

Six ways to find new customers

1. Target the best potential customers

- Develop a profile of your ideal customer; identify where others like them can be found.
- Research potential new customers you've never targeted before.
- Develop a shortlist of new targets that have potential.
- Match your marketing efforts with your customer profile.

2. Identify new sources of customers

- Create an online shopping option to reach customers outside your location.
- Form a strategic alliance with another business to access their customer base.
- Use industry statistics to analyze any new customer trends.
- Revisit your contact list and ask for referral business.
- Offer discounts to new customers via industry events and trade shows.

3. Identify new markets

- Look for new distribution channels to expand your customer base.
- Identify any non-traditional markets you may have overlooked such as government contracts, education, health care etc.
- Look into buying other businesses that have different products.
- Sell your designs or patents to other companies operating outside your province.
- Determine if your business could be franchised.
- Determine if your products can be exported.
- Make sure you have the capacity to fulfil export orders without compromising your domestic sales.

4. Create awareness and drive demand

- Document your successful tactics and replicate to get new customers.
- Optimize your social media platforms and website to target your ideal customer.
- Exhibit or present where these new customers will be e.g. at trade shows.
- Attend and speak at industry events your target customers are likely to attend.
- Create a regular, frequent blog on your area of expertise and promote it on social media to widen your reach.
- Make use of online Calls To Actions and links to generate leads.
- Develop educational information and whitepapers to draw in new customers.

5. Evaluate the competition

- Review competitor websites and information to see if they've identified a new target you've missed.
- Review complementary businesses (those in the same industry but not competing) to identify possible new targets.
- Target the competition's customers with specific promotions and offers.

6. Change the way you sell

- Offer subscription services.
- Consider selling to intermediaries such as wholesalers or retailers.
- Evaluate the option to sell through partners and other businesses.
- Research buying suppliers or customers as new markets.