Welcome

How To Find Customers

How to Find Customers



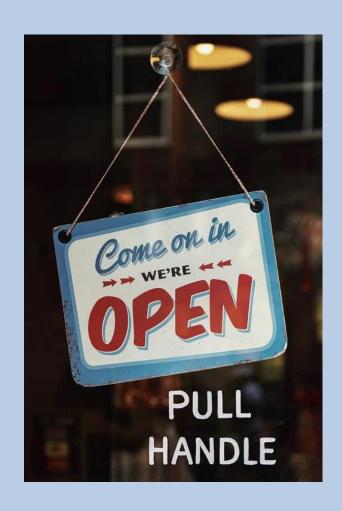
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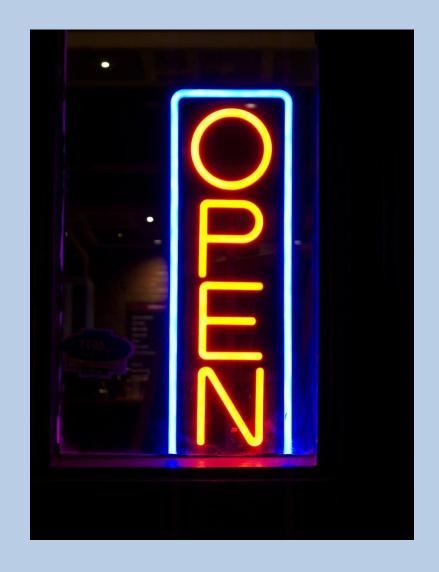
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Contents

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DEMAND

What is demand?



- How do you know there is demand?
- What's the best evidence of demand?

Benefit

 What is the number one benefit of using a small business?

Convenience



Saving People Time

Competition



- What's good about competition?
- What's the bad news about competition?

Competitive Analysis

Do you have competition?

Did you work for the competition?



Have you visited your competition?

What did you find out?

What Did You Find Out?

- Does the location work?
- 5
- ?
- ?
- ?
- ?
- 5



Competitive Advantage

- Innovation
- Technology
- Quality
- Location
- Pricing
- Operation
- Customer Service
- Marketing

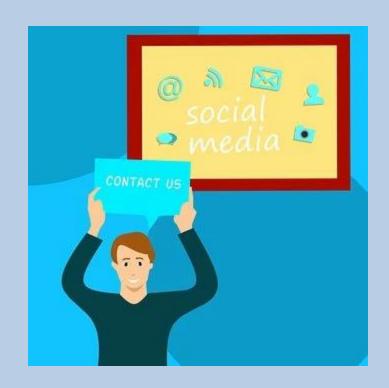


Marketing Plan

Message



Branding



Customer Profile

- Gender
- Age
- Education
- Household Income
- Children
- House
- Apartment
- Ethnicity



Tools

- Print
- Broadcast
- Email
- Web Site
- Social Media
- Networking
- Promotions
- Guerilla



Networking

- Small Business Center
- Chamber of Commerce
- Clubs
- Volunteering
- Groups
- •
- •



Market Knowledge

- Trends
- Keeping Abreast of Competition
- Customer Feedback
- Updating Inventory
- Rotating Inventory
- Testing



Segmentation



Layers of Customers

More things to sell = More customers to buy!

Landscaper

Cuts grass



Questions?

Thanks!

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