



NEIGHBOURHOOD MARKETING CHECKLIST FOR SME'S

CHECKLIST





CONTENT PAGE

Page No.

Neighbourhood Marketing - The Basics

3

Power Neighbourhood Marketing Promotions

4 - 17

Ways to Market for Next to Nothing

18 - 22

Customer Service WOW's

23 - 24

Proven Advertising Tips

25

Sharp Social Media Tips

26 - 30

		ACTION		
		Yes	No	When
1.	Budget – decide on your budget.			
2.	Build a database - email, sms and social media marketing: existing and potential customer contact details. Must get their permission.			
3.	Draw up a six monthly and twelve monthly calendar – it doesn't matter if this runs from May until the end of the year and then again for the first six months of next year.			
4.	Pricing – is your pricing competitive? If it's more expensive, are you offering additional value for the additional cost?			
5.	Visual identity – is this in line with corporate image?			
6.	Signage – do not skimp on signage as this is very important.			
7.	Rapid response – do we get back to our customers quickly?			
8.	Complaints – you can convert an unhappy customer into a life-long customer.			
9.	All-hours service – are you available after hours for clients?			
10.	Answering the telephone – very few companies pay attention to this. Wrong pronunciation of company name, receptionist calling out the name too quickly – and so the list continues. Have a look at this, it's important.			
11.	Play and display – the shop window is a great opportunity to showcase your business.			
12.	Easy to pay – is it easy for your customers to pay? Can we improve the system?			
13.	Credit – can customers pay on credit?			
14.	Record keeping of your promotions – you need to keep all past promotions separately so they can be referred to for the following year's planning.			

		ACTION		
		Yes	No	When
Cards, Leaflets, Coupons, Tear-outs, Discounts & Savings Promotions				
1	Bounce Back Promotion (encourage repeat business). Have your staff distribute bounce-back coupons, designed to encourage repeat business within a short period of time, to all your customers. Distribute the coupons during a one-month period and allow a three-month redemption period.			
2	Loyalty Cards (e.g. VIP Card, Gold Card). This card is aimed at existing loyal customers. Depending on the business, a 5% or 10% discount is applicable on selected items at all times for that regular customer. You have no idea the value of this and how important a customer at your business feels when he's given a loyalty card. There is no charge to this.			
3	Flyers & Robot drops. There are many companies that offer sales promotions people to do this for you, or you could have your staff do it. You can always measure the success of this by counting the number of coupons/leaflets that come back on a special offer.			
4	Scratch Cards. The scratch card is a secret discount and can only be revealed once the customer scratches out the area covering the discount or the savings. These are most effective if there is a guaranteed reward and customers receive instant gratification.			
5	Book of Coupons. The whole idea here is to get as many retail partners as possible. The partners pay for the printing of the collateral including posters and suchlike. The main part of this promotion will be the coupon books. You need to find popular and frequently visited co-tenants such as grocery stores, chemists, music stores and dry cleaners.			
6	Cash Back Promotion e.g. R150 on all purchases over R1200.00. It's better to put a rand value; although one could use rand value or the word saving is far better than discount.			
Holiday Promotions				
7	Individual Holiday Promotions (e.g. Freedom Day, Easter). Holidays are traditionally a time when consumers are in a festive mood and receptive to anything that seems like fun. Take a look at the calendar and you will find many traditional opportunities to which you can tie your promotions.			
8	Pre-'Holiday Season' Promotion (8 to 10 weeks prior to the holiday). Holiday season or the festive season needs to be capitalized on. This is your busiest time. Fish when the fish are biting!			
9	Happy Easter Promotion. Print up a "Happy Easter/Happy Holiday or Happy June holidays" card from your business, with a coupon valid for a six-month period after the holidays. This could also be done for Valentine's Month, your own store's birthday, Father's Day (in June), or Mother's Day in May.			

		ACTION		
		Yes	No	When
Christmas Promotions				
10	Christmas Promotions at your outlet (cards and emailer). Send email Christmas cards to your entire customer base during the month of November, offering them a complimentary gift in appreciation of their support during the year. Be sure to give them a bounce-back coupon to come back to your business. Make it valid for no longer than 90 days.			
11	Christmas Business Marketing. Near Christmas time, design a savings offer, inviting the businesses in your area to come in and use the savings offer on or before December 24 – Christmas Eve.			
12	Sell more, don't charge more... Customers are in a buying mood during the festive season, and some retailers try and put their prices up during this period. Rather look after those people who have looked after you throughout the year – your loyal customers – and keep prices the same.			
13	Database. Building and maintaining your customer database – addresses, emails, birthdays, anniversaries, purchase histories, and so on – is essential to successful marketing. Databases help you understand what traits and characteristics separate your customers from the general population.			
14	First Email Campaign. Try to send a special discount/savings offer or coupon when the guest signs on to your database. This is their “welcome gift”. Send them a birthday email the month before their birthday saying, “It’s your birthday next month” and offer a birthday special during that particular month.			
15	Collecting email addresses. Incentivise email sign-ups through promotions and competitions, etc. Make sure you have their permission to send them promotional emails. Send ongoing communications to keep your business top of mind.			
16	New product / Service announcement via Email. Send an email message to your existing list members to announce your new products and services. Use pictures – humans always react to images. And provide a bounce-back coupon.			
17	Sales-Burst Promotions. These can be run through SMS, email, flyers, website and any form of promotion. Essentially they are a limited-time offer. For example: “This month only” “The first 100 customers will receive ...” “While stocks last”			
18	Emailers from Community Pages. Community Pages is a company that delivers emails targeted at specific suburbs and regions. They do the design based on the brief and their costs are very reasonable.			

		ACTION		
		Yes	No	When
19	Website (use your website to sell your products and services). Make sure your website is up to date and features your latest promotions. Link all your social media platforms to your website.			
Store Birthday Promotions				
20	General Birthday / Anniversary Promotion (E.g. "We are celebrating our 4th Birthday.") Birthday promotions should be designed to maintain and build top-line sales for future years. You do this by stimulating additional frequency from your current customer base and by attracting those customers who may have tried you during the previous year but for some reason returned to your competition. Get your suppliers involved.			
21	1st Year Anniversary Tactics. For new businesses, first-year anniversaries are opportunities to remind people that you've made it this far and to build on the excitement and enthusiasm that you created during your grand opening.			
22	Happy Birthday Promotion (Customer). Have your staff encourage customers to join your birthday programme. Customers receive a free special offer during the month of their birthday.			
Theme Promotions				
23	February - Valentines Month! (e.g. Dinner for 2). Offer a dinner for two, a weekend for two, night at the theatre for two, or anything with a romantic aspect to it at a discount to every customer who comes in during the month of February.			
24	"Roses are Red" Valentine's Promo (branded chocolates). Add a little romance by giving a red rose to every lady who comes in during the month of February and maybe a branded chocolate or mint.			
25	Nelson Mandela Birthday Month (e.g. free gift to the 67th customer). This promotion could run for the entire month of July. Nelson Mandela's main call was for freedom. So promote all the free offerings that you provide at your business.			
26	Mother's Day Promotion. Using your promotional vehicles – email, SMS, social media, flyers and any other techniques – invite people to bring their mothers to your business, where every mom will receive a free violet. This tactic obviously makes a great partnership promotion with a local florist.			
27	Father's Day Cake. Use an attractive poster to announce a Father's Day special that includes a gift of a family-sized "Happy Father's Day" cake. Include a bounce-back coupon good for a special offer on a return visit.			

		ACTION		
		Yes	No	When
28	Diamonds are a Girl's best Friend (in partnership with a jeweller). Advertise that all customers visiting you during Valentine's month will receive a free diamond, while they last. The catch is that in order to find out if the diamond they get is real; your customers have to go to the jewellery store to have it evaluated. Out of 500 "diamonds" only 4 will be real.			
29	Promotion Planning (see Promotional Calendar). Brainstorm which promotions would be best suited to which months of the year. These could be promoted on social media, traditional media and on all the in-store promotional opportunities.			
30	Welcome to the New Year. January and February are normally difficult trading months and here you have an opportunity to keep your customers' spirits high while they get back to the grindstone! You could also combine this with "Back to School" or "Back to Varsity" promotions.			
31	Neighbourhood Seasonal Promotions. (Autumn / Winter / Spring / Summer).			
32	Price Roll-back. For example, if it's the store's 3rd birthday, during the birthday month, on certain products/ services only, the price charge would be the price that we charged three years ago.			
33	Pay Day Promotion. A promotion to be considered for that short-lived time of the month when customers have money. This would be a limited time offer for one week only after payday.			
34	Staff Buttons (e.g. "ask about our Winter Promotion"). Consider staff buttons for big promotions for example, "Welcome to 2018", "Woman's month", "Ask about our winter promotion", so that when customers speak to your staff, they are reminded of the promotion taking place.			
35	Promotional Themed T-Shirts. If you are running a promotion such as "Welcome to 2018", have your staff, for the period of the promotion; wear the T-Shirt featuring this theme. Hopefully if it is a sponsored promotion by one of your suppliers they could contribute or pay for the T-Shirts in total.			
36	Exciting Branded Promotional Material. In Door Items could include: X Banner Mini; X Banner Easy Screens; Slim Banner Wall; Pop Up Fabric Straight/Curved; Z Up Brochure Stand; Branded Ottomans; Branded Demo Tables; Hanging Banner Solutions. Out Door Items could include: Gazebos; Sharkfin Banners; Telescopic Banners; Pop-Up A-Frames; Aluminium A-Frames; Branded Umbrellas; Branded Director's Chairs; X Banners			
37	Summer Days Promotion. This promotion can be held any time between October and February and one could run a competition featuring a "Summer Holiday" for later in the year or the following year to certain, pre-selected holiday destinations in Southern Africa.			

		ACTION		
		Yes	No	When
University Promotions				
38	University Goodie Bag. Contact university authorities to gain approval to present students with a goodie bag at the beginning of their student year. Fill it with useful products such as soap, tooth-paste and toothbrush, disposable razors, and so on. The box should, of course, include discounts and savings coupons redeemable at your business.			
39	Game Day Specials. Make sports enthusiasts at all levels aware of your business by purchasing inexpensive full-page ads in cricket, rugby and soccer programmes. Always incorporate a savings/discount coupon valid for the next two months at your business.			
Community Promotions				
40	Discounts to Organisation Members. Contact your local Chamber of Commerce, Business Forum or Afrikaanse Handelsinstituut to obtain a list of all civic groups, associations, and clubs in your local trading area. Offer special incentives to select groups that have a large enrolment.			
41	Civic Tactics - Operation Clean-up (sponsor a neighbourhood clean up). Provide participants with black bags and T-shirts with your company's logo. Contact the local press for media coverage, and be sure to contact city officials to get them to participate in the programme.			
42	Expo Tactics. Some businesses are unable to participate in large community events through sponsoring, co-sponsoring or stands at shows. So why not position a few of your staff members at key locations around a big expo to hand out coupons for merchandise?			
43	Community Events. Some communities have various activities near a suitable park within their suburb. There are usually many retailers within the community that participate. These retailers have the opportunity to give out literature, including coupons/ savings offers to invite potential customers back to their retail outlet.			
44	School Tour of your business/ store. Contact your local schools and offer them an educational tour of your business. When the group leaves, give each child a goodie bag containing fun things from your business, some sweets etc. The most important thing here is to put a coupon in each goodie bag geared towards encouraging the parents to use you next time they are in need of your services.			
45	Local Sports Clubs. Within every suburb there are local sports clubs of some sort. The local sports clubs could include: cricket, rugby, soccer, country clubs and road running clubs. As an introductory offer, you may want to give customers some small item for free and a real enticement to visit your business for the first time.			

		ACTION		
		Yes	No	When
46	The 5km fun run! You could sponsor a road race – anything from 5km up to 42km – and anything in between. Have the race start from your place of business. After the event, you could encourage them to come inside your business and take advantage of the “runner’s special”. You could even tie in with a local coffee shop for a healthy breakfast.			
47	Celebrity Day. Arrange a day when a well-known local personality or sports figure will come to your business. Develop a traffic-generating marketing campaign incorporating social media and traditional media.			
48	New Year's Pledge. This is a reaffirmation of your business’s high standards by restating your promise of quality, service, and value. Prepare a press release and publish this on various media in the second week of January.			
49	Community Announcements. By including community news in your emails, you will show your audience that you are involved in your neighbourhood in a constructive way. This will build goodwill with your existing customers, and they will feel that your emails are more than just promotions.			
50	Local Radio Promotions. In South Africa today there are a lot of regional/ suburban radio stations that broadcast to a particular community. These radio stations are particularly keen on doing promotions and more importantly, they’re flexible. One can do competitions, live reads as well as normal paid-for radio spots at very good rates.			
51	Local Radio Slot. In addition to the promotion mentioned previously, you will get good radio paid-for advertising on local radio.			
52	Promotion in your Caxton Newspaper. They work particularly well in the country areas. My experience in places like Witbank and Ermelo, is that the local newspapers and adverts are read and consumers in those areas come into your business to redeem the offer.			
53	Residential Associations. As a business owner you need to find out what organizations there are in your area and then network as much as possible. These will include, Rotary, Round Table & Residents' Associations. These organizations all have members within your target market.			
54	Local School & Sports Teams. Let’s say for example that you sponsor the under-11 soccer team, but that you have access to place an advert in the Parent Teacher’s Association newsletter with a measured response to come into your business, then this is a good idea.			
55	International Associations. Many cities and towns have associations such as The Irish Association, Consulates, German Clubs, Embassies, etc. Network with them.			

		ACTION		
		Yes	No	When
56	Festivals and Tourist Attractions. Many towns in South Africa are famous for something e.g. Ficksburg – Cherry festival; parts of the Northern Cape – Flowers; Potchefstroom (Aardklop); Oudtshoorn (KKNK). Whenever these events occur in your town, be sure that your business's services are available to all visitors.			
57	Newsletter for Estates & Complexes. Many large estates and complexes have their own magazine or newsletter. Don't only take an ad in this paper, but also try and get yourself a monthly column on something related to your business.			
58	Human Resources Departments. Approach the HR Manager with special offers and discounts and savings off your services or products. Maybe together with the details of their pay cheque, the HR person can be encouraged to add in benefits of your business.			
59	PTA (Parent Teacher Associations). Contact the schools in your area and contact the heads of the local PTA to arrange for your participation in the sponsorship of PTA events. Give the parents, an "irresistible offer" to use your business.			
60	Joint Promotions with Major Companies in your Neighbourhood. One can do a leaflet very inexpensively, tailor made for your business and a specific company. Get a list of all the companies that you want to link into within your neighbourhood and tailor-make promotions for these companies separately.			
61	Retirement Village Promotions. A simple Pensioner's Card could be introduced entitling them to savings and discounts, but in order to get the savings/discount they have to produce your business's Pensioner's Card.			
62	Business Network International (BNI). This is a forum where individual business owners get together on a weekly or a bi-monthly basis and basically network. The BNI Chapter in your area will only accept one business in your area of expertise.			
63	Neighbourhood Magazines. These are magazines just for the local neighbourhood/community. They are quite amenable to doing deals, editorial and they are targeted right into your neighbourhood.			
64	Your Community Policing Forum (CPF). Take 2 or 3 items and offer 5% of the sales on them over a particular month to the police. You don't have to do it every month, but have a brief hand-over ceremony. Invite the press.			
65	The Million Rand Legacy Promotion. Let the local residents in the community let you know what the community will need in 50 years' time... and let your business provide R1 Million for that purpose (yes, one million rand). The locals in your neighbourhood should also be encouraged to come into your business and provided they use one of your products or services, you may also take 2.5% off the transaction cost and donate it to this legacy.			

		ACTION		
		Yes	No	When
66	Organ Transplant Promotion. Anyone who has had an organ transplant could win a chance to win a relaxing full body massage with a partner or a friend. You may wish to donate, let's say, 5% on three selected products over a four-month period to the Kidney Transplant Association.			
67	Sponsor a Community Event. For example in Lonehill, there's an annual Lonehill 5km walk that takes place once a year. This is sponsored by a property company called Otter Estates and they have ownership of this event and they make full use of it, not only organizing a good event, but they also get all the cell numbers and email addresses from the event.			
Charity Promotions				
68	<p>Social Conciousness / Percentage of Sales go to Charity. Consider donating 5% of selected products and services for a period of three months only towards, e.g. the SPCA.</p> <p>Newspapers will report on the following type of concepts:</p> <ol style="list-style-type: none"> 1. If you sponsors an under-privileged child's school fees, at approximately R1000 per quarter/term. 2. Donate to a charity acceptable to the local paper. 3. Assist someone with medical fees. 			
Essential Promotions				
69	Sales Person. A highly targeted way to promote yourself right in your neighbourhood is to appoint or hire someone to be your Sales Person, to go out into the community for an hour or so each day and hook prospective customers.			
70	Open your business when your Competition is Closed. Be open on most public holidays, and stay open as late as you can on Saturdays. All these things help to get more business in tough times.			
71	The Unexpected Thank-You. When business gets slow, consider buying bags of fruits, a box of fancy biscuits, flowers, or some other small gift for your best customers and dropping them off in person.			
72	Recognition & Reward Program. If our own staff are treated well, they will treat the customer well. Recognition and reward of staff is extremely important. You must remember that your first port of call even before you talk to your own customers is your own "internal customers" – your own staff.			
73	Apartment Blocks. A concerted effort should be made by all PostNet store owners to drop off promotional material in apartment blocks, possibly through the Body Corporates or Residents' Associations.			
74	Testimonials. Three or four of these framed A4 testimonial letters in your reception will do wonders for your business.			

		ACTION		
		Yes	No	When
75	Guarantee. When we buy a washing machine, fridge, tumble dryer, etc. we get a one-year or a two-year guarantee. Some retailers even offer a money-back guarantee. Consider this for your business.			
76	5 Star Service. Put a sign up near your counter or your reception. A neat sign in Perspex done through a professional company, which just reads “5 Star Service”, with 5 stars underneath.			
77	Call Backs. If it’s just one or two simple questions, then business folk may be more inclined to answer quickly on the phone.			
78	Make it Easy for your Customers to Complain (comment cards). Customer comment cards should be freely available. This could be a simple questionnaire on the one side of an A5 card. On the reverse side, you could ask them whether they would like to be on our database, advising them of specials and promotions.			
79	Customers Phone Home. Have a stack of business cards on the counter, the owner’s business cards. In addition to all the usual information, the have the card say, “If you have any comments at all about the store, please call me at home.” And give the owner’s home phone number.			
80	Customer 'Thank You' Program. Within days of the customer's visit, you or the data-capture company sends the customer a full-colour personalized email thanking the customer and inviting her to come in again soon.			
Miscellaneous Promotions				
81	Spelling Error Ad. Have a headline in the newspaper that says, “There's a spelling error in this ad. If you spot it, we'll give you R50 off R500 purchase.”			
82	Sporting Event Tickets. South Africa is a sports-mad country. Offer tickets to your key customers for top Rugby, Cricket, Soccer and Golf events.			
83	Scan your Local Newspaper for Major sporting events, Community events, Flea markets, Street Festivals, Agricultural Shows, Fairs, Any place where there will be a large gathering of your local community, etc. There are an unlimited number of promotional opportunities at these events.			
84	Free Car Wash. If the customer has to wait some time for something, offer a healthy discount off a car wash, sponsored by a car wash company.			
85	Customer Service Idea of the Month. Run a “Customer Service Idea of the Month” competition and you will be surprised what one can learn from your own staff.			

		ACTION		
		Yes	No	When
86	Guinness World Record Attempt. Breaking a Guinness World Record can create a huge amount of publicity, and customer visits to see the World Record Attempt in action.			
87	Classified Ad's. Try and make it a small block ad with a thick border and you may be surprised at the results.			
88	What you should know about our Special Products. There is a simple information booklet available at the reception area for local customers to take away and read more about the offerings from your business.			
89	Bundled Offer Items. The objective here is to increase spend and at the same time offering the customer a saving on having more products and services sold. The name of the game here is to upsell other Services and Products.			
90	Goodie Bag Month. Consider a Goodie-Bag Month promotion in a particularly quiet month, where you send an email and possibly an SMS to all your customers, offering them a Goodie Bag of various gifts.			
91	The Meter long roll of Boerewors Promotion. Hold a braai lunch on a Saturday as a separate promotional tactic and invite your customers... The whole operation is outsourced to a third party, possibly the local butcher. The butcher will charge customers for the Boerewors roll, and he would also be free to have discount available from his butchery.			
92	Premiums. By giving your prospects promotional gifts that are imprinted with your marketing message and company logo, you can keep your company name in that prospect's mind, but the trick is to give them a branded promotional gift that are "useful", e.g. pens.			
In-Store Promotions				
93	Your Own Newspaper. This programme consistently exceeds expectations. It's an "advertorial" presented in a newspaper format, four pages printed in black & white. With this tool, you can promote just about anything, including features about your employees and useful information about your business.			
94	Entrance Areas. Ambience is critical. This is one of the first impressions customers have of your business, and you should spend some time and money creating an environment that is welcoming, warm, useful, and memorable.			
95	Snapper Frame in the Entrance of your Store. Use this to advise customers of current promotions as well as future promotions.			
96	Business Card Draws / Fish Bowl. The whole idea of the business card draw is for customers to put their business cards into a fishbowl near your reception area at your business. This achieves the objective of obtaining email addresses and cell numbers.			

		ACTION		
		Yes	No	When
97	"Welcome" Sign. We must remember that first time customers enter a store, they are not sure of the price, quality or the service they are going to receive. A Welcome Sign will make them feel more comfortable. It works well.			
98	"Thank You for your Business" Sign. This will make your customers feel that their business is appreciated. Make sure both the "Welcome" and "Thank you for your business" signs are neat and professionally done, preferably on perspex.			
99	All Staff in Uniform. Uniforms should always be clean and tidy. If we can show potential customers that we take pride in ourselves, they will also get a good feeling about us taking pride in the product and service we offer.			
100	Community Board. Put up a neat community board in your reception area, which you can use to do cross-promotions with various co-tenants and other businesses within your neighbourhood.			
101	Service Improvement - "Whatever it Takes" / "At Your Service". Run a service-oriented neighbourhood promotion with your staff that encourages them to give extra service at your business. You could also have buttons with this wording printed.			
102	Life-Time Value of a Customer. For example, if a customer spends R250 on average per week at your business, that equals R1000 per month. Over 12 months that is R12,000. Over 2 years = R24,000. Over 5 years = R60,000. Over 10 years that customer is worth R120,000. Look after every customer as if they are a R120,000 customer.			
Competitions				
103	Competitions and Co-Sponsors. There are always co-sponsors that one can rope into competitions. Good examples are hotels, lodges and restaurants, which are normally very keen to assist, provided they get their logo included and the winning prize can be taken during off-peak times. Competitions are also ideal opportunities to build on your database.			
104	Competitions in General. Giving customers a chance to win valuable prizes creates an exciting, traffic-building event. Each time customers visit your business, they should be given a competition entry form. This alone will build frequency. The more prizes you have, the greater the customers' see their chances of winning. On the other hand, the grand prize should always have real value. Tailor the prizes to your budget.			
105	Radio / SMS Competitions. Run a competition through radio and the answers are SMS'd back to the radio station and a lucky draw is held for the grand prize. These can create a quick response because of the immediacy of radio.			

		ACTION		
		Yes	No	When
106	<p>Sealed Envelope Promotion. Hand out sealed envelopes to customers in busy months such as November and December and the sealed envelope must be returned through a personal visit from a customer during January or February. There should be a big board up in your business with various numbers and discounts. Should the number match up with the number on the board, the stated discount is clearly marked and the customer benefits.</p>			
107	<p>You May have Already Won. Instead of the sealed envelope above, run the promotion on an SMS or emailer basis, where you send out a secret number on either SMS or emailer. The customer must bring in the SMS or emailer and show the number to Manager for a guaranteed reward prize in the form of a savings or percentage offer or rand value offer off a particular item or a number of items.</p>			
108	<p>Spin the Wheel of Fortune. Consider putting up an instore wheel of fortune. The customer spins it at the check-out to get the instant discount or prize. This will only be applicable on the next purchase, not on the current purchase. It could range from a sponsored prize such as dinners for four, weekends away and such like.</p>			
109	<p>Customer of the Month. This could be chosen from digital photos of customers taken at the check-out. The winner gets his picture in the store window the following month. They must be notified and they come in to claim his/her prize.</p>			
110	<p>Instant Gratification / Guaranteed Reward. Remember that even though you have a great prize on offer, people often say, "Well, I never win anything!". So always offer a guaranteed reward in the form of something for every entrant, even if it is a R50 savings off a purchase of let's say R500 (incl. VAT).</p>			
New Resident Program				
111	<p>New Home Owner's Program. As many as several hundred new residents a month move to within a 10 km radius of your business, and most of them are anxious to learn about the businesses serving their new community. Sending these new neighbours a full-colour email for your business, along with a special offer to visit your business, is an effective way to stimulate new customers. You can purchase the addresses on a regular basis from a list broker or other sources. Liaise with Estate Agents such as Seefe, Pam Golding, Harcourts, etc.</p>			
112	<p>Retail Partnership Promotion. Partner with local retailers or co-tenants and display posters both at your locations naming the participating retailers and at the participating retailers' locations advertising the programme. Also promote this on social media and other traditional media. It could be literature or it could be coupons or a "savings off". You and the co-tenant could promote each other's businesses through offering discount coupons or savings.</p>			

		ACTION		
		Yes	No	When
113	<p>Partnering in Your Neighbourhood. There are endless opportunities to cross-market with noncompetitive businesses that your customers will have an interest in knowing about. For example, your customers are frequently in need of neighbourhood services such as: Plumbers, Electricians, Math teachers, Cleaning services, Roofing specialists, Reputable builders and IT maintenance.</p>			
114	<p>Movie Discount Coupons. Negotiate the best deal/ discount you can on movie tickets with your nearest Ster-Kinekor outlet. Any customer who makes a purchase over R500 at your business can receive a discount only at the local participating Ster-Kinekor movie house. This is a great way to generate midweek traffic for Ster-Kinekor.</p>			
115	<p>Theatre Link-up. Offer your customers a discount on a particular item when they bring in their ticket stubs from a movie or theatre within eight weeks of attending a show. Be sure to collect the stubs to authenticate your offer. Place your promotional cards at participating local theatres such as Monte Casino, Emperor's Palace, The Star Casino or your local movie theatre. Speak to the management at the theatres to see how you can link in with them to maximize the benefit for both parties. Make sure the offer is well advertised.</p>			
116	<p>Hotels & Restaurants. This is a neighbourhood promotion whereby your business links in with retailers or hospitality venues. The ideal partners would be a casual dining restaurant; and a hotel (which supplies bed and breakfast). The business owner would negotiate with the restaurant or the hotel for a package deal at a vastly reduced rate (during a time suitable to them). Every entrant of the competition, if they don't win, would receive a 50% discounted rate with the above restaurant and hotel.</p>			
117	<p>Neighbourhood Music Tie-In. Tie in a promotion with a music store such as Musica, whereby added value is offered to your customers in the form of a music CD, music video or something similar from that store, and combine it with a discount from your store.</p>			
118	<p>Grocery Store Tie-In. Drive your neighbourhood and look for high-traffic neighbours. The local Pick n Pay, Checkers and Spar are probably the highest traffic generators within a centre. Tie in with them and watch your results. Some of the managers are possibly amenable to putting vouchers into the shopping bags of customer if their spend at the grocery store is greater than, let's say, R500. The customer would then receive an offer from your business, adding value to the total purchase from the grocery store.</p>			
119	<p>Joint Promotions between your Store and a nearby Coffee Shop. This is a promotion with a coffee shop and offers 40% off a burger, or 2 for 1 if there are two people. Customers can take advantage of this while they are waiting for you to complete their job/ order.</p>			

		ACTION		
		Yes	No	When
Outdoor Promotions				
120	<p>Kiosks & Stands. "Taking your business to the customer." Charity events, fairs & sporting events are great places for customers to be given literature on your products and to have a talk to a salesperson. Many shopping centers will let you hire space in the middle of the Mall to advertise your goods and services. Although this is expensive, if you plan your offer correctly to the consumers going through that Mall, it can work very much in your favour.</p>			
121	<p>Take a Stand at a Show near your Store. Not every business will be able to do this, but for example, places like Bloemfontein, Pietermaritzburg and many other smaller cities have shows at various times of the year. Be sure to hand out coupons to bring feet into your business after the show and again, take as many email addresses and cell numbers as you can. Be mindful to get them to tick a box on the form that they are happy to receive promotional material through either email or text from your business.</p>			
122	<p>Use a Blimp (want your store to be seen from afar?). A giant branded balloon (blimp) will draw attention to your store from afar. A number of places can do this.</p>			
Local Media				
123	<p>Printed Card attached to Local Magazine (e.g. Complex Magazine). A very effective promotion is to print an inexpensive plastic card the size of a credit card and attach it to the outside of your neighbourhood's free publication. This card will say on the one side "receive R100 off on a purchase of R1000 on presentation of this card to (name of your business)." On the reverse side it should indicate details and T & C's to redeem the offer. There is no ad to cut out, email or leaflet to bring in. All the customer has to do is take the card and put it into her wallet or handbag and redeem it at your business</p>			

WAYS TO MARKET FOR NEXT TO NOTHING (PART 7)

		ACTION		
		Yes	No	When
1	A Promotional Grid. Draw up a schedule for the year, a promotional grid, detailing what marketing campaigns you will focus on in each month. At the end of the year, evaluate the relative success of each marketing campaign, and then use that to refine your marketing schedule for the following year.			
2	Have a Trusty Sidekick. Marketing is crucial to the success of your business, but you'll not always be able to give it your undivided attention. Engage someone you trust at your business to assist you with Neighbourhood Marketing.			
3	Refer Us to Your Friends. You can incentivise referrals by offering a discount or a cash incentive for referrals that convert to sales, or you can appeal to your relationship with your customers and just ask for referral contact details.			
4	Affiliate Marketing: <ul style="list-style-type: none"> • An advertiser uses other people's websites and blogs to place its ads and links in order to reach customers. • The owner of the website is then paid according to the number of clicks or sales made through his or her site. • The customer is served advertising relevant to his web browsing habits. 			
5	Community Engagement. Get involved in your community. Whether you join a residents' association, serve as a trustee on your body corporate, or connect with a charity that helps the underprivileged, is up to you. You can also hook up with local sports clubs, schools or just clean up the beach. If you do this for sincere reasons, you will also get to know other community members as friends. And those friends will sooner or later come and support your business.			
6	Make the Most of Face Time. When a customer physically comes in to your business, they are already making an investment in you. Show your appreciation, but also make the most of that time with them. <ul style="list-style-type: none"> • Try to engage them in conversation to find out what their specific needs are. • Inform them about your products and services. • Ask for criticism. • Be friendly. 			
7	Have a Web Presence. In today's smartphone society, we have access to the internet at any time of the day and night. You need to have a strong web presence so that customers searching for your business – or the products/ services that you offer – will find you with ease.			
8	Link from Everywhere! Your website should not only showcase your products, services, promotions, etc., but you want to be sure that you link to it in all your communications. Use absolutely every opportunity to do this. Put your web address at the bottom of your emails, on your Facebook page and on your Twitter profile. It should be printed prominently on your business card.			

WAYS TO MARKET FOR NEXT TO NOTHING (PART 7)

		ACTION		
		Yes	No	When
9	<p>Embrace the Trade Exchange. As a retailer, you are in a great position to exchange your goods and services for those of another company. Here are a few possible barter deals:</p> <ul style="list-style-type: none"> • Sponsor a competition: Provide the prizes in goods/ services in exchange for media coverage. • Supply to the media: Various media companies may also require your products or services. Swap media time in exchange for your services. • Sample: Your local media should all be on your sample list. They are usually always looking out for products to review on their platforms. So offer them samples of new products and services, in exchange for free coverage. 			
10	<p>Link up on LinkedIn. You are the face of your business, a brand ambassador. Use your personal online platforms to build your own brand and cultivate an audience. They will be interested in your business too.</p>			
11	<p>Online / Offline Cross-Promotions. Try to strike a balance between your real-world and your internet marketing. While you should have a web presence, that's not all it's about. You need to be practically engaged with your customers and your community.</p>			
12	<p>Where is your Business Coming From? Make a point of asking your new customers where they heard about you. If people attend an event or support a promotion, enquire where they found out about it. Then track your marketing campaigns and work out which have led to the most sales and are therefore most effective. When business comes from word of mouth, that's when you know the credibility of your business is improving. Quality service is a form of neighbourhood marketing too!</p>			
13	<p>Run Competitions. A competition is an inexpensive marketing method because many prizes are discounts or give-aways of products. You can also trade exchange prizes from other businesses or get them to supply prizes in return for exposure.</p>			
14	<p>Give Something Away for Free. "Buy-one-get-one-free" may be a similar deal to "50% off", but research has found that more customers choose to get something free with a purchase, than a special item at a discount. Witness the success of Steers' Wacky Wednesday burger promotion, for example. Encourage your customers to buy by giving them a real deal, and they will reciprocate by bringing you their business again and again.</p>			
15	<p>Endorsements and Celeb Testimonials. The endorsement of an influential member of your community is a priceless form of neighbourhood marketing for your business. You can secure such an endorsement through sampling, sponsorship or organically, by approaching individuals well known in the community who happen to be your customers.</p>			

WAYS TO MARKET FOR NEXT TO NOTHING (PART 7)

		ACTION		
		Yes	No	When
17	<p>Fuse your Markets. A good way to market at almost no cost is to identify other stores and companies that have similar target markets to yours. Then explore ways of partnering with them to fuse your two markets and reach a wider customer base. Examples of fusion marketing would be:</p> <ul style="list-style-type: none"> • Using wall space in partner stores to display marketing posters. • Teaming up to supply prizes for a co-branded competition. • When you exchange links and content on your respective websites. • Retweeting and sharing each other’s social-media content. • Referring customers to each other. • Carrying each other’s flyers and marketing material in your stores. 			
18	<p>Join a Forum. Internet forums are a real source of information, leads and contacts. A forum is a chance to share knowledge with fellow industry professionals, to offer support and to source business. To find a forum suited to you, just do a web search for, e.g. ‘stationary forums’.</p>			
19	<p>Go Forth and Network. Don’t babble your mouth off and dish cards left, right and centre. Rather be curious, ask questions, keep quiet and let other people speak. This humble approach will mean you learn a lot more about what others have to offer and how you might partner in future projects. Some business forums and chambers of commerce also host speed-networking breakfasts. Whatever event you’re at, make sure that you have enough business cards, that they are up to date and that you haven’t run out. The following are some networking organizations which are active in Centurion, neighboring areas and Pretoria:</p> <ul style="list-style-type: none"> • CCBC (Capital City Business Chamber) www.ccbc.co.za • NSBC (National Small Business Chamber www.nsb.org.za • CBC Networking. Cost = R500 per annum. Meetings every first & third Wednesday of the month. • Just Ask Network –Cost = R780 p/m, meetings at Centurion Protea Hotel every Thursday and the last week of the month. • Hirsch’s Centurion –This one is free. Meeting is usually on the last Thursday of the month. • Centurion Business Forum / Centurion Sakekamer • Midrand Forum 			
20	<p>Expo Exposure. Exhibitions and trade shows are a priceless opportunity to find out about your industry and to source new business. As with all networking, though, you should go there more to listen and learn than to tell people about your amazing business.</p>			

WAYS TO MARKET FOR NEXT TO NOTHING (PART 7)

		ACTION		
		Yes	No	When
21	<p>Humanise your Database. Try to make your database more human. Trim it constantly. Why are these people on your database? Where do they work? Add personal touches that remind you who your customers and partners are. Then, when you send out a company email newsletter, include a personal touch. “Hi Mike,” you can start out. “I hope your trip to the Eastern Cape was enjoyable. Here is our March newsletter.”</p>			
22	<p>The Best of the Best: The VIP's. Among your existing customers are some really special customers, your VIP customers. These are the people who are often in your business, pay without complaint, recommend you to friends, and are generally a pleasure to work with. You should be marketing to these people. Let them know about new deals – in fact, structure deals that will appeal to these VIP customers.</p>			
23	<p>Get Listed - In Reality and Online. It is probably worthwhile having your business listed in established business directories like the Yellow Pages or Braby’s, and there are probably industry-specific directories for your market segment. However, most searches will happen online, so make sure that you are searchable for people looking for your services. This will mean signing up for online directories, but also practising good SEO (Search Engine Optimisation) on your own website.</p>			
24	<p>Payment Plans. You should sign your business up to accept payment from as many credit card companies as possible. Accept EFT, debit and credit cards. That money is all the same colour. The idea is to make it as easy as possible for your customers to pay their bills. And like it or not, it still pays to have a float in your till. Some people still pay in cash, and will require change.</p>			
25	<p>What Gives You the Edge. To defeat your competitors, you need to do something demonstrably better than they do. I like to compare take-away home deliveries. The best service is the one that gets your order right and gets it to you quickest. If this is you, then you should make a point of marketing around that competitive edge.</p>			
26	<p>Towards Effective eMail. Try to craft your marketing emails so they grab your customers’ attention. Appeal to them personally in the subject line. Do this with a special that will enhance their experience, or a purely entertaining piece of content.</p>			
27	<p>Build Media Contacts. The media is like a massive monster than constantly needs to be fed. It needs content. Media workers, journalists, bloggers and the like are constantly on the lookout for new stories to publish. The media will be interested in promoting your business if you’re involved with doing good in the neighbourhood, for example sponsoring an under-privileged child’s school fees, building a house an under-privileged family (these are RDP houses, and are not that expensive), or raising funds for a terminally sick child.</p>			

WAYS TO MARKET FOR NEXT TO NOTHING (PART 7)

		ACTION		
		Yes	No	When
28	<p>Media Exposure. As you become respected in your industry, you may be approached by the media to be interviewed, or to appear on a TV or radio show. This is a great opportunity, so be sure to seize it!</p>			
29	<p>The "Five-Minute Vibe" Meeting. I believe in a five-minute vibe meeting at the beginning of each day, reminding staff of the following:</p> <ol style="list-style-type: none"> 1. How we're going to help the customer today. 2. What we are going to push today, particularly in terms of sales. 3. How we are going to get the customer to come back to our business. 			

It's all very well running the promotions and getting the people into your outlet, but the next step is to keep them as loyal customers after the first experience with you. Here we go, and get ready to win your clients over with these action-packed customer service ideas.

		ACTION		
		Yes	No	When
1	Lifetime value of a customer – work out the lifetime value of an average customer. For example, if they use your services once, how much does this amount to over a period of 5 and 10 years. You will be surprised. So, the moral of the story is let's get out into the neighbourhood and get those customers.			
2	Care about the customer. Your staff should know that it's not the owner of the business who pays their salaries, but the customer.			
3	Enable customer feedback. This is best if it's done online in the form of a simple questionnaire.			
4	Special moments. Think of little things you can do for your customers at any one time. We can also call this a "random act of kindness".			
5	Get to know your customers personally. The more you can interact with your customer on a one-on-one basis, the better for your outlet.			
6	Five-star service guarantee for your outlet. Offer a five-star service guarantee. It's amazing what this will do to increase your levels of service. Even put a sign to this effect up in your outlet.			
7	"Welcome to.....!" If you don't have one already, it would be a good idea to do this immediately, and even above the door as they leave the office, you could put a sign that says "thank you for your business".			
8	"Yes, of course!" – try to make "yes" your answer. If you can't say "yes" then respond positively.			
9	The personal touch. How can you add a personal touch to every transaction that is made in your outlet?			
10	Customer Service idea of the month! Your staff also build up relationships with customers. They are at the coal-face of the business. Maybe at national level, you could run the top 5 customer service ideas of the month with a grand prize for the best one?			
11	Online customer service. When you do business on the Internet or your store simply has a Facebook account, you have an online presence. You need to have an online customer service ethic. Be sure to deal with every query you come across online.			
12	Do web searches for your company's name on Facebook, Twitter and all other relevant online platforms. Visit your Facebook page regularly and respond to every comment on there. Check your company e-mail inbox regularly.			
13	Be presentable! Are your staff presentable, well groomed and neatly attired?			
14	Easy payment. Is it easy for your customer to access the service at your outlet? Is it easy for them to pay? Remove barriers of distance, time or inconvenience. They will thank you for it with more business at your store.			

CUSTOMER SERVICE WOW'S

It's all very well running the promotions and getting the people into your outlet, but the next step is to keep them as loyal customers after the first experience with you. Here we go, and get ready to win your clients over with these action-packed customer service ideas.

		ACTION		
		Yes	No	When
16	How to lose a customer from your store, guaranteed:			
	Clock-watching			
	Talking too much on the phone			
	Eating, drinking or smoking			
	Chewing gum			
	Poor prioritising. Serving the customer comes first.			
	Not greeting – saying hello or looking at the client in the eye			
	Pumping music			
	Swearing			
	Lack of product knowledge			
	Cleanliness failures. Keep your outlet clean, from outside the entrance to displays, to the floors, to toilets. Everywhere!			
17	Encourage suggestions. From both your customers and staff.			
18	Oh my, look who's just walked in! Treat every customer as though they were a celebrity.			
19	Under promise and over deliver. Don't tell a customer that you will prepare the quote in x time and then deliver it in x plus 3 time.			
20	Handling complaints. Do you handle a customer complaint effectively and efficiently following the B.L.A.S.T. method?			
21	Is my waiting/reception area a top quality experience? Do I have up to date reading material? Do I offer free wi-fi? Do I have sophisticated coffee machine? Remember, a customer at your outlet will associate your reception/waiting room/boardroom areas with the expected service.			

		ACTION		
		Yes	No	When
1	Get testimonials from satisfied customers in your ad's, mailers, marketing material, and social media. Use customer testimonials in your ads, emailers, and other marketing materials. People are more likely to approve of something when they know others approve as well. It's called the "bandwagon effect".			
2	"10,000 transactions done every year!" If you've sold an impressive number of a popular item, say it. Mention the period, e.g. 'a month' or in a particular year or may be over a million.			
3	"5,000 satisfied customers can't be wrong!" McDonald's built an empire by displaying a running count of the number of customers served. You can do this for your business as well.			
4	Always sign the eMail, otherwise it is not personal. Emails can be very effective to communicate promotions, and you'll get a better response if you personalise the email.			
5	Your headline must be an attention grabber. People get a lot of emails, so make sure yours grab the reader's attention and make them want to open the email.			
6	The importance of where you position your advertisements in magazines and newspapers. Page positioning is important - top left hand corner is number one, followed by top right hand corner and then there are other premium positions as well.			
7	Tips for copy and layout in design of promotional material. Let the copy breath - less is more - don't fill up every space on the email or advert.			
8	Don't skimp on signage. First impressions last. The signage for your business needs to be seen from far away, look professional and communicate clearly what your business offers the community.			
9	Boast for business in your promotional material. There is no place for modesty - tell the neighbourhood market that you're the best and why you're the best.			
10	Advertise when people are buying. "Fish when the fish are biting". For example during the Christmas season.			
11	"Don't try and be too funny!" It can backfire. Rather be yourself and in keeping with your company's brand values.			
12	Best offer first! If your best offer is 20% go straight in at 20%, don't start at 5%, then 10% and work your way up to 20%. Go straight in with the best offer.			
13	Differentiate yourself from the Competition. What makes your better? Tell the neighbourhood.			

Let me say right up front, this is not my speciality, but it is a crucial part of neighbourhood marketing, and it's important to integrate social media into your strategy.

		ACTION		
		Yes	No	When
1.	<p>Social media is personal and text based. It should not be used the same way as you use traditional advertising media. The idea is to have a multi-directional conversation and to be yourself. Imagine you are in a room full of people and someone speaks to you. It would be rude to ignore them. The same applies in social media - respond to comments, direct messages and likes preferably as soon as possible. Facebook Business Pages, for example, indicates your average response rate and time to people visiting your page. By responding quickly and engaging customers, you could win clients. By not responding or taking too long to respond, you could lose clients.</p>			
2.	<p>Brand values. It is important to communicate your company 's brand values as well as your personal "brand" values on social media. You should have a document that communicates your brand image and is easy to understand.</p>			
3.	<p>Your profile, your biggest asset. For all social media, you – or your business – will have an account profile. This is a vital asset that tells others about you and your business.</p>			
4.	<p>Your profile should consist of your photo and a short or long bio. Make it easy to read and understand. Keep the tone conversational. In your profile bio, include key words and hashtags that relate to your business. Also make sure that any images you upload are appropriately titled (before you upload them) with your business name and an easily searchable title.</p>			
5.	<p>Facebook – your business needs a Facebook page as opposed to a profile. A fan page has no limit to the fans you can have, but your profile has a limit of 5,000 friends. Fan and business pages allow you to schedule your posts in advance and boost posts to reach more people, whereas your profile does not allow you to do this. You can also link your Instagram account and Facebook Business Page.</p>			
6.	<p>Twitter. When choosing a twitter handle, try for your real name or your business name or as close as possible. This will help people to find you. Twitter is very fast-paced and relies on short text messages dealing with what is happening right now in the world. It requires being very hands-on with response timing. Besides for tweeting your own tweets, also try retweeting interesting tweets relating to your field of business from other people, especially people who has a lot of followers. Sign up for Twellow, which is Twitter's Yellow Pages. It can help you find followers and people to follow in various locations and business categories. You can also use search.twitter.com to help you find communities by keywords.</p>			

Let me say right up front, this is not my speciality, but it is a crucial part of neighbourhood marketing, and it's important to integrate social media into your strategy.

		ACTION		
		Yes	No	When
7.	<p>Finding followers. A rule of thumb is that the more people that you follow the more will follow you. There are numerous ways you can find people to follow, but the most important thing is to be visible to search engines. Choose hashtags and keywords related to your business and use these consistently in every post. If you do daily posts, try and post at roughly the same time every day. Social media works on algorithms and creating a recognizable pattern of posting activity will make it easier to find you.</p>			
8.	<p>YouTube. What sets YouTube apart is that it's the killer video app. If you want to put a video up on the internet from your Smart Phone or other device, YouTube.com is a go-to site. YouTube is now linked to Google Plus, so if you want to set up a YouTube channel you'll have to set up a Google Plus profile first. Do so, as it will mean you are a verified user and adds to your credibility. YouTube makes it very easy for you to share your videos to various social media platforms using the share button. Encourage customers to subscribe to your YouTube channel. Videos should be no longer than 3 minutes.</p>			
9.	<p>Linked-In. Linked-In is a business orientated social media platform with more than 250 million users. It's a good platform to market your personal or professional brand, as you can upload your CV and keep your business connections easily updated with posts about events in your career or new products, etc.</p>			
10.	<p>Instagram. This is a fun, picture driven social media platform, popular with the young set and currently boasting more than 300 million users. It is a platform mainly using photos and short video clips. Instagram users also make use of hashtags. Selfies are another Instagram staple. Take pictures of for example, one of your employees assisting a customer, other interesting "behind the scenes" photos, close-ups of products, or introduce your staff with a photo and short bio to your followers. Facebook owns Instagram, so you can link your facebook business page and instagram account and easily share posts between the two platforms.</p>			
11.	<p>Google+. Google+ is a social media platform but also what the company calls "social layer". Search being on Google+ gives you more local search results.</p>			
12.	<p>Encourage customers to post content. Most of us carry mobile phones – we are all walking around with the capacity to take photos, write stories, film video, record sound and more. So, why not run promotions from your store/outlet that incentivise your customers to post content. Make it a requirement of the promotion or competition that they have to mention your business and/ or specific key words or product names in the post.</p>			
13.	<p>Give them a "sneak peek". A great way to bond with users who follow your outlet on social media is to share "behind the scenes" info, videos and images that gives them an insight into how your business works.</p>			

Let me say right up front, this is not my speciality, but it is a crucial part of neighbourhood marketing, and it's important to integrate social media into your strategy.

		ACTION		
		Yes	No	When
14.	Keep blogging. Some social media networks are blogged and some blogging platforms try to be social media, but it's useful to have a blog or website that serves as your outlets Online Head Quarters. For optimal SEO, make sure that you link your website or blog with all other social media that you use for your business.			
15.	Don't be shy to bring in experts. While you should certainly be au fait with social media and how it works, be prepared to consult an expert.			
16.	Stay involved with your accounts. With social media, especially if you're not a fundi yourself – the temptation is to assign someone else to look after your Facebook and your Twitter and then let them get on with it. Be careful when doing this, because you can't wash your hands of it.			
17.	Managing a social media storm. Sometimes things go bad, perhaps a customer has a poor experience or matters beyond your control – you're unable to deliver the levels of service that you aimed for. Here are some tips: <ul style="list-style-type: none"> Respond quickly Apologise Be human Make it better A touch of humour Take it off line 			
18.	Clever ways to use images. We humans are far better attracted to images than the written word so a sharp way to increase the impact of text based post is to integrate your text into an image.			
19.	Social media advertising. Facebook already runs to sophisticated paid campaign options. There are also paid advertising opportunities on Twitter, LinkedIn, Instagram and Pinterest as well as YouTube which has its own locally based operation.			
20.	Focus on a couple of channels. We've listed a few of the most popular social media channels, but it would be impossible to have an ongoing presence on all of them. You would be far better served by focussing on one or two.			
21.	The "Instant Special". This is perfectly suited to social media. If you have an offer that is available immediately from your outlet for a limited number of customers, you can shout this on Facebook.			
22.	Post on similar pages. As a social media voice, your page can also engage on other pages that your audience is active on. In this way, you position yourself as a voice of the community and build interest and curiosity about your page. Engage with your local residential community page as often as possible, so you become a trusted and recognizable voice.			

Let me say right up front, this is not my speciality, but it is a crucial part of neighbourhood marketing, and it's important to integrate social media into your strategy.

		ACTION		
		Yes	No	When
23.	Stories of the store. To have a good social media presence, it pays to start thinking like a journalist – because in some ways you are. You are managing a media outlet with an audience and you are constantly doing things that may be of interest to your audience. Further tips available in the book.			
24.	Celebrate amazing small things. Your piece of content could have caught people's imagination. It is in touch with current trends, but different enough from the norm to get people laughing, gasping and sharing it with each other.			
25.	Share your passion. You've got into the travel business because you are passionate about it. So, in your social media interaction, try to express the joy and excitement you feel for your business.			
26.	You've got nothing to lose. The bonus about using social media for your outlet in your neighbourhood is that it is an extremely low risk tactic. Even if you don't generate much business, you will still learn something from the process.			
27.	Customer Intelligence. As a business owner it is vital that you have a hands-on approach to your social media. You should spend at least 10 – 15 minutes each day just reading comments and finding ways to engage. It will help you understand your clients.			
28.	Instant customer feedback. Don't overlook the usefulness of social media as a real time informal survey mechanism. Ask for comments from your audience about any new offers at your outlet.			
29.	The real return on investment. It doesn't generate hard cash but the real value of social media is in the way it grows your relationship with your customers, creating valuable long term personal connections.			
30.	Social Media is an investment in your business. Yes, it does cost money – but it is worth the investment. Even if you will be doing your business's social media by yourself, at least get an expert's opinion and target your posts.			
31.	Schedule your posts. One of the great features of social media is that you don't have to post of your content live. You can automate when you want a certain post to become visible to your audience. You don't have to post every day. Find a social media strategy that works for you, and keep to it. It's more important to be consistent with your posts than to post every day.			

Let me say right up front, this is not my speciality, but it is a crucial part of neighbourhood marketing, and it's important to integrate social media into your strategy.

		ACTION		
		Yes	No	When
32.	<p>What you give is what you get. Before you start asking your social media audience to buy something from your store, you should give them something first. Give before you take, so share some fun, entertaining content or create some fun videos that are personal and unique.</p>			
33.	<p>An ad that's useful! One way of giving before you take is to make your advertising a type of article. This is a method employed by Facebook Marketer, John Loomer. He created a Facebook ad that was actually a series of marketing tips. As users clicked on the ad, they were provided with the first tip. Assuming they found that useful, the viewer then clicked further through the ad to get further tips. Once they got to the end of the tips, the interested users had the opportunity to view an even more thorough free web seminar ... and so the story continued.</p>			
34.	<p>Last word – social media is your friend. A valuable ally. It should be part of your marketing strategy and advertising schedule, but don't see it as a quick sales rout. Social media brings you to even closer contact with your customers in your neighbourhood. So, be friendly, be helpful, connect and informed.</p>			