face meetings. Consumers have embraced online shopping and research out of the US suggests that more than half (58%) of the population don't plan to go back to using cash after the pandemic ends, choosing instead to transition to a cash-free lifestyle.

## Revival Phase



Business owners were initially in 'survival' mode and the Government support certainly saved many businesses. The Federal Treasurer Josh Frydenberg admitted that some businesses won't survive the COVID-19 pandemic. He said, "There will be businesses that will fold, there is no doubt about that, and we can't save every

business and we can't save every job." Obviously, some small business sectors are in a particularly precarious position including those in travel, hospitality, and event management.

In February, Victorians were put into a five day 'circuit breaker' lockdown with stage four restrictions in place across the entire state. Business owners were given just 12 hours' notice of the lockdown that coincided with peak season for florists and restaurants, given it was on the eve of Valentine's Day and Lunar New Year celebrations. It was a financial disaster for these types of businesses who were fully stocked or had ordered supplies that couldn't be cancelled. The fact is, there could be more pandemics, and this certainly won't be the only economic recession business owners have to deal with in this country. As such, every business needs to have a contingency plan.

As the Government rolls out the vaccine, we have moved into the 'revival' phase that requires business owners to think through the strategies to operate in the new environment. Consumer behaviour has changed, and the digital domination requires business owners to invest even more resources in their online presence.



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## Your Digital Presence .....

With retail stores closed and people in lockdown, COVID-19 forced a massive shift in consumer behaviour to online shopping. We always suspected this shift was going to happen, however, the pandemic accelerated the move. According to Australia Post's 2020 eCommerce Industry Report, in April 2020, 5.2 million Australians shopped online, and the Australian Bureau of Statistics estimates those sales were worth \$2.7 billion which is around 11.1% of all physical retail sales. This is a 56% increase compared to the 7.1% of retail sales back in March 2019.

Even as social-distancing rules ease, this trend will continue to rise. Many brick-and-mortar shops are at risk with reduced foot traffic as consumers enjoy the ease and convenience of online shopping. This massive shift to online sales will be one of the many legacies of COVID-19 and while the driving force behind the growth of online sales was necessity not consumer preference, the consumer 'tribe' have spoken and buying online is the new 'normal'. Businesses who aren't geared up for this change in consumer behaviour will pay the price.

Most businesses have some sort of digital presence with a website, however, their online sales are still only a small percentage of their total sales. The good news is, the internet is a level playing field so small business can compete with big business. In fact, some big businesses may become casualties of the pandemic which will open up opportunities to increase your market share. To capitalise, you need to be marketing right now and the focus needs to be on your digital presence.

In the last decade, the internet and social media have rewritten almost everything we knew about sales and marketing so right now is the perfect time to update your website and ramp up your social media activity. What channels work best in your industry? What are your competitors doing in that space? If we slip back into another lockdown don't sit idle, get online and do some serious research. Monitor what your competitors are doing and remember, your website will never be 'finished' it will always be a work in progress.



## Your Website - Build it and They will Come... ..



In today's internet fuelled world, your website is the heart of your marketing. It is usually the first touch point with a prospective new customer and during the self-isolation period, people were glued to their phones, computers, and iPads. With the pandemic-driven seismic shift to online sales there's never been a more important time to have a website that sells your products or services.

Of course, there are websites that work, that is, they deliver new business every day of the week. On the other hand, there are non-performing websites that are best described as 'electronic brochures'. These websites simply list the who, what and where of the business and they don't generate leads or sales. Unfortunately, we often find business owners who have spent a bucketload of money to build a 'pretty' website that looks good but contains very little relevant content. Without original content that is relevant and interesting to your ideal type of customer you are really relying on hope to attract prospects. By contrast, producing and promoting content that targets a specific type of customer is a strategy that works.





Your website must spell out the benefits you offer prospective customers not just the features of your product or services. Focus on educating your audience and provide value. Let your content do the talking and demonstrate your expertise so visitors want to reach out and want to contact you. Obviously not everyone is ready to buy, so entice visitors to take action and as a minimum, subscribe to your mailing list.

Visitors to your website will pass judgment on your business in seconds and if your website is old and tired or doesn't deliver a positive customer experience it's time for a makeover or a new website. Take a step back and assess your current website – is it delivering new customers, clients, or patients? Is it easy to navigate? Does it differentiate you from your competitors? Does it provide everything your customers need including e-commerce facilities? Does it resonate with your ideal type of customer and is it memorable? Does it look modern, fresh, and appealing?

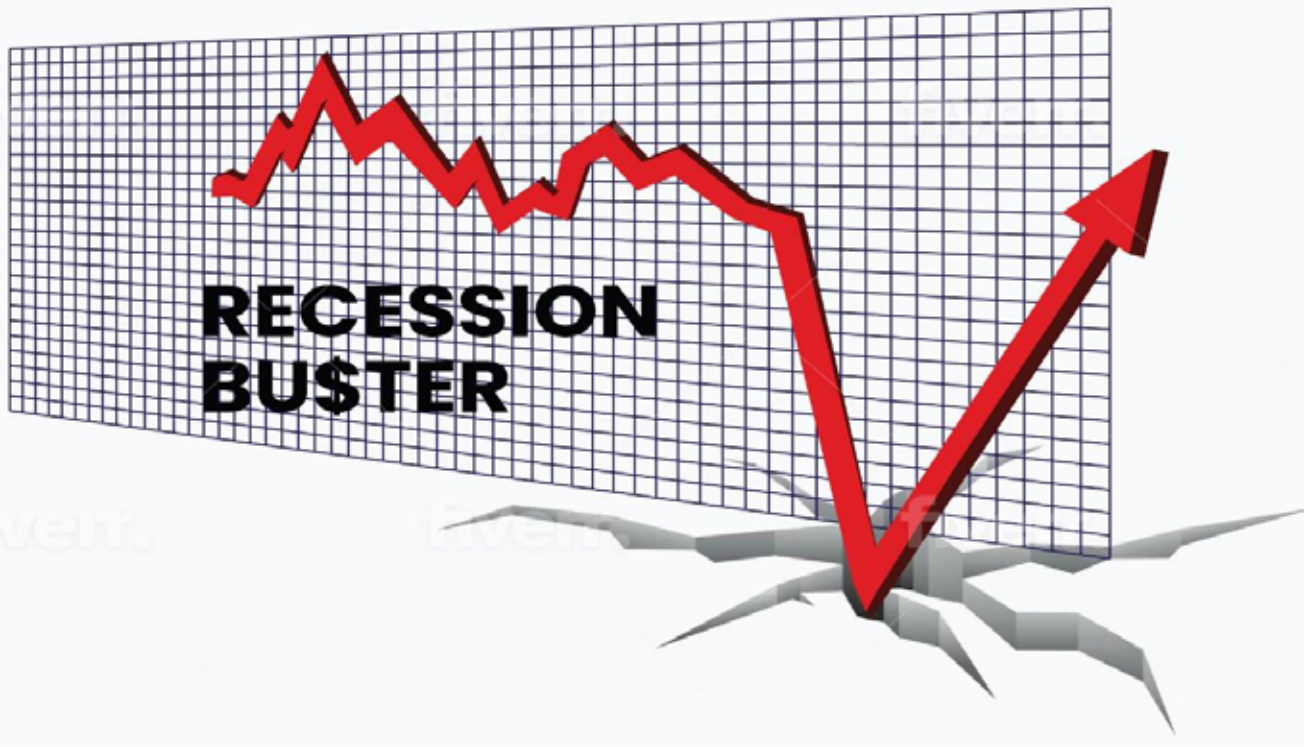
Compare your site with your competitors. What features on their sites give them the edge over your site? Are you missing calls to action, videos, a live chat feature, lead magnets, an online booking facility or an e-commerce store? Make sure your brand and the images on your website appeal to your target demographic.

Sadly, many business owners don't understand the importance of SEO (search engine optimisation). Kevin Costner famously said, "Build it and they will come" in the classic 1989 U.S. film, "Field of Dreams". Unfortunately, this theory doesn't apply to websites. To appear on page one of a search on Google is a science and it does not happen without a lot of things in place. In fact, if you aren't showing up on page 1 of a Google search, your website pages, blog, articles, and videos are almost invisible because ninety percent of people don't go past

the results on page one when doing a Google search. The top 3 positions on Google account for over 60 percent of all clicks on page 1 (Position 1 = 33%, Position 2 = 18%, Position 3 = 12%) so spend some time every week to monitor your keyword rankings and try different tactics to move up the rankings. It can be a slow process but as long as you are moving up the page rankings, you are making progress. Focus on key words and phrases in your industry and tailor your content to the needs of your ideal customer and niche markets.

While this certainly creates an opportunity, do not get complacent because your competitors are probably putting their underperforming website under the magnifying glass as well. Online sales are the future and make sure your online presence delivers an innovative customer experience.





**WELCOME TO THE FOURTH EDITION OF THE RECESSION BUSTER!**

The COVID-19 pandemic not only triggered a global health crisis, it also plunged Australia into recession for the first time in three decades. As such, these economic conditions are unfamiliar territory for most business owners and we are here to help you navigate your way through this extraordinary and challenging period.

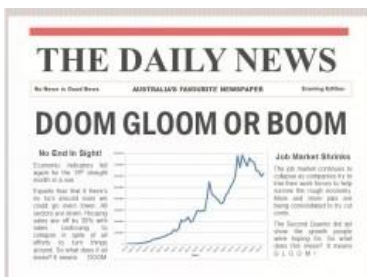
As businesses re-open we are being confronted with a new ‘normal’ with many people now working from home and increasingly, staff and customer meetings are being conducted online rather than face to face. Consumer behaviour has also changed and we have seen a massive shift to online sales. We genuinely believe your marketing could be the difference between gloom, doom and boom.

As an accounting, tax and business

advisory firm we do more than just ‘keep the score’ for our business clients. We aim to help you build a more robust, profitable and valuable business and the purpose of these ‘Recession Buster’ newsletters is to provide you with some practical, low cost marketing strategies to help you survive, revive and hopefully thrive.

To grow a business you need a combination of strategies, tools and people who implement so make sure you share the newsletter with your team and read each article with the mindset - How could this apply to my business? Take notes, create an action plan and allocate tasks to your team. Make sure you set deadlines for implementation.

Of course, if you have any queries or need assistance, please don’t hesitate to contact us.





## 4 WAYS TO GROW YOUR BUSINESS

Everyone wants to grow their business but there's no magic formula. The truth is, no amount of enthusiasm, passion, hard work or talent can guarantee business growth. Having said that, there are fundamentally only four ways to grow a business:

1. Increase the Number of (Ideal) Customers
2. Increase the Number of Times your Customers Come Back and Buy from You
3. Increase the Average Value of Each Sale you Make to your Customers
4. Increase the Effectiveness of Each Process in your Business.

If you could increase each one of these four factors by just 10%, the compound effect would be a staggering 46.4% increase in your revenue. While it theoretically sounds simple, marketing in the digital and social age is complex because there are so many moving parts. The internet and social media turned marketing and advertising on its head and offline marketing tactics like TV, radio, newspapers and direct mail have lost their marketing mojo. Online tactics like Google searches, content marketing, social media, videos and email marketing are the new marketing magnets and they are the focus of these newsletters.

A lot of business owners make the mistake of focusing almost exclusively on attracting new customers (clients or patients), however, it's only one part of the marketing jigsaw puzzle. If you're looking for exponential growth you need to consider all 'four ways to grow your business' and in this edition of the Recession Buster Newsletter we're going to examine the fourth way to grow your business – Improve your systems and business processes.



### Grow Your Business by Improving Your Systems & Processes

The fourth way to grow your business is to increase the effectiveness of each process in your business. This is really the last piece of the jigsaw and glues the whole series together. The truth is, your business will never reach its full profit potential without efficient systems and processes.



It would also be very difficult to implement the ideas we discussed in the first 3 editions of the Recession Buster unless the business is functioning smoothly. Technology can help, the right people are critical but without proper systems and processes your business 'machine' won't function very well. Are your processes streamlined, documented, consistent and standard?

In business, the definition of a process is 'a series of steps and activities that transform an input into an output that is valued by the customer'. Basically your business is a series of processes including production, marketing, selling, distribution and planning. The quality of

these processes really determine the quality of the outcomes. For example, increasing the number of customers will depend on the effectiveness of your marketing processes while retaining your customers will hinge on how good your customer service processes are.

To illustrate the importance of efficient processes let's assume your business is struggling to win new customers. You might think the solution is to give your website a makeover or ramp up your marketing budget to drive more leads. However, the issue might not be the number of leads you are getting, it could be the failure to convert those leads into customers.

That's a sales process that needs improvement and the solution might be to get your sales team to perform more effectively or respond to emails and telephone enquiries faster. The secret is to identify the inefficiencies and make changes, not necessarily throw more money and resources at your website, advertising or marketing.



Most business owners and managers don't see their business as a series of processes. However, it's important to examine each of your processes and identify what's working, what's not working and what needs working on. The rate of technological change has forced us to review our processes because there always seems to be a better, more efficient way to do things on the horizon. In the above example, you could measure and monitor the average time your staff take to respond to emails and phone calls plus measure the sales conversion rate for every member of your sales team. There may be no need to spend any money, just improve the processes so your team convert more leads to sales.

It is an ongoing challenge to improve the processes in your business but they can drive productivity and improve your profitability. This might involve automating processes, improving facilities, upgrading technology or even implementing new technology. Training staff can also reap rewards. The processes also include the administrative side of your business such as the potential to use cloud-based software, the process of recruiting and employing staff, and distribution of your products.

The Four Ways to Grow your business that we have covered in these first 4 newsletters work best



when all four cogs are working together. In fact, if you could increase each one of the four factors by just 10% the compound effect would be a staggering 46.4% increase in your revenue. What would that do to your bottom line profit?

The mistake many business owners make is they focus on just the customer/sales process and ignore the other processes. For example, we find a lot of businesses are focused on winning new customers and almost ignore their existing customers who should be targeted to come back, buy more often and increase their average sale value. A report prepared for the Australian Communications and Media Authority (ACMA) in connection with the public inquiry "Reconnecting the Customer" suggests business owners should address customer retention strategies before acquisition strategies because:

- Increasing customer retention by only 2% has the same effect on profits as cutting costs by 10%
- Reducing customer defection rates by 5% can increase profits by as much as 125% and
- It costs 5 to 7 times as much to acquire a new customer as it is to retain a customer

If you're looking to grow your business we invite you to contact us today.



## WHO NEEDS A WEBSITE?

You only get one chance to make a good first impression. Increasingly your website will



be the first thing people 'meet' and an amateurish website (or no website) is not the type of impression you want to make with a potential new customer or employee.

Although building a website can seem incredibly daunting to most people, it really isn't that difficult and doesn't have to be expensive. All too often we see businesses with websites that are simply electronic brochures - they simply list the who, what and where of the business and they don't attract new business but they should!

Your website is your marketing heart and is accessible 24/7 and should present your business and your products and services in the most positive light. It needs to be more than just a billboard and if you don't have a website you're not in the game. If your online presence is still an electronic brochure it's time to invest in a makeover or replacement.

If you don't have a website, chances are your competitors do. If you're thinking your business is just locally based and how can the 'World Wide Web' really be relevant to me - think again. Increasingly your marketing will revolve around technology and a website is compulsory if you are serious about growing your business. Aside from the obvious marketing benefits, a web presence is almost a necessity for any business that wants to compete in the 21st century electronic business world. If you don't

start appealing to the next generation of younger customers then a few years down the track you're probably going to be playing catch up which is always an uphill battle.

There is significant opportunity to use your website to develop customer relationships and provide real value and information to both customers and visitors to the site, including any potential employees. Think of your website as your marketing hub and here are six reasons why you need an outstanding website.

- 58% of buyers indicate they are 'very' or 'somewhat likely' to identify and learn more about service providers from their website
- 80% of buyers typically visit the service provider's website before buying
- 83% of buyers report that the website holds at least 'some influence' over their decision to engage in an initial discussion with that service provider
- 74% of buyers said that the service provider's website holds at least 'some influence' over their ultimate decision to buy services from the provider
- Customers place a high priority on convenience so being able to purchase online could mean the difference between you and your competitor - local or otherwise.
- Businesses that are focusing on improving customer service through their websites are going to be a step ahead of their competitors. Your customers see the web as a very real part of their lives and your competitors are using it in a number of ways to take business away from you - what's your website strategy going to be?

## TURN YOUR 'ELECTRONIC BROCHURE' WEBSITE INTO A LEAD GENERATION MACHINE (PART 3)

During the industrial revolution there were tremendous changes to the way people did business. To name just a few, the advent of paper made from fibres rather than rags, the typewriter, printing, the telegraph, photography, newspapers, mail systems plus the start of radio and the telephone. All of those changes must have seemed daunting and confusing at the time and that is precisely how many people feel now with the digital revolution.



The internet and social media have revolutionised the way we live, work, communicate and play. They have also turned advertising and marketing on their heads. Offline marketing tactics like TV, radio, newspapers and direct mail have lost their marketing mojo and have been replaced by online tactics like Google searches, content marketing, video, email marketing and social media.

Courtesy of the internet, your customers have access to more information in a day than their grandparents did in a lifetime. They had to spend hours sifting through their Encyclopedia Britannica collection to research something we can Google in seconds. The pandemic has also seen online sales and e-commerce explode so your website is now a vital tool for every business and is arguably your most important marketing tool.

Given the primary purpose of your website is to drive traffic and create leads, a basic website that simply lists the who, what and where of the business isn't going to perform. Given the shift in consumer behaviour to online purchases, it

could be time for a website review, reconstruction or makeover. You need to treat your website as an investment, not a cost and remember, it will always be a work in progress. To help you, in these Recession Buster Newsletters we are examining the key website ingredients that could turn your 'electronic brochure' into a lead generation machine. In previous editions we examined videos, blogs, responsive design, calls to action and lead magnets but here are 4 more must-have features.

### 1. THE HEADLINE



The headline on the home page of your website is basically the pitch to your target market and usually the first thing your visitors notice when they come to your website. You need to spell out the end benefit they will receive if they choose to deal with your business. It could be more sales, more revenue or more customers. It might be quality advice, improved performance or time saving. Whatever the benefit is, make it crystal clear.

Of course, before you can script the right headline for your website you need to identify your ideal customer or client, understand what they really want from you and tell them you can deliver! Your headline will tell them the problems you solve or the results they can expect from your products or services.

Of course, your prospects aren't going to buy based on your headline but the mission is to hook your ideal customers and let them know



they've found exactly what they're looking for. Convincing them to contact you or hand over their contact information is the next challenge but we covered the importance of having lead magnets in a previous edition of this newsletter.

## 2. LIVE CHAT

The world has changed courtesy of the internet. People demand instant results and are impatient. You need to be able to provide the best possible customer experience and helping someone with their problem in real time is now expected. Customers are demanding!



Live chat reduces expenses because it is built into your email system and staff can multi-task and assist several leads at once. This feature can also help sales conversions and improve customer service and loyalty. Overall, a live chat feature can improve the website experience for customers and prospects because with live chat, they don't have to stop what they're doing and pick up the phone or send an email when they have a question. Instead, they can have their questions answered immediately by a real person. This is important because research suggests 57% of customers abandon their purchase if they can't get their question answered quickly.

## 3. SOCIAL PROOF & TESTIMONIALS

The best way to establish credibility with visitors is to provide evidence that your product or service really works. The most effective form of social proof is testimonials from satisfied customers who express how your product or service has solved their problems and delivered on your promise.



The testimonials can be written or video recordings and be sure to include the names of your satisfied customers, their location and business name. Make sure the client has also given you authority to use the testimonial. With written testimonials, ideally you should also post a small picture of the person(s) beside the testimonial to add more credibility.

There's no doubt that satisfied customers can help convince reluctant prospects to take the next step. If you still need convincing about the importance of Google Reviews to your business' online success, consider these points:

- Review signals account for 13% of the overall ranking factors for a website
- 90% of customers say buying decisions are influenced by online reviews.
- 32% trust online customer reviews as much as personal recommendations.

Google Reviews are now vitally important for search engine optimisation (SEO) and Google's support site actually states, "Google review count and score are factored into local search ranking: more reviews and positive ratings will probably improve a business's local ranking."

## 4. SOCIAL MEDIA LINKS

Of course, positive social media comments are also excellent content and research suggests that users log into Facebook more than 7 times a day on average. This means you have to be on these channels and you must have them integrated into your website. Users can like your pages directly from your website and the channels you probably need to consider are Facebook, Twitter, LinkedIn, Google and YouTube. Of course there are other like Pinterest and Instagram that may be relevant to your business and industry.



## FUNNY BUSINESS

For those days when things have gone astray take heart - At least you didn't say this ... "I have reiterated over again what I have said before."

Robert F. Wagner

**FUNNY  
Business**

## TEAM WORK

In the last edition of The Recession Buster we talked about building a champion team in your business. Here are some more ideas that could help you build an awesome team and business:

1. Offer an incentive to team members for bringing in new customers (of the type you want)
2. Celebrate your successes. When you win a big order or quality new customer mark the event by ringing a bell, breaking out the Tim Tams or call a team meeting.
3. Give business cards to every member of the team. Your team members, just like you, meet all sorts of people at all sorts of places, many of whom might be potential customers.
4. Give credit where it is due. When you win a new customer make sure you acknowledge the team member responsible. Recognition in front of their peers is a great 'reward' and discussing the process might unlock opportunities for other staff members.
5. Thank your team members. The words "thank you" are usually lacking in most business places. A "thank you" said every single day to each team member on their way out the door can make all the difference.

## DIGGING FOR GOLD IN YOUR CUSTOMER DATABASE

As a business owner or manager, you're constantly looking for new people to sell to, however, too



often we spend our time in pursuit of new customers at the expense of our existing customers. You already know people who want your products and services, people that appreciate that you offer value for money. Your customer database including a detailed list of customer names, addresses personal details and in some cases, spending patterns is so important to the future of your business and your marketing.

Marketing groups keep telling us that it costs 5 or 6 times more to win a new customer than it does to get an existing customer to come back and buy from you again. Marketing directly to your existing customers makes good business sense. You see, customers who have purchased from you before will be more interested, curious even, to find out why you're contacting them. Why then is this obvious opportunity to tap into the database lost time and time again? Is it because we feel we're already too busy to add anything else for that customer? Is it because we don't know how to capture the all-important customer details needed to make this strategy work for our businesses?

For the most part, we don't set up systems like this because it seems more important (and so



sometimes easier) to concentrate on continually pursuing new prospects, instead of tapping into the hottest list in town - your existing customers.

## The Database Process

Your website should include lead magnets – something of value you give



away in exchange for the prospect's email address. It could be an e-book or even a free sample or white paper. Ideally it should be a high quality or a signature piece of content that your prospect will value.

What is the process then? Simple, collect names and the email address from every single customer (or soon-to-be customer) to create your database. In doing so, you'll be building your most valuable marketing asset. In fact, an asset so valuable it can be sold. Many business owners shy away from creating a customer database thinking it will be too difficult but it really just involves asking a few simple questions about the customer - name and email address. You can also ask questions to track

other important information, such as the source of your inquiries. (This in turn can help you make better decisions regarding your marketing strategy.) For example: "And before you go, can I just ask, how did you hear about us?"

Other valuable information you can gather include what was purchased and customer profile information including age, income level, suburb, occupation etc. Other ways to capture this information is via regular prize draws. Offer to give away something your customers would love to have and ask your team members to encourage every customer to complete an entry form or drop a business card in a bowl.

Let's quantify the financial impact of successfully marketing to your customer database. Let's assume you have 875 customers who visit you 4 times a year and spend \$100 each time they visit - maybe a hairdresser, restaurant or clothing shop. Based on a few assumptions such as an 80% profit margin what would happen to your sales and profits if you could get the customer back one more time each year? The answer is, sales would increase by \$87,500. Clearly, your customer database is gold and you need to start mining it to reap the rewards.

## HOW TO MAKE THE MOST OF THIS NEWSLETTER ...

Be sure to read each article with your business in mind. Take notes as you read and commit to having the ideas implemented by the time the next edition arrives. Circulate the newsletter to all your team members and to maximise the

results, arrange a meeting to discuss the ideas and set a timeline and schedule for getting them implemented. Doing that should really get your business moving in the right direction.

### DISCLAIMER

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The Recession Buster Newsletter is produced exclusively for members of the Accountants Accelerator Group. This is a group of proactive accounting firms across Australia who do more than just keep the 'score' for their clients. They are committed to helping their clients through the pandemic so they not only survive, but actually thrive.





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