

## 13 Ways to Find & Keep Customers in Today's World

1. **BE PRESENT & BE FOUND.** Have a consistent social media plan to share ideas and promotions.
2. **DON'T REINVENT THE WHEEL.** Use Stampin' Up! marketing materials, samples, recipes (or do your own spin). Add a new spin to a card you made previously.
3. **30 SECOND COMMERCIAL.** Be ready to talk casually about your passion for paper crafting and how great a creative and artistic outlet it is. Offer a FREE class if interest.
4. **NEWSLETTER.** Make a list of family, friends and customers and ASK if they would be game to receive your newsletter. Weekly delivery (or more) is ideal. Always an additional newsletter with time sensitive clearance refresh or promotion. Email is far better engagement than a static blog. Promotions, ideas, favorite sample, product showcase, hidden gem, host code, class schedule (live or virtual).
5. **RED CARPET SERVICE FOR YOUR CUSTOMERS.** Send a thank you (email, text, card, phone call). Remain in touch with follow-up on order and back orders. Reminder on how to receive your newsletter and/or host code. Quarterly gift and thank you. Loyalty program.
6. **PERIODIC PERSONAL PROMOTIONS.** Keep them short (1-3 days).  
Flash sale.
7. **PHOTOGRAPHY MATTERS.** Great lighting, angles, Take lots of shots.
8. **FB LIVE & YOUTUBE VIDEOS.** Full project or quick tip.
9. **ZOOM CLASSES (Invite a Friend-Gift both).** Simplify with Paper Pumpkin, kits or a simple card. Purchase in advance is their "ticket" or FREE 1x month/quarter. Keep schedule front and center
10. **LIVE CLASSES (Invite a Friend-Gift both).** Quarterly camp. One on One. Workshop vs. class. Keep schedule front and center.
11. **FREE PDF TUTORIALS.** Keep it simple by offering steps to make Stampin' Up! samples
12. **CREATE A FB GROUP.** Daily engagement. Ideas, polls, prizes, flash sales/offer.
13. **OFFER THE STARTER KIT.** Take advantage of Starter Kit promotions. Team members are often my best customers (and that's OK).