



WENDY NELSON KENNEY

BUILD BUZZ FOR YOUR BIZ

23 CREATIVE
AND INEXPENSIVE
MARKETING
STRATEGIES
THAT WILL GET
YOU NOTICED

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GETTING CUSTOMERS IS A BUSINESS OWNER'S BIGGEST DILEMMA AND GREATEST RESPONSIBILITY. As a business owner, you can have the best product or service in the world, but that means nothing without attracting people who want to buy what you offer.

So how do you get customers? How do you put out your messages? How do you get people talking so they spread the word on your behalf?
HOW DOES THAT WORK?

This ebook is all about attracting and landing new customers. Each of the 23 strategies you see here I have implemented with great success—going from a start-up, bringing in zero dollars a year, to making a very comfortable income in just 12 months.

And if I can do it, you can do it too. That's what you'll learn from this ebook, *Build Buzz for Your Biz*.

As you've likely noticed, advertising in today's age of information overload is dying. The average person gets inundated by over 600 advertising messages a day. People can barely remember what they read two paragraphs ago, let alone recall an ad seen a day ago. So if you think you can put an ad in the newspaper a few times or send out a few mailers and people will flock to your business, you're dead wrong! Believe me; many companies go out of business every day because of that flawed approach.

Advertising is dying, but marketing is alive and thriving. Jump on the marketing bandwagon and you'll find the gold! These 23 gold marketing nuggets will help you generate buzz for your company, attract new customers, and get even more business, all without breaking your expense budget.

ENJOY!

WENDY NELSON KENNEY

Buzz Master

1 IDENTIFY YOUR IDEAL CUSTOMER

YOUR FIRST STEP IN MARKETING IS TO UNDERSTAND THE DIFFERENT TYPES OF CUSTOMERS YOU WANT TO ATTRACT AND WHY.

WHO IS YOUR IDEAL CUSTOMER?

Probably the easiest way to pinpoint your Ideal Customers is to study your existing client base. If you're new to business, answer these questions in the "ideal" realm. What types of clients do you have the most of? What do your clients have in common? Who do you enjoy working with the most? What about the least?

One business owner I know discovered that many of his clients own storage units. They communicate regularly through association meetings and an email list that shares resources and referrals. Simply by focusing on two or three particular types of "Ideal Customers" instead of trying to be all things to all people, this business owner has doubled his income in only a few years by implementing some of the marketing strategies outlined in this e-book. First and foremost, he made himself visible to this group of

prospective clients and became known to them as a friend, and an advocate. As they got to know him, they began to buy from him and refer their friends in the industry. It was a very successful way to grow his business.



Once you identify your Ideal Customer—at least two of them—create a persona for each one. This will help you identify the different ways your customers communicate and search for what they need and the best methods to reach them. Here’s a good website to research buyer personas: http://www.webinknow.com/buyer_persona/. If you would like a copy of a Buyer Persona Worksheet, email me at Buzz@23Kazoos.com, and ask for “*buyer persona*.”

Use this example of an Ideal Customer Persona created for a financial services firm as a model:

IDEAL CUSTOMER	CHARACTERISTICS	WANTS/NEEDS	MOTIVATED BY	HOW THEY COMMUNICATE AND LOOK FOR INFO	HOW THEY DO NOT COMMUNICATE OR LOOK FOR INFO
Paul and Mary Wise	Retired, age 55 and up, married, live in retirement community, financially secure like to golf, socialize with friends, volunteer in community. Tend to live below their means.	Maintain financial security, not lose money, not run out of money. They want to leave a legacy for family.	Family, friends, church, volunteer work, making a difference, helping others, financial security	Email, group social events, (e.g. church, bridge, golf) research online, television news, newspaper, radio, AARP magazine, community newsletter	Not big on using social media (e.g. Facebook, LinkedIn, Twitter)



CREATE A MEMORABLE EXPERIENCE

FOR YEARS, STARBUCKS WAS TOUTED AS THE COMPANY WITH ALL THE RIGHT STUFF. BOOKS WERE WRITTEN ABOUT THE “STARBUCKS EXPERIENCE” EXPLAINING WHY, DESPITE THE HIGH COST TO BUY A CUP OF COFFEE, CUSTOMERS WERE FLOCKING TO THEIR STORES.

However, that all changed. Did Starbucks get greedy? Was it because margins were shrinking? I don’t know, but slowly the Starbucks experience became secondary to making profits. Starbucks had saturated its markets with stores and products, so what had once been an enjoyable and unique “*treat*” became an expectation as common as running water. So the company placed stores on what seemed like every corner. Suddenly, what was once “*different*” had become the “*status quo*.” Starbucks was swimming in a sea of sameness, no longer surprising and delighting its customers.

Starbucks rested on its laurels and lost. Once customers got used to the experience at Starbucks, Starbucks should have added to it, created something new and buzz-worthy. Not by introducing cheap coffee and stale, factory-made sandwiches, but by continuing the commitment to be the out-of-this-world, fantastic, friendly, welcoming experience that they became known for.

“WORK IS
THEATER AND
BUSINESS
IS A STAGE”

What about your business? What makes your experience memorable? How does your product make people feel? What are the sights, sounds, smells, and feelings associated with it? What do you want your customers to experience? “*Work is theater and business is a stage,*” wrote B. Joseph Pine II and James H. Gilmore in their groundbreaking book *The Experience Economy*. They assert that successful companies create memorable events and experiences that engage customers in a personal way.

The year 2009 may wrap up as the toughest year in the history of our global economy. Families are struggling; businesses are closing; people are being laid off by the thousands. New jobs are rare and hundreds (if not thousands) of people are waiting in line for hours to apply for the very scarce positions.

Yet, it’s during tough economic times that people want—no, they desperately crave—experiences that help them feel better! They want authenticity; they want to know that people care for them; they want to feel secure and comfortable.

To create buzz in today’s economy, you need to do more than just “*dare to be different.*”

YOU MUST BE DIFFERENT, OR YOUR BUSINESS COULD DIE!

You need to help people feel better about themselves or their situation. Do you make them laugh? Do you add an element of surprise?

Once you create that special experience and customers expect it (like customers on that same-old visit to Starbucks), shake it up by creating new or unusual experiences. Keep them guessing about what exciting twists will come next. Delight them with difference, caress them with caring, and they’ll keep buzzing about it (and coming back for more!)





DEVELOP YOUR MARKETING PLAN

Once you've identified your Ideal Customers, determined how they communicate, and pinpointed their needs, then you can outline the best strategies to use in your marketing plan.

A marketing plan doesn't have to be 200 pages of exhausting statistics. It can be as simple as a one-page outline of the best ways to reach those you want to reach, and a timeline that's realistic and manageable.

There are a lot of great free resources to help you put together your marketing plan. You can also hire a consultant, such as 23Kazoos to put one together for you, or you can do it yourself. Check out the marketing section on Entrepreneur.com (<http://www.entrepreneur.com/marketing>), the Small Business Administration website (<http://www.sba.gov>), and Counselors to America's Small Business or SCORE (<http://www.score.org>) for marketing plan advice, templates, and more.

4 CREATE AN INTERNET PRESENCE

In 2009 and going forward, if you don't have a website presence, your business might as well not exist. In fact, my research revealed that 70% of buyers turn to the Internet to research a product or service before they buy. Yet some studies say that as many as 44% of small business owners still don't have a presence on the Internet!

Google is the most popular Internet search website. It's used so much that Merriam Webster Collegiate Dictionary added the verb "google" in 2006. If you "google" yourself and your company name but you can't find them, guess what? That means your Ideal Customers can't find you either.

You don't have to spend thousands of dollars on a website page designer to get "found" on the Internet, nor do you need to be a web design genius. However, a website that looks like it was put together by a first-grader can do more damage to the credibility of your business than not having one at all.

The next few strategies will outline ways you can develop an Internet presence well within your marketing budget.



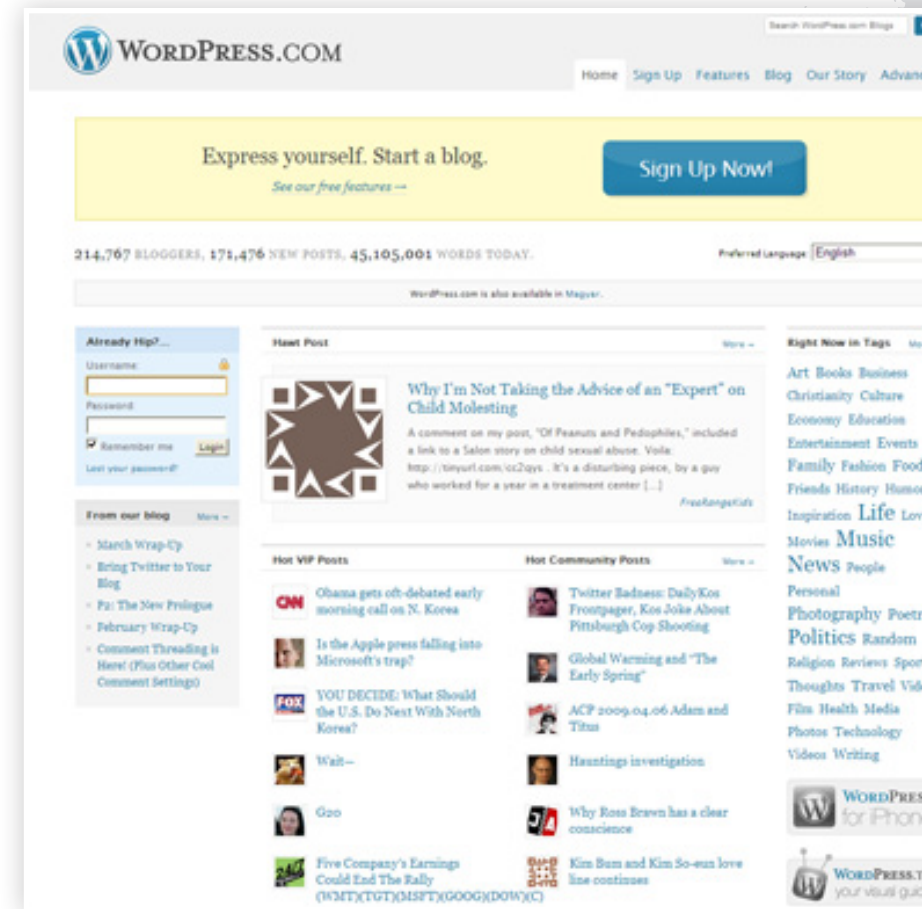
START YOUR OWN BLOG

ONCE YOU HAVE A BLOG (SHORT FOR WEB LOG), YOU'RE CREATING A KIND OF WEBSITE THAT HAS DYNAMIC CONTENT. Compare this to a traditional website, which is similar to a brochure or printed advertisement—that is, once it's up, it rarely changes. These days, blogs are replacing traditional static web pages as the medium of choice on the Internet for two reasons.

- (1) Having dynamic content in a blog format is more search-engine-friendly than a static website; therefore, using Internet search engines like Google, Yahoo, or others make it easier for potential new customers to find what you offer. Once they do, they want fresh content and will keep coming back to your site to see what's new. The ultimate result? Increased sales.
- (2) Blogs are easy to set up—and many you can do yourself for free!

So before spending thousands of dollars on a designer for your website, start your own blog. Here are three of my favorite blog hosting options:

- + [Wordpress.com](#)



Wordpress is the overwhelming choice for most business owners.

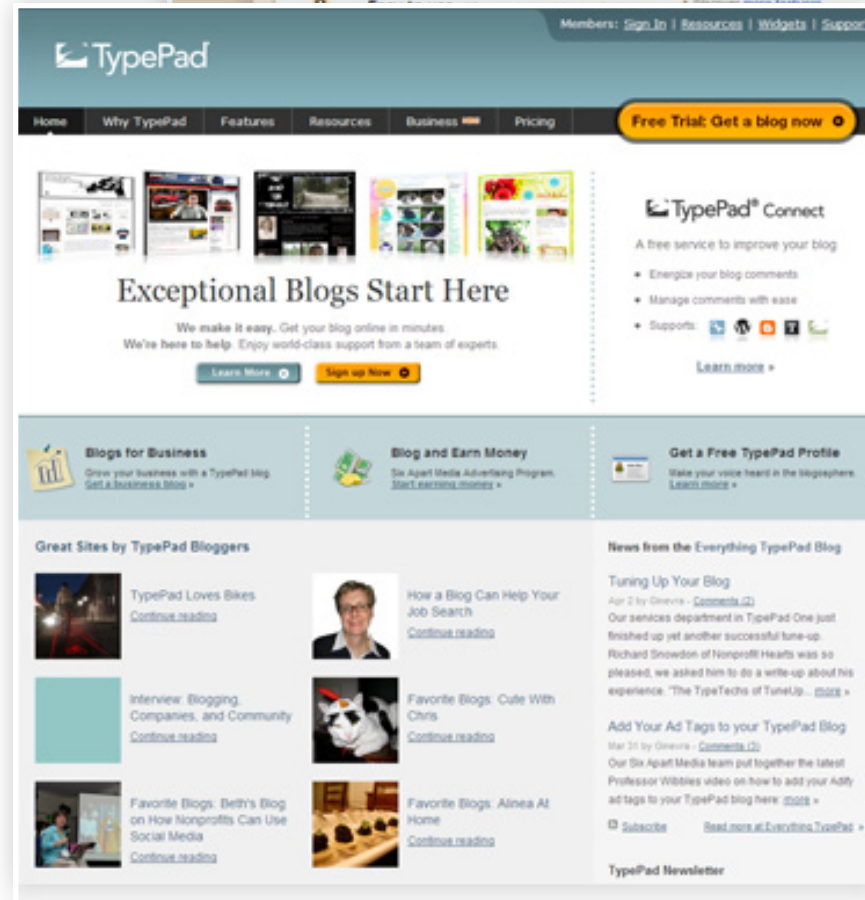
It's free, easy to use, and can easily be structured to look, work, and feel like a website.

+ Blogger.com

Another great choice, also easy and customizable. I like that it has many “*widgets*” built in.

+ Typepad.com

Also easy to use and free. You can upgrade to a more robust version for a few dollars a month.





BECOME KNOWN AS “THE EXPERT”

YOU CAN BECOME KNOWN AS “*The Expert*” BY PROLIFERICALLY WRITING ARTICLES AND DISTRIBUTING THEM TO APPROPRIATE AUDIENCES. For sure, post your articles on your blog (see Start Your Blog) and your website, plus send them out in email to your customers and prospects. Get your name out there and you might even become famous in your service or product niche!

Be sure to submit your articles to publications that your Ideal Customer reads frequently. In the case of my friend who worked with owners of storage units, he submitted articles to their monthly association newsletter, Inside Self Storage, (<http://www.insideselfstorage.com>). You’ll find such publications by searching on Google, Yahoo, and similar search engine services. Almost every industry has its own publication, so find those that fit the industry or industries you’re targeting.

You can also easily submit to free article submission websites. Two popular ones are:

- + <http://www.Ezinearticles.com>
- + <http://www.freearticledirectory.co.uk/>

Publishing articles in industry publications and on the Internet reaps many rewards. They instantly add credibility to your name, brand, and business by establishing you as “*The Expert*” in your industry. Online articles are especially helpful in attracting your Ideal Client because your articles will be more easily found in a search for your expertise. Online articles link back to your website or blog, bringing you hundreds of prospects whom you never would have had otherwise. In fact, according to [Ezine Articles.com](http://EzineArticles.com), articles are seven to 10 times more effective in generating new leads than advertising! (Source: <http://ezinearticles.com/benefits/>)

7 USE SOCIAL MEDIA

SOCIAL MEDIA OR SOCIAL NETWORKING IS FAST BECOMING A MARKETING POWERHOUSE FOR MANY BUSINESSES, BUT ONLY IF YOUR IDEAL CUSTOMERS USE IT! SOCIAL MEDIA SITES ARE ALSO GREAT PLACES TO MEET OTHERS WHO MIGHT BECOME POTENTIAL VIRTUAL TEAM MEMBERS AS WELL. Two popular favorites are:

- + [LinkedIn](#)
- + [Facebook](#)

While both platforms are used for business connecting and networking, Linked-In caters more toward the professional audience and serves as a virtual online resume and testimonial bank. Facebook leans toward social interaction. “*Friends*” on Facebook can play games such as the “*Farming Game*” together or send each other “*Gifts*” such as Winnie the Pooh icons. Both Facebook and LinkedIn are useful. Check them out, join groups, be active in existing forums (or create your own), post comments about other businesses, and ask for testimonials for yours.

Keep in mind that attracting attention requires you to show how you add value without overtly selling your products or services. Customers are flat-out weary of hard-sell tactics. So as you write your messages, remember to emphasize “*what’s in it for them,*” not “*what’s in it for you.*” You want to build positive relationships through social networking. Your goal? For potential customers to get to know you before they need your product or services.

With that in mind, don’t be self-centered. Make friends first; offer your products and services for sale later.



GET LISTED ON FREE INTERNET DIRECTORIES

ONCE YOU GET YOUR WEBSITE AND/OR BLOG UP AND RUNNING, THEN LIST YOUR BUSINESS (AND POSSIBLY YOURSELF) ON FREE INTERNET DIRECTORIES AND SOCIAL NETWORKING SITES. Make sure you describe what you offer well and include links that will drive visitors to your website/blog home page and help you get found on the Internet. These directories are highly search-engine friendly. Once they find you, your well-done blog and website can convert those visitors into buyers.

Check out these directories and determine which are best for your business. For example, YellowPages.com is the online version of the soft cover telephone directory you used to keep near your phone. Customers go there just like they would the printed yellow pages—to find goods and services they need when they need them. So if you have a business, whether you market to consumers or business owners, it needs to be listed here and in similar directories.

Generally, getting listed is as simple as filling out a form and registering your business for free. Here's a few of the most widely used directories on the Internet.

- + YellowPages.com
- + Kudzu.com
- + Superpages.com
- + Switchboard.com
- + Try a local directory such as EVLiving.com



BUILD RELATIONSHIPS BY MAKING FRIENDS

JEFFREY GITOMER WROTE IN HIS *Little Teal Book of Trust*, “All things being equal, people like to do business with their friends.” Yes, make friends with your Ideal Customers. Take your prospects out to lunch. Learn about their businesses and their families. Don’t tell them about what you do unless they ask. First, take time to develop a relationship.

To get started on the right foot, use these questions to get a conversation flowing.

- + Where are you from?
- + Tell me about your family.
- + What do you do for fun?
- + How did you get started in your profession?

Don’t prejudge people either. Recently I met with a new prospect over lunch. During our conversation, it became obvious that he wasn’t qualified to become a client of mine. Some people would have not even spoken to that person again, but I kept in contact with him. To date, he’s referred three new clients to me, all of whom have been very profitable! So always look for opportunities to make connections with people. You never know where your next client or referral might come from!

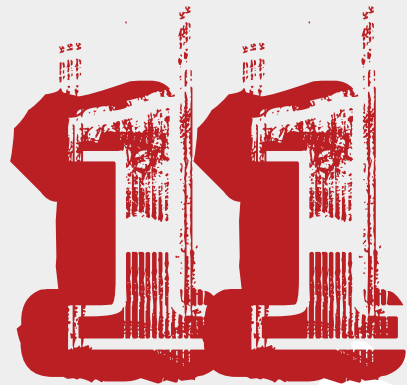
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DEVELOP STRATEGIC ALLIANCES

WITH OTHER BUSINESSES OWNERS WHO WORK WITH YOUR IDEAL CUSTOMER, IDENTIFY THE CHAIN OF REFERRALS WITH A VIEW TO CREATING A TEAM OR ALLIANCE. For example, if you own a house painting business, who might talk to your Ideal Customer before you would? How many people paint their houses when they're thinking of selling? Aha! A good connection would be a real estate agent or mortgage professional.

Your goal is to identify possible alliances and build mutual relationships that involve referring business back and forth to each other. By directing your clients to others who provide related products and services, you will look like a hero.

A word of caution; just make sure your referral partners share the same values and deliver the same quality that you expect and that you offer! Interview potential referral partners the same way you would a potential business partner or employee. You'll want to make sure you have found "*the right*" person to build a mutually beneficial, and profitable relationship.



START YOUR OWN NETWORKING GROUP

TAKE THE REFERRAL ALLIANCE IDEA ONE STEP FURTHER BY STARTING A STRATEGIC ALLIANCE NETWORKING GROUP. For example, one of my Ideal Customer personas is dentists, so I formed the Dental Practice Success Center, a networking group that included a dental office construction company, dental office supply company, dental office architecture and design company, and so on. This networking group met twice a month at a local restaurant over lunch. The agenda consisted of “30-second introductions,” a member or guest speaker, industry updates, sharing of leads, testimonials, and announcements. We originally charged an annual fee of \$200 to be part of this exclusive one person per category networking community. The fees were used to create a website and marketing materials used to market the group. The only other cost to the members was the cost of their lunch. We had strict rules regarding attendance, and business ethics. We held special events just for the dentists, such as the “*Dental Practice Success Power Lunch Series*” where we invited a popular guest speaker to speak to the dentists over a luncheon, while at the same time they earned continuing education credits.

This strategic group was one of my most successful marketing endeavors ever, consistently generating 30% of my total revenue for the last three years. As a result, I’m identified as “*The Dental Practice Expert*” by dentists in my community.

For best results, your group should meet regularly (every two weeks) and implement a few group rules that will ensure people benefit in fair ways. You likely can do this for no cost except the price of a meal if you meet at lunch or dinner.

If you don't want to set up your own networking group, join one that is already meeting. There are several to choose from including BNI, Business Networking International (<http://www.bni.com>), LeTip (<http://www.letip.com>) as well as groups that are run by business owners in your community. Check out Meetup.com (<http://www.meetup.com>) to find a networking group near you, or start your own. Contact me for more information on how to set up a customized group that would serve your industry.



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BECOME KNOWN THROUGH TWITTER

“I’M
ADDICTED
TO
TWITTER!”

I’M ADDICTED TO TWITTER! TWITTER IS A FREE SOCIAL MESSAGING APPLICATION THAT PEOPLE USE TO STAY CONNECTED IN REAL TIME, SENDING SHORT MESSAGES OF ONLY 140 CHARACTERS. A social media phenomenon, it has an estimated 6 million (and growing) Twitter users from all over the world. It’s become a platform for meeting new people, gaining information, and getting known in a favorable (you hope!) way.

Let’s look at some generally understood (but not written) rules about the right way to use Twitter. In a nutshell, they are:

- (1) Don’t be a “*twit pig*” and inundate others with posts about your personal issues. Use Twitter as a platform where you can meet new people, gain valuable information, and become favorably known.
- (2) “*Tweet*” interesting and valuable information, sprinkling only a bit of personal stuff so people can get to know you. Note: Everything posted on Twitter is public record and available online FOREVER. Don’t post anything that you wouldn’t want your employer, mother, or significant other to read.
- (3) Like other social media vehicles, don’t use Twitter to sell; it turns followers off. Instead, use it to point people to valuable information on your blog or website.



Personally, I feel that the biggest benefit to Twitter is that it puts me in contact with people whom I never would have met through traditional channels. By allowing me to “follow” people who share similar interests as I do (such as marketing), or live in the same geographic location (such as Arizona), I’ve been exposed to thousands of potential new customers!

When I post a short message on Twitter such as “I just finished writing an article called ‘What is Twitter?’ Check it out here!” and then add the link, I’ve introduced myself and my website to hundreds of new people.

Twitter is also a great way to keep up with the scoop; e.g. what are people are talking about in the world, the nation, even my city.



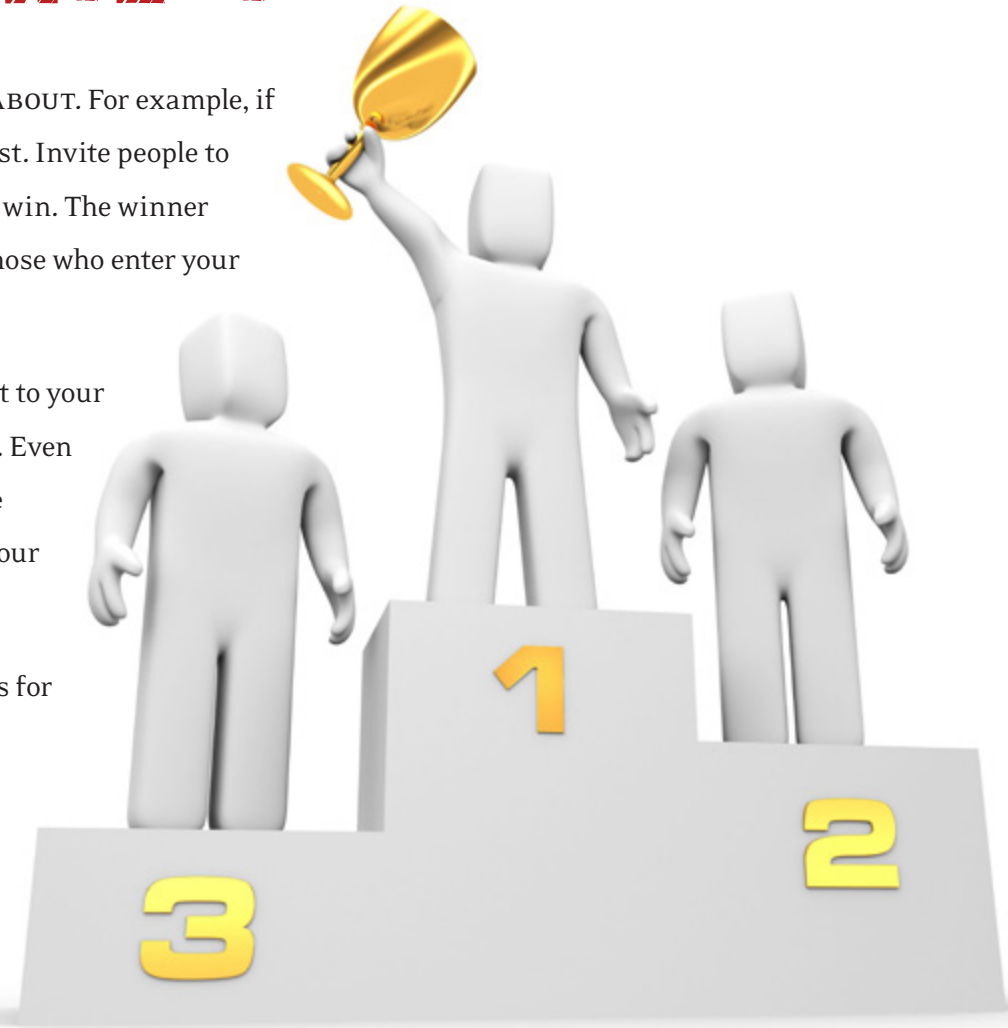
13

HOLD A CONTEST

TO CREATE MARKETING BUZZ, SET UP AN EVENT WORTH TALKING ABOUT. For example, if you are a graphic designer, you could sponsor an “*Ugliest Logo*” contest. Invite people to submit their “*ugliest*” logos with reasons why they think they should win. The winner would win a free logo design (what else!) from your company. All of those who enter your contest would become leads for your business.

Make your contest unusual, fun, colorful, and appropriate. Promote it to your current clients and on your website, Twitter, Facebook, and LinkedIn. Even send press releases to print and broadcast media. When you publicize the winner, make a big deal out of it. Show the before and after. Use your imagination—there are no limits to hold you back!

Contact me for more information to brainstorm possible contest ideas for your business.

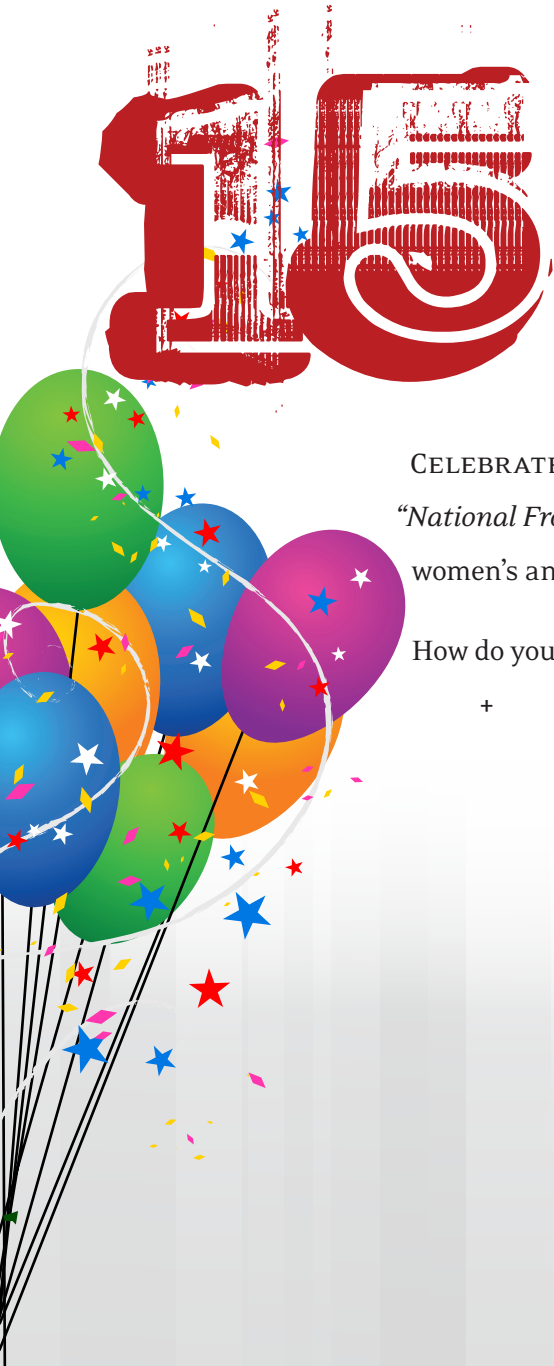


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SPONSOR A GOOD CAUSE

YOU CAN CREATE A LOT OF GOOD WILL AND BUZZ FOR YOUR BUSINESS BY SPONSORING A GOOD CAUSE. For example, you can hold a food drive for the local food bank during unexpected times. Everyone tends to get involved in food drives during the holidays, but food banks need food all year long. Why not hold a St. Patrick's Day food drive? You can reward customers for bringing in food with a small gift of appreciation—say a four-leaf clover pin or a tiny leprechaun.

The sky's the limit!



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CELEBRATE A SPECIAL HOLIDAY OR CREATE YOUR OWN

CELEBRATE A HOLIDAY THAT'S NOT WELL KNOWN OR EVEN CREATE YOUR OWN. For example, if you made March "*National Frozen Foods Month*," you could give away free popsicles on a street corner or distribute frozen products to a women's and children's shelter. Notify the media to draw attention to it for your business.

How do you designate holidays? You'll find all the details at:

- + Chase's Calendar of Events <http://www.Chases.com>

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BE YOUR OWN PR AGENCY

YOU DON'T HAVE TO HIRE AN EXPENSIVE PUBLIC RELATIONS AGENCY TO GET YOUR BUSINESS NOTICED IN THE MEDIA, AND YOU DON'T NEED TO BE A PROFESSIONAL WRITER TO CRAFT AND SEND OUT A PRESS RELEASE. You simply have to understand what members of the media want and how to get their attention. The key? Make sure your "news" is newsworthy! Here are a few more ideas:

- + Organize a fun, unusual event, especially a fundraiser for a good cause.
- + Report breaking a record or winning an award.
- + Be controversial
- + Tie in your product or service to what's going on in the news. Right now, "recession" is big.

To request a free article on "9 Ways to Generate Successful Publicity," email me at Buzz@23Kazoos.com with the word "PUBLICITY" in the subject line.

17 GIVE AWAY FREE SAMPLES

THIS IS ONE OF MY FAVORITE STRATEGIES BY FAR. “*Freebies*” are a great way to generate buzz, create goodwill, garner free publicity and land new customers. There are certain rules you need to follow to have a successful freebie campaign, including give the freebie without any expectation of receiving anything in return.

Recently I saw a local television news story about a landscaping company going around the neighborhoods they service and cleaning the yards of abandoned properties for free. The neighbors were thrilled. Who do you think they’ll call when they need a landscaper?

To get more bang for your campaign, make sure you give your prospects a follow-up offer, e.g. a coupon good for a discount when they call for service.

Here are three keys to a successful free sample campaign:

- + Give your freebie to the right people—your potential Ideal Customers, and the ones who most likely to tell others.
- + Make sure your freebie has value in their eyes.
- + Have a limited supply to create a need to act quickly.

For an article about “*7 Rules of a No-Fail Freebie Campaign*,” email me at Buzz@23Kazoos.com.

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WEAR A NAMETAG

MY FRIEND SCOTT GINSBERG, KNOWN AS “*The Nametag Guy*,” HAS BEEN WEARING A NAMETAG EVERY DAY FOR ALMOST 10 YEARS. He even has a nametag tattooed on his chest. His adventures as a speaker and author have earned him recognition as “*The World’s Foremost Expert on Nametags*” and secured him a spot in the book *Ripley’s Believe It or Not!* I’m not suggesting you need to be like Scott, but do consider positive reasons for wearing a nametag often—namely, nametags seem to make people friendlier, and they help open conversations and get the buzz going.

However, don’t wear one of those professionally engraved ones that attract customers as effectively as wearing garlic around your neck. Instead, wear a peel-off “*Hello my name is*” nametag sticker that you buy at an office supply store. You’ll be amazed at how people respond to you by striking up a conversation and starting a relationship.

For more information, go to: www.hellomynameisscott.com

HELLO

10

VOLUNTEER YOUR TIME

IF YOUR IDEAL CUSTOMERS VALUE VOLUNTEERING AND PHILANTHROPY, THEN IT WOULD DEFINITELY BE WORTH YOUR TIME TO VOLUNTEER TOO. However, you need to be as passionate about the organization as they are, because if you get involved just to prospect, you'll lose your credibility.

Organizations exist for just about every hobby, pastime, and charitable cause imaginable. So if you're passionate about art or photography, volunteer at an art museum or join its board of directors. Get active in the organization, take on responsibilities, and show you're interested in making a difference. What happens? As your Ideal Customers get to know you and become your friends, they'll want to do business with you. To find local volunteer opportunities, contact your favorite charity, art museum, or association. You can also look for volunteer opportunities online at: [VolunteerMatch.org \(http://www.volunteermatch.org\)](http://www.volunteermatch.org).





DELIVER CONSISTENCY

MY HUSBAND AND I HAVE FREQUENTED OUR FAVORITE TACO SHOP, GUEDOS, IN CHANDLER, ARIZONA, FOR OVER 10 YEARS.

(My husband has actually been going there for over 20 years.) Every time we walk in the door, we enjoy the same familiar experience. We smell the tender steak cooking on the grill as we walk into the front door. The server, Dee or Gladys, greet us by name and take our order the usual—two savory, marinated, grilled, mixed steak and pork tacos on fresh corn tortillas with melted cheese. We top it off at the salsa bar that features fresh salsa made with freshly chopped tomatoes, onions, and green chilies, and a plethora of unique hot sauces. We especially like Guedo's award-winning green chili salsa. The food is consistently fresh, flavorful, and delicious. And every time we eat there, we say that the tacos are the best we've ever eaten. Why has it become our favorite? One thing: consistency.

MAKE SURE YOUR PRODUCT OR SERVICE HAS A REPUTATION FOR CONSISTENCY SO YOUR IDEAL CUSTOMERS WILL COME BACK AGAIN AND AGAIN.



ALWAYS FOLLOW UP

YOU'D BE AMAZED HOW MANY CUSTOMERS SAY THE BIGGEST PROBLEM THEY HAVE WITH COMPANIES IS NEVER FOLLOWING UP! Case in point: A few years ago, I wanted to trade in my Honda Accord for a Honda minivan (ugh) because my three sons were getting too big to continue squeezing into the back seat of my Accord. (You know how kids can't stand to touch each other!) I called the local Honda dealership and spoke with a salesman, telling him what I wanted. He never called me back!! Not surprising, I bought a new car through a different dealer. Imagine, this could have been the easiest sale ever; all he had to do was follow up.

How long does it take for you to follow up with your prospects when they call? Do you ever call them after the sale to see if they're satisfied or ask for their feedback? Do you contact them regularly to let them know what's new? If not, you're missing out—just like the salesman at the Honda dealership. Follow up!

**“DO YOU
EVER CALL
THEM AFTER
THE SALE
TO SEE IF
THEY'RE
SATISFIED
OR ASK
FOR THEIR
FEEDBACK?”**



GIVE 'EM MORE OF WHAT THEY WANT

I LOVE TO BROWSE AND ORDER BOOKS FROM [AMAZON.COM](https://www.amazon.com). I easily get lost on Amazon's website because, based on my browsing history, it keeps showing me more books that I might be interested in. By keeping track of my preferences, Amazon makes it irresistible for me to buy more.

Depending on what you sell, you can do the same for your Ideal Customers, too. Track their preferences and continue to show them what they want. They will thank you and tell their friends.

For more information on giving 'em more of what they want, send me an email to Buzz@23Kazoos, with the subject line "Give 'Em What they Want."




23

DELIGHT YOUR CUSTOMERS WITH SURPRISES

EVERYONE LOVES PLEASANT SURPRISES LIKE RECEIVING GIFTS AND SIMILAR ACTS OF KINDNESS. For example, you could call your customers when they least expect it “*just because.*” You could send a note with a gift card to say you’re thinking of them. When you send an invoice, you could put a pen or a bookmark or a treat of some kind in the envelope. If you’re shipping products, add a little something extra—a surprise bag, a toy, a sample-size product, even a kazoo!

When you include the element of surprise, they’ll look forward to their next interaction with you, and will definitely buzz about it to others.





Well? What are you waiting for? By implementing just one of these 23 Creative and Inexpensive Marketing Strategies, you will be well on your way to building buzz for your business, getting new clients, and getting noticed now. I guarantee it! I would love to hear about your results. Please email me at Buzz@23Kazoos.com.



About the Author

Wendy Kenney is a buzz building marketing expert and president of 23 Kazoos, a creative marketing company devoted to teaching small business owners how to build buzz for their business. She can be contacted at Buzz@23Kazoos.com.

A dynamic and popular speaker, Wendy has presented at seminars and conferences across the United States for organizations including: Arizona State University, Association of General Contractors, National Association of Home Inspectors, Down syndrome Network, Gold Canyon Bank, Women Entrepreneurs Boot Camp, and more.

To book Wendy to speak at your next event or to run a workshop for your company, please contact her at <http://www.23Kazoos.com>.

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