



June 2015

Help Your Customers Have a Great Summer

Summer can be a tough time for many smaller businesses. Summer vacations, kids out of school, local activities – all compete for attention.

Here are some ideas you can share with your Self-Employment customers to help them compete for some of that attention span.

- **Build Connections:** Small business is all about community. This means having a strategy to be connected and involved with local activities and events. It also represents an opportunity to advertise locally through signage on their place of business and even their vehicles.
- **Hit the Streets:** Take advantage of and cultivate that sense of community by participating in local events. Parades are a great place to hand out information about the business as well as have some fun, and fairs are wonderful for letting customers try out products or learn about service offerings. What about a booth in the local farmers market?
- **Email Alerts:** Suggest that they build and use an email marketing list as a great way to keep their regular customers informed of what's going on in the business. Announce new products or sales promotions so loyal customers can start spreading the word. Reinforce loyalty by offering coupons to only those subscribed to the email list.
- **Get Social:** People these days are never completely disconnected, what with smartphones, tablets, and now wearables. For your customers that understand and use online tools, they can make fun and interactive posts on their company social pages to get customer excited. For example, a restaurant could invite customers to take a “selfie” or a picture of their plate and post it with a custom hashtag.

ADDITIONAL RESOURCES |

Check out the [Web Marketing Checklist](#) for more marketing assistance tools and solutions.

There are a lot of great ways to build business awareness. In your role as VR Counselor, you can help your S/E customers most by simply starting this conversation and then encouraging them to share their own ideas. Often, it is the simple process of talking about an idea that gives it “legs” and helps make it work.

And finally, we hope you have a great summer yourselves!

For more information, visit: <http://www.buzvr.org/>

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