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HAMILTON BRADSHAW
Investing in people with passion

Offer customers a carrot to keep you fed during the lean times



James Caan

Dear James

As a growing business, we have great months and then quiet months. What tips would you offer during the quiet months to help bring in more sales? We're doubling all our marketing and prospecting to no avail.
Jason

Simply increasing marketing isn't the best option. You need to be targeted, especially during quiet times where

you may not have the revenue to cover extra marketing costs.

Look at your current customer

base. Which customers are most profitable or have the best relationship with you? Offer them some sort of incentive; this could be in the form of a discount, or perhaps entry into a loyalty scheme.

Additionally, are there case studies you can publish in the form of an email newsletter? This is a subtle way of reminding people about your quality.

You need to keep generating a buzz; your brand needs to be at the

forefront of people's minds. Find angles with which you can generate some PR and get new customers on board.

At times like this, knowledge really is power. Research is critical. Speak to your customers and find out their needs at this time of year. This is something you should be doing on a regular basis, and even the research you do now will help you when you have your next quiet period.

The one advantage of a time like

this is that you have the opportunity to take stock and prepare yourself for the busier times ahead. Get all your admin up to date. It's something many entrepreneurs try to avoid but now is as good a time as any to do it.

■ *For more tips and advice, download James Caan's free Business Secrets app on iTunes and Android.*