

As a ghost-writer for WooContent, I wrote the below article for Feefo. Published in Nov 2020. Below is my original article.

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5 Ways To Win New Customers

2020 is coming to an end and you need to think of new ways to win customers. They've already got information at their fingertips. What can you offer them that they don't already know about you? You need to think fresh and think out of the box. [What is customer acquisition](#) and why is it important for your business? Let's find out.

Customer acquisition

Bringing in new clients and customers to your business who will buy your products and stay loyal to your brand is customer acquisition. Implement these 5 techniques to acquire and convert the audience you're targeting, while staying ahead of the competition.

Incentivise

Most markets today are oversaturated. Chances are whatever you're selling, there's someone out there offering it at a cheaper price. Use incentives to make yourself stand out by offering customers discounts, freebies and other courtesies that serve as a win-win for you both.

[75% of customers](#) are swayed towards a brand that offers incentives and customers today take it as a given. Especially during peak times of the year like Black Friday, Valentine's Day or Back-To-School sales. Customers wait in anticipation to see who is offering the best deals and are happy to try new brands during this time. Start small by offering free shipping, free samples or bulk discounts and see how many new customers that brings in.

Network

Even in today's online world it is important for businesses to invest time and effort in networking the old-school way. Networking done effectively will help spread the word about your brand, grow your business and bring in new clients. Attend events and trade shows related to your industry. See what your competition is doing and how their customers are interacting with them. Learn how you can do the same and do it better.

Customers love to see real faces behind a brand so use your staff and team to your advantage. Reach out to your suppliers, stakeholders, family and friends and then expand slowly.

Explore different pricing

Customers don't always pick the cheapest option available to them. But it does help. An effective pricing strategy will position you for success in the long-run. If you're new to your market or have very few competitors, you can set a higher price and expect customers to approach out of the novelty of your product. However, if you are trying to lure customers away from competition, try matching their price point or going lower for a limited period.

Offering bundle pricing is also a great way to move product quickly and increase your clientele immediately. Put a deadline in place so you don't make too much of a loss over an extended period and can find a way to recover once you've won over patrons.

Excel at customer service

The experience you offer to customers can be directly related to their happiness with your brand. Terrible customer experience puts you at risk of losing [25% of your existing customers](#) and more than 70% of customers attribute their purchasing decisions to a positive interaction with a brand. Ultimately, excellent customer service pays off.

Invest in a great user experience and customer service team. Make sure you respond to every single query on email, social media and phone call. Never leave a customer unattended or ignored. Especially new ones you're trying to win over. Offer multiple ways of getting in touch with your support team and follow up to ensure they have everything they need.

Time to win them over

These 5 tips will get you new customers and maintain your existing clients to ensure they come back for more. The key is to monitor which method works for you best and focus on areas you can constantly improve. Customer acquisition is successful when you exceed your client's expectations and are able to retain a dependable base of loyal customers.