

# 6 Ways for Your Business to Reach More Customers

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Most businesses thrive off of having a lot of customers. After all, more customers generally mean that your business will be earning more money. Bringing in a lot of customers also means that your business has a bigger likelihood of gaining loyal customers, which could provide a steady income stream.

However, all of this can only take place once you have those customers. But that, unfortunately, can often be the hard part. Reaching a lot of customers can be hard to do if your business is still quite new, or if you have a small business. Luckily, we're here to help. We'll be sharing six ways that your business can reach more customers. If that sounds good to you, then keep reading.

## **Use data**

Businesses nowadays have a much bigger advantage than businesses a few years back had, because businesses have access to a *lot* of data, and they can use that to their benefit.

Your business probably already uses data to monitor employees and manage finances, so why not use it to help you reach more customers? Software such as a territory map maker can help you understand more about your customers, which could, in turn, help you come up with better strategies to get more customers. For example, if you can see that your business doesn't get a lot of customers from a certain area, you may need to market twice as hard in that area to make up the difference.

## **Get on social media**

Most people use at least one kind of social media, so by not using it to reach customers, you're missing out. There are loads of social media platforms out there, each with its own audience. By utilizing these platforms, you can reach a large number of potential customers at once.

While you can opt for paid advertisements on social media, you can also use it as an entirely free platform to promote your product and interact with clients. Instagram is currently one of the most popular social media platforms, so if you're looking for tips on how to grow your Instagram audience, you can find some here.



### **Use the online sphere**

We've already spoken about how successful social media can be when it comes to reaching customers, but social media isn't the only online aspect that your business can use to reach people. For example, having a website can help people learn more about your business in one convenient space. You can also make use of email marketing or pay to have your business advertised on people's blogs. The possibilities are nearly endless!

### **Go to markets or fairs**

Many businesses are run entirely online. This has many benefits, especially when it comes to finances. However, it doesn't give you the opportunity for face-to-face interaction with customers, and some people don't like buying products online. Luckily, there is a way for you to sell your products

directly to your customers without having the monthly expenses of a physical store.

By having a stall at markets or fairs, you get to reach more customers, especially those who might not use the internet very often. Since these are usually once a week, you won't be paying as much as you would if you had to rent a shop or something similar. Just be sure to have an attractive market stall.

### **Collaborate with other businesses**

Look, no matter how many of these methods you follow, it's likely going to take you some time to reach as many customers as you'd like, especially if you're a small business. However, there is a way for you to reach a lot of customers at once, and that is to collaborate with a bigger business than you.

Business collaborations are beneficial for both parties because they each get to reach an audience that they might not ordinarily have access to. If you can effectively form a business collaboration, you're sure to gain more customers.

### **Make use of a variety of marketing techniques**

We know we've been talking about how much the internet can help you reach customers, and that is absolutely true. However, you shouldn't solely rely on the internet when it comes to your business marketing.

Instead, use a combination of digital and old-school marketing techniques. Advertising on billboards, televisions, and the radio can help your business gain the publicity it needs, while at the same time reaching more customers. When it comes to reaching as many customers as possible, you shouldn't limit yourself to just one method; the more you do, the more customers you will reach.