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Practical marketing tips for every business

Your guide to unlocking growth through branding, marketing, financial streamlining, and beyond.

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Contents

Build a better business

Creating and managing a business in this fast-paced world of trades and services can be daunting. New trends and tech appear daily. And with so many tools available, choosing the right one for your business can be difficult. The market, whatever industry, is also highly competitive. You need to stand out.

This whitepaper simplifies complex concepts and provides practical tips to help you navigate the diverse challenges of marketing and business management. By delving into the essentials of brand building, practical marketing approaches, simplified financial management, visual project organisation, risk assessment, and customer service excellence, we aim to empower you as a business owner to survive and thrive in today's competitive market.

With user-friendly insights and actionable advice, we invite you to embark on a journey towards business success, leaving you equipped with the tools and knowledge to forge lasting connections with your customers and achieve sustainable growth. Let's discover the pathway to a stronger, more resilient business together.

Establish your brand

Branding is invaluable in building customer loyalty and altering the perception of your company. It is crucial to identify what sets your business apart from the competition. Define your unique value proposition. For this, list the features and benefits of your trade services, including any unique skills, equipment or processes that set your business apart.

Make sure you highlight what You could do that your competitors can't, such as excellent customer service or getting things done quickly.

Brand everything

Crafting and summarising your brand identity in a style guide is also necessary. Be sure to include your logo, colours, typography, and imagery. Doing this sets a brand standard and ensures that all sales and marketing materials are of a high standard.

Be available online

Consistency is vital, both in print and online! Building an online presence through social media is a surefire way to boost your business. As of February this year, 80.4% of Australians have active social media accounts! When targeting correctly, it's a quick and easy way to reach your target audience.

Remember backlinks, online reviews and directories, too! For more ideas on how to build your online presence, you check Flexigrow's articles.

Invest in your website

Create a user-friendly website that encourages users to engage and interact. There are templates available online that You could use for free and customise to fit your brand.

When establishing your brand, trial and error is necessary.

Find the right marketing strategy

Not every successful strategy will work for everyone. Every business is different, with its target audience, goals, and selling points. What works for one company does not necessarily mean it will produce the same results for another.

Marketing is constantly changing and dynamic, so it's crucial to be flexible with your approach.

Who is your audience?

To define your marketing strategy, you need to know your audience.

- What are their needs, pain points and preferences?
- How do they prefer to be reached?
- Are they tech-savvy?

To help you map this out, try using **Xtensio**, where You could create your personas to refer to when creating content.

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What channel fits your brand?

Maximise your time and effort by deciding what channels could benefit your business. Consider your buyer persona, their demographics, behaviour, and preferences. Use this information to set clear goals on what you're looking to achieve:

- Generate leads
- Boost brand awareness
- Create conversations
- Increase web/social engagement

You should also make the decision based on available resources. Are there any gaps in your skill set that would require you to seek help managing a campaign on a particular channel? What is your budget?

Competitor analysis is an excellent way to see how you could improve on other companies' marketing efforts and identify potential markets where you could generate leads.

## What content is your audience interested in?

Developing a content marketing plan is part of a strategic approach to creating valuable resources that will position you as a voice of authority in your industry and consequently bring people to your website.

Start by conducting a content audit of your existing resources to determine which resonated with your audience and which topics require further work. Then, plan your content based on your team's skill set and availability.

Another thing you should consider is the format you'll be using to share your content. It should also fit the platform you'll be posting in:

- Blogs
- Infographics
- News reports
- Whitepapers
- Videos

Be sure to optimise each piece for SEO and include backlinks to generate traffic.
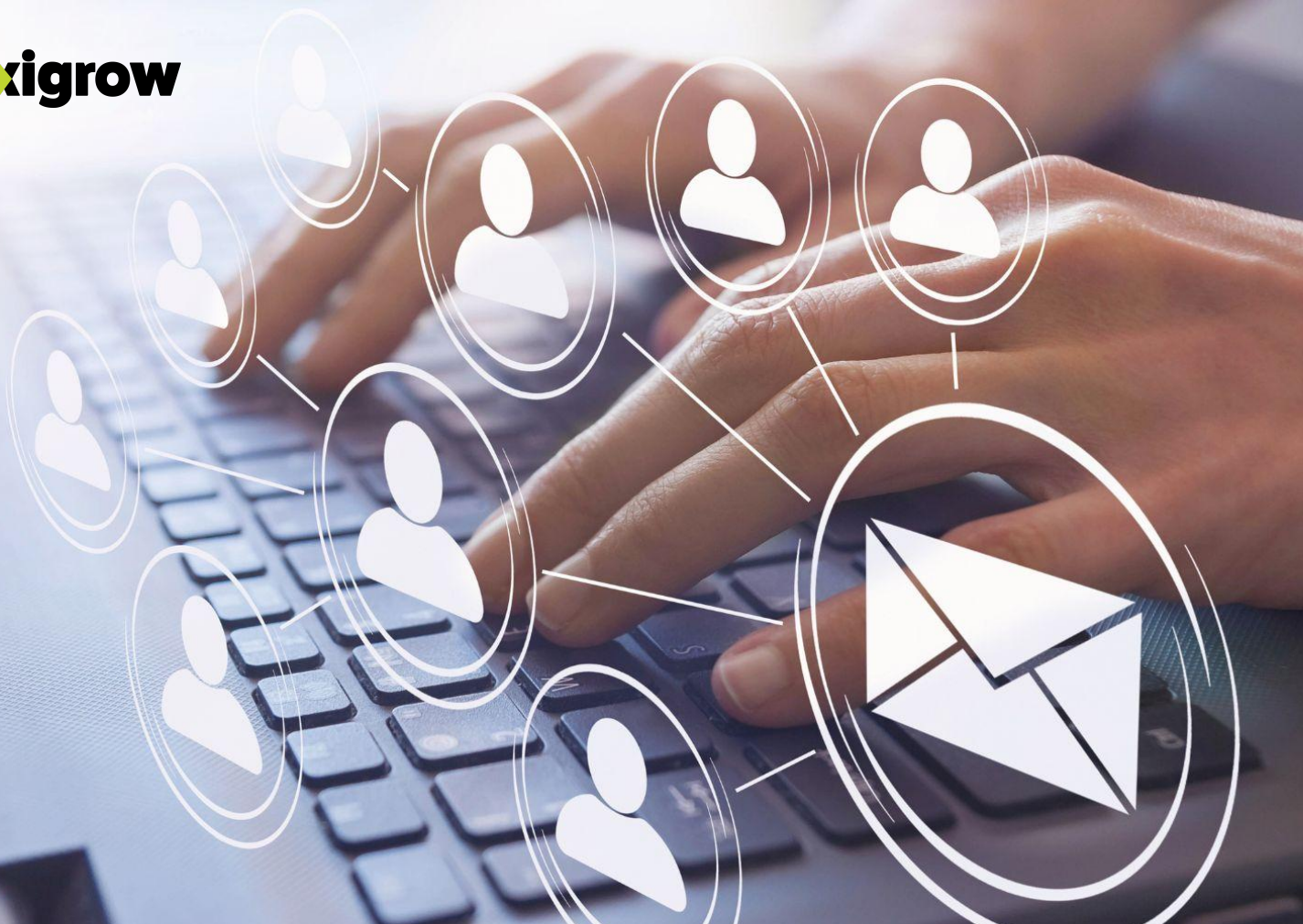
Consider email marketing

Email marketing is great for nurturing leads and maintaining customer relationships. It lets you stay in touch with your audience, provide them with valuable information about your product or service, and ensure they receive the best customer journey. To achieve this, you must build a quality email list garnered through your website, social media, and events.

It's vital to segment this address book based on the product this customer is interested in, their age, job function and seniority. Work on developing content that will bring genuine value to

the receiver, including product updates, giveaways, and how-to guides.

To reduce the human resources required to make this happen, You could automate the stream of emails based on where they are in the customer journey. Software such as HubSpot can assist you with this.

Monitor your results and keep track of unsubscribe rates to know which emails work and which are hit and miss.

Check your metrics

Successful businesses know the importance of analysing metrics to refine and improve their strategies. Essential things to monitor include the following:

Socials

Post views: This varies per platform. Facebook, Instagram, and TikTok counts views per unique user. YouTube on the other hand, counts every time the video is played.

Engagement rate: Shows how many times a post is shared and how many comments it gets on social media. For example, if your blog post receives 5000 shares and 100 comments, it means people are really engaging with your content.

Follower growth: Shows how many more people started following a social media account over a certain time. For example, if your company's Instagram gained 1,000 followers in a month, it suggests your social media strategies are working well.

Customer lifetime value: A metric that predicts how much revenue a business may expect from a single customer over their entire engagement with the company. For example, if a customer is estimated to spend $1000 throughout their relationship with your trade shop, it demonstrates a strong CLV for that customer segment.

Demographic: Demographic, as a social stat, describes the key characteristics of a specific group, like age, gender, income, education, and occupation. For instance, understanding that 70% your customers are aged between 35-50 may guide the customisation of marketing efforts to suit this particular age group.

Website

Traffic: The number of visits and unique visitors that come to your website. Although high traffic doesn't automatically translate to high conversion or revenue, it's good to have if you want to raise brand awareness.

Bounce rate: Refers to the rate at which visitors exit the page after arriving. The lower the bounce rate, the better.

Traffic source: How visitors found your site. Did they come from a web search, paid ad, social media, or an email link? You could use this to determine where you're reaching your audience.

Click-through rate (CTR): Shows the percentage of people who clicked on a link or call-to-action (CTA). A healthy average CTR is around 2-5%, but it may vary depending on the industry, content, and audience.

Conversion rate (CR): The rate visitors click on call-to-action buttons that go through the sales funnel.

Pages per visit: The average number of pages opened per visit. Analysing this can give you insight into users' interests.

Visit duration: Measures how long site visitors stay. The longer the duration, the higher their engagement may be. You could also check for the average stay per page.

Page speed: How fast your page loads, which could affect the user experience. Some tools can also help you identify specific assets (videos, plug-ins, or widgets) that cause lagging.

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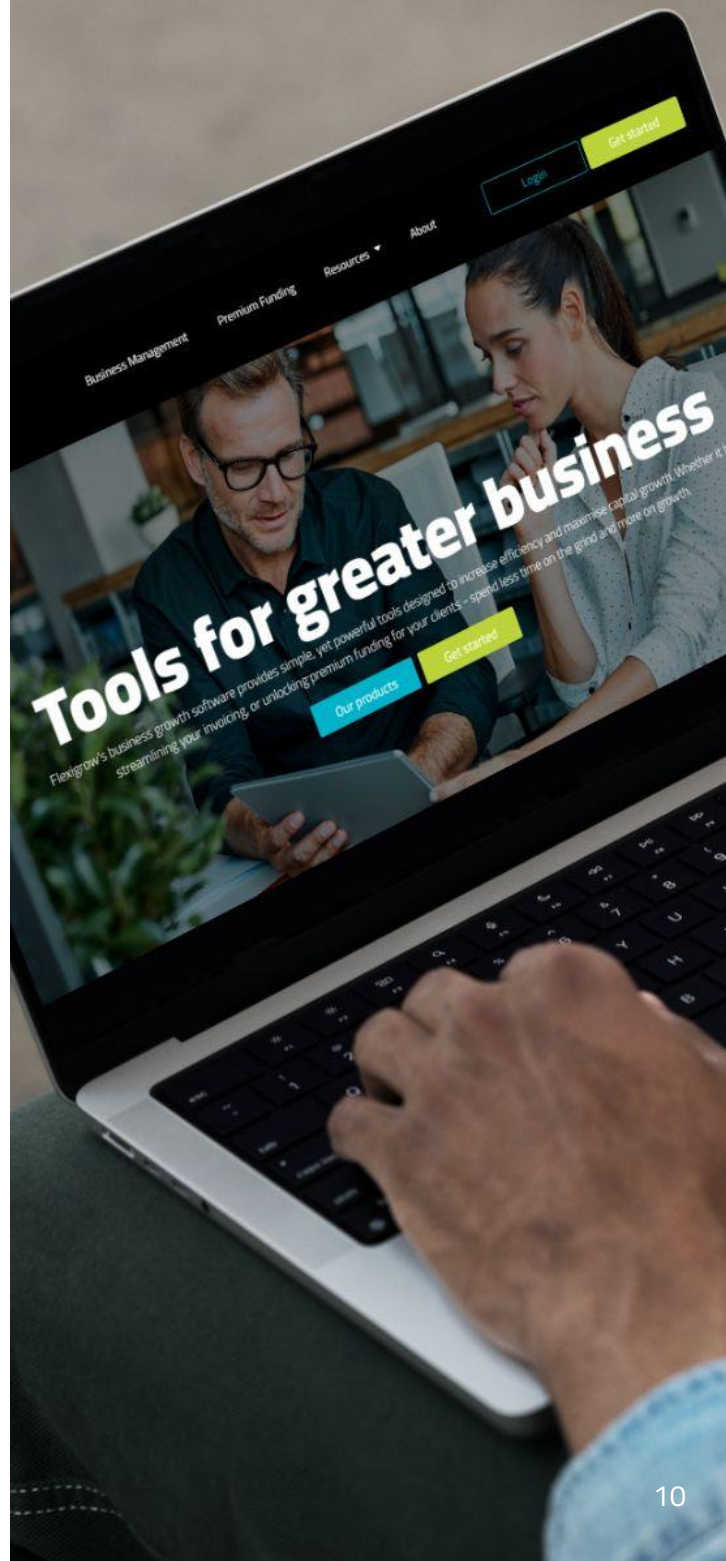
Emails

Bounce rate: Measures the portion of emails in a marketing campaign that didn't reach the recipient's inbox (due to incorrect recipient email or poor sender email reputation). It's a useful indicator of email list quality and campaign performance, with a favourable bounce rate usually staying below 2-3%.

Click-to-open rate (CTOR): Indicates the percentage of people who opened an email and then clicked on a link inside. A healthy CTOR usually falls between 10-25%, suggesting engaging content and effective CTA elements.

Email list growth rate: This represents the increase in subscribers within an email marketing list over a specific period. It's a crucial measure for assessing the effectiveness of strategies for attracting potential customers and the success of email marketing campaigns. Typically, a good annual growth rate falls within the range of 10-15% per year.

Email open rate: The percentage of delivered emails that recipients open, giving a sense of how well the subject lines and campaign are performing. An average open rate to aim for is about 15-25%, although this can vary depending on the industry and the type of email sent.

Email conversion rate (CR): The percentage of people who take the desired action, such as making a purchase after receiving an email. A good conversion rate for email campaigns is generally between 1 and 5%, but it can differ based on the industry and campaign objectives.

Unsubscribe rate: This rate indicates how many recipients opt out or unsubscribe from an email list in a given period. This metric is essential for understanding how engaging and relevant the content is and how effective the email marketing campaign is overall. A good unsubscribe rate is typically below 1% per campaign.

Collect and analyse your data

Data analysis needs to be done regularly. To make the most of it, set goals, use data to make intelligent choices, and apply what you learn better to serve your target audience in your marketing efforts.

As you navigate the path to growing your tradie business, remember that a strong marketing strategy is just one piece of the puzzle. Now, let's focus on another critical aspect: streamlining your finances.

Streamline your financial process

Financial efficiency is crucial for maintaining financial stability, reducing administrative burdens, and securing compliance. Automation is becoming increasingly widespread, with **29% of businesses in the Asia Pacific Region fully automating at least one function. It takes over routine tasks to make companies more efficient, removing the risk of human error.**

Use AI to manage your business' finances

AI is excellent for speeding up repetitive and time-consuming tasks such as data entry. AI tools can extract data from different sources, including invoices and receipts, to make the information available for analysis and data-driven decision-making.

With the **Flexigrow Business Management** app, users can effortlessly scan or upload invoices and receipts, eliminating the burdensome task of manual data entry.

Additionally, for those who already have custom quote or invoice templates, **Flexigrow** extends its capabilities further. Users can upload their existing documents, and the generative AI model transforms them into stylised templates, readily accessible and deployable directly within the platform.

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Setting goals

Goal setting is a potent tool that can transform your business trajectory. It brings clarity, motivation, and efficiency to your entrepreneurial journey. When you have a specific target to pursue,

It creates a sense of purpose and motivates you to go the extra mile. Goals offer a source of inspiration that keeps you energised and helps you maintain momentum.

What are KPIs?

Key Performance Indicators (KPI) are quantifiable measurements that gauge progress toward specific objectives. They provide a clear and concise snapshot of performance, enabling you to track success.

The significance of KPIs in sales performance

Key performance indicators (KPIs) are indispensable tools for sales teams and leaders aiming to understand business performance comprehensively.

Examples:

- Revenue
- Customer acquisition rate
- Customer lifetime value

By setting specific metrics, KPIs provide a tangible means to track progress towards organisational goals. These benchmarks measure actual achievements and highlight areas for vital adjustments or improvements.

Data-driven decision making

In today's digital age, relying solely on intuition for business decisions is a thing of the past. Data reigns supreme. Adopting a data-driven approach empowers sales teams to leverage analytics and insights in their decision-making process. KPIs form the backbone of this data-driven culture, enabling sales professionals to make informed choices based on concrete evidence.

Whether optimising lead generation efforts or refining sales strategies, data-driven decision-making fuelled by KPIs opens up a world of untapped opportunities.

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Data-driven decision making

In today's digital age, relying solely on intuition for business decisions is a thing of the past. Data reigns supreme as the primary driver of successful strategies.

By adopting a data-driven, sales teams a leverage in using powerful analytics to guide their decision-making process and achieve their goals.

The backbone of this are KPIs which enables you and your team to make informed decisions that drive success.

Whether it's optimising lead generation efforts, refining sales strategies, or if you just want to stay ahead of the curve, focusing on KPIs to fuel data-driven decision-making opens up a world of untapped opportunities.

Crucial insights from debt management KPIs

Managing debtors is critical to maintaining a healthy cash flow for any business. Key KPIs, such as the number of outstanding invoices and the average duration of unpaid invoices, play a pivotal role in assessing a company's financial health. Monitoring these metrics helps identify potential risks,

refine credit control processes, and ultimately reduce the impact of bad debts on the bottom line. Analysing debtor data enables sales teams to proactively address payment delays, strengthen customer relationships, and ensure the smooth functioning of their sales cycle.

Quotes vs. actual sales conversion rate

In the realm of sales, closing deals is the ultimate objective. While generating quotes is a common practice, the real measure of success lies in the actual sales conversion rate. Comparing quotes against actual sales provides valuable insights into the effectiveness

of the sales process, highlighting areas for improvement. This KPI analysis enables sales teams to identify factors contributing to successful conversions, refine their approach, and achieve higher conversion rates.

Embrace digital payment methods

Offer various payment methods from credit card, cash, to digital wallets:

- Apple Wallet
- PayPal
- Square
- Stripe

They speed up the payment process and reduces the risk of late payments. More and more people are also switching to digital payments for security. PayPal for example is considered one of the safest platforms. It actively monitors suspicious activities and makes getting refunds easy.

You could easily integrate it to the **Flexigrow Business Management** app which allows you to get paid faster, thanks to the app's capacity to convert accepted quotes into digital invoices ready for payment. It's never been easier to pay an invoice, thanks to the 'pay now' button at the bottom of the invoice, which, when clicked, takes the user to a window where they can pay with their preferred payment method. There is no need to enter ABNs or BSBs, minimising friction points that may deter the customer from making payments and improving customer experience.

Having streamlined your financial processes, it's also worth considering planning your operations.

Visualise your project management

Visual project management is a powerful approach that can revolutionise the way you manage your projects.

While it may not be an essential tool for everyone, it certainly offers a fresh and intriguing perspective worth exploring.

Think about how much easier it is to understand complex information when it's presented visually. Now, imagine applying this concept to managing your projects.

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1. Easier to Understand

Long lists of tasks, timelines, and dependencies are overwhelming. They can also be difficult to understand especially when you're organising which ones need to take priority. If you're working with other people, explaining your list takes time too. Enter visual project management!

By visually representing your project using charts, diagrams, and graphs, You could instantly improve clarity and understanding. Visuals provide a bird's-eye view of the project's status, making it easier to identify bottlenecks, track progress, and prioritise tasks. It's like having a visual compass that guides you through the project journey!

2. Improves Collaboration

In any project, communication is key to success. Visual project management tools allow you to break down complex ideas into simple visuals that may be easily understood by everyone involved. Whether you're presenting your project plan to stakeholders or collaborating with team members, visuals can make communication and collaboration a breeze.

Instead of tediously explaining every detail, You could simply show them a chart or a graph. Visuals also foster collaboration, as they encourage team members to actively participate and contribute to the project's success.

3. Increase Productivity

Visual project management goes beyond just making things look pretty. It may actually supercharge your team's productivity and efficiency. By visually mapping out your project's tasks and timelines, You could identify potential roadblocks and bottlenecks before they become major headaches. This proactive approach allows you to allocate resources and adjust priorities in real-time, keeping your project on track.

With everyone on the same visual page, delegating tasks, meeting deadlines, and achieving milestones will be easier.

4. They're More Engaging

Let's be honest; traditional project management tools can be quite boring. Rows and rows of spreadsheets and long, wordy reports can make your eyes glaze over. Visual project management, on the other hand, brings a fresh and engaging perspective to your projects. It's like a breath of fresh air in a stuffy room!

By using eye-catching visuals, You could create project dashboards that are not only informative but also visually appealing. This engages your team members, stakeholders, and clients, making them more invested and excited about the project's progress.

Popular project management platforms

Asana

Used by small and big companies alike. Asana is simple, clean, and very easy to use. It allows integrations to boost team collaboration. Dashboards are available too which makes project reports easy to understand. There aren't many features available to modify the visuals but it works well enough. It's also less expensive compared to other platforms.

Monday

A popular platform among marketing and creative teams. Offers great visual boards and tons of automations. You could create documents and forms with Monday too. The dashboards provide useful insight into your projects, tasks, and overall progress. The downside with Monday is it's common to encounter issues with the Gmail and Calendar integrations. They're easy enough to resolve though with Monday's support team.

Notion

If you want project management platform that's inter-connected, with lots of visual options, Notion can be a great tool to have. There are more possibilities in terms of project layouts too. However, unlike with other platforms, dashboards with automatic graphs are not available and there's no update yet on when the feature will be available. The layout can be confusing will require some getting used to.

Trello

An old and tested platform that offers the necessary tools you need for a functional project management system. With it's real-time updates and responsive design, Trello in commonly used by established companies, similar to Asana.

You could subscribe to these platforms for a free account which offers all the basic features you'll need to start your own visual board. Project management doesn't have to be visually fancy anyway, it just needs to be functional and easy to understand. However, if you want to see what they can really do, they offer free trials (7 to 30 days).

Trials usually show the premium subscription so You could access the best features they have. This may include email automations, calendar management, to social media integration. All very helpful in managing day-to-day operations.

Don't pay for the first one you like though! Investing time in developing how you manage your business can determine your long-term success.

Identify potential health risks

In order to successfully manage your business, you need to be aware of any potential risks that come with the industry and have protocols in place to prevent work-related injuries.

For example, blue-collar jobs can be extremely physically demanding and risky. From heavy lifting to prolonged exposure to noise, dust, and other hazardous materials, you may face many health risks that can have long-term effects.

Contractual and trade workers are more likely to suffer work-related injuries than regular employees. The Empirica Research survey conducted on tradies in 2017 found that **64%** of respondents suffered injuries in their current job, and half expect to get injured again.

A data analysis by Safe Work Australia also reports that there were 195 work-related fatalities in 2022 with more than half involving a car.

Common work-related injuries

You need to practice safety protocols. Learn about worksite dangers and avoid common work-related injuries:

Hearing loss / Industrial deafness

Workers in construction or dealing with machine operation may suffer hearing loss due to prolonged noise exposure. Those who work with drills and cement could be at exceptionally high risk. Farmers in Australia may be at even higher risk due to their average age and use of heavy machinery.

Respiratory Problems

Painters, plumbers, electricians, and other tradies may encounter hazardous substances that could pose serious health risks. Some of these substances include asbestos, lead, toxic fumes, and various chemicals. Office work may not necessarily be safer.

Overcrowding, outdated ventilation systems, mold, or inadequate office design may lead to poor indoor air quality and circulation. This could result in respiratory issues. Additionally, airborne illnesses could have the potential to spread more rapidly in such settings.

Burns

Similar to respiratory problems, chemical exposure in the workplace could pose a significant risk of burns, particularly to the hands and arms.

Individuals engaged in metalwork and welding could be susceptible to experiencing severe burns.

Carpal Tunnel Syndrome

Workers who often use their hands and have a sedentary lifestyle could be at higher-risk for developing carpal tunnel syndrome.

Women, according [John Hopkins Medicine](), are 2 times more likely to suffer from it.

Vision-related Injuries

Working long-hours with computers without taking a break could cause eye strain and tiredness. Poor lighting may also exacerbate these problems. In fact, prolonged exposure to screens could cause a range of vision-related issues, not just eye strain. Dry eyes, blurring vision, and even blurring vision could be a threat.

Back and Joint Injuries

The sedentary lifestyle of office workers who work long hours sitting hunched down on desks may suffer from back pain.

Meanwhile, blue-collar workers like tradies could face risks unseen by the average person. They navigate through scaffolding, ladders, and slippery surfaces, working at heights.

Accidents like slips and falls are unfortunately, can be common occurrences. [20% of total injuries]() suffered by tradies are due to falling, slipping, or tripping.

Heavy lifting, repetitive use of tools, and machine operation may also increase back, arms, legs, and joint risks.

Prioritise your health and safety

66% of workers who suffer from injuries may need to take time off from work. This means that on top of suffering injuries and paying for medical expenses, there is also a risk of losing out on work. To avoid or at least minimise these risks, you should wear the appropriate protective gear such as ear muffs, noise-cancelling equipment, eyewear, headgear, and gloves when operating noisy machinery.

If you work in a desk starting at the computer, take screen breaks and have your eyes checked regularly. Also adjust the lighting at your workspace to fit your comfort level and reduce eye strain.

Always follow safety guidelines and beware of any potential dangers or warnings in the worksite, such as 'falling debris' or 'slippery floor' signs.

Another thing you should be aware of is the type of chemicals you'll be exposed to. For instance, bleach is a common chemical used for home cleaning which could cause mild irritation to the eyes and skin. However, bleach can be highly toxic when mixed with other cleaning agents. Take necessary precautions and handle chemicals with care.

Physical risks are apparent but it's not the only thing you have to watch out for. Mental health challenges are also prevalent.

There's a decline in mental health for Australian workers in 2023 which, according to an index, is at 62/100 in February.

Unfortunately, in some spheres there may be a 'macho' culture that promotes a stigma against mental health. However, it's crucial to remember that your mental well-being is just as important as your physical health. Prioritise self-care and take some time off when you're feeling overwhelmed. Don't hesitate to seek support when needed.

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Find business opportunities

In order to grow your business, you need to grow too

Stay updated with industry trends

You couldn't grow if you keep using the same old tricks or if your information is outdated. Subscribe to industry publications to get the latest trends and developments.By staying updated, you'll be better equipped in identifying key business opportunities and adapting to the ever-changing market demands. Also attend workshops and take specialised courses to expand your skill set. Some offer certifications too which could help boost your credentials further.

You could check out these sites to see if there are any events near you:

- 10 Times
- Australia Trade and Investment Commission
- Courses Australia
- TAFE Courses
- TAFE Quensland

Groups on social media also often post about public gatherings and seminars

23

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2 Build your connections

Another benefit to attending events is You could meet other industry professionals. As an entrepreneur, networking is your secret weapon for unearthing new business ventures. Building relationships with fellow professionals, suppliers, and even customers may open doors for you to grow. Don't forget to exchange business cards and connect through social media platforms like LinkedIn.

3 Collaborate with other professionals

Working independently has its benefits but there are drawbacks too since you'll also be in charge of finding work. And while traditional avenues may be effective, thinking outside the box may lead to unexpected business opportunities. Try and reach out to local real estate agents, property managers, or construction companies to offer your services. Connect and collaborate with other tradies to provide more comprehensive services. This puts your name out there and increases your appeal to potential clients.

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Provide great customer service

Your skills and expertise are undoubtedly essential, but in today's competitive market, you need to stand out. One of the best ways to do that is by providing exceptional customer service to build customer loyalty.

Exceptional customer service could also generate free and positive word-of-mouth publicity. When customers have a great experience, they tend to share it with their friends, family, and even on social media. This organic promotion may attract new customers to your business, without you even lifting a finger.

62%   **62% customers** state a brand would lose their loyalty for non-personalised experience

10s   In 2021, people spent an average of just ten seconds reading a brand email

3.1%   The Australian marketing email click-through rate in 2020 was the highest in the world at 3.1%

x2   Aussies unsubscribed from marketing emails at double the rate of other regions in 2020

Build an online presence

Establishing a solid online presence is not an option, it's a necessity. Customers go through at least 3 different contents to decide what product or service to get. That includes going through the business website and social media to verify if they're legit. You need to be available online and you need to be active.

Where you post matters

You must first identify what your target demographic is and what platform they're active in. For example, Facebook is still the most popular social media platform with over 2 million active users daily. It's also the most popular for users ages 25-34. TikTok meanwhile is more popular for younger demographics, ages 18-24. Which one fits your target age group?

Don't just post, enage

Social media is all about building relationships and engaging with people online. So, while posting relevant content to your audience is great, engaging with them is important too because it further boosts your credibility. Respond and react to comments. Follow users back. You could even set up automated responses so if ever you receive questions, you won't need to manually reply.

List your business

 In addition to being on social media, you also need to list your business in local directories and online platforms. It's an excellent way to increase your visibility within the community and give your business credibility. You could start by being on Yellow Pages, Yelp, and Google My Business. Be sure to input your contact information, working hours, and location to make it easier for potential clients to connect with you.

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Make a good first impression

1

Be punctual - Respect your customer's time. If You couldn't make it on schedule or something pops up, inform them immediately. That way they'll have the option to reschedule or cancel. Don't make them wait and don't waste their time.

2

Practice good hygiene – When you're a professional, you need to look the part. Keep your nails clean, your hair brushed, and your breath minty fresh. You're not just selling your product or service, you're also advertising yourself. Don't show up looking unkempt.

3

Be friendly – Building rapport from the start will help establish trust and put your customers at ease. So, when meeting them for the first time, greet them with a warm smile. Also be mindful if they have any house rules like no-shoes inside the house or no-liquids by the couch.

First impressions matter and can be a golden opportunity to set the tone of the business relationship and its success.

Make it count.

Communication is key

Clear and effective communication is vital in any customer service interaction. Take the time to actively listen to your customer's needs and concerns to understand better how You could help them.

After every conversation, repeat what you've understood to ensure you're on the same page. It's best to keep notes as well, either in an email or text for reference.

Ensure that you keep communication channels accessible throughout the duration of the project, be consistent in providing timely updates, and respond to any inquiries. Your transparency will demonstrate that you're professional and reliable.

Being in the industry, you also possess valuable knowledge and expertise your customer may not have. Be patient in explaining the work you'll be doing and any potential issues that may arise so they can have an understanding on what to expect.

Provide a realistic and achievable deadline, taking into account possible delays. Don't overestimate as this could lead to missed deadlines and unsatisfactory results.

Promoting transparency and helping educate your customers enables them to make well-informed decisions, ultimately fostering trust.

Handle issues with care and patience

Mistakes happen, and sometimes, customers may not be entirely satisfied with the result. It can be incredibly frustrating, especially when you've invested time and materials into the project. Not only that, if customers are not happy with your product or service, you risk losing their business and others. So, when faced with complaints or concerns, you must handle them gracefully and professionally.

Turning your customer's negative experience into a positive one is not easy. It requires a lot of patience, but it can help you save the relationship and showcase your commitment to providing the best service available, which is good for your business in the long run.

The customer isn't always right and there are times where you need to put your foot down more harshly. Difficult customers may have a lot of demands, hard to reach, or due to their financial situation, may be unable to pay the bill on time. It's good to brush up on your rights as a tradie and legal options. However, only use legal recourse as a last resort because it could lead to a more significant financial loss than losing one customer.

Listen
Pay attention to what your customer is saying, take down important notes, and repeat them back to show that they are valued.

Acknowledge
Acknowledge their concerns and that you understand where they're coming from. This helps show that you're open to doing better, which can help put them at ease.

Resolve
Involve your customers in seeking a mutually satisfactory resolution. If they're unable to pay in full, offer an instalment plan. If they're not satisfied, but You could't issue a full refund, negotiate a percentage of what they paid. .

Personalise customer experience

Other than being transparent with your customers, you must also enhance their overall experience by personalising it. Sending out generic templated messages can come across as lazy and may yield less positive feedback.

Personalise interaction with your customers. Address them by name and send personalised recommendations on the services or packages that best suit them. Follow up on their inquiries and ensure that their questions are prompt addressed. These can be time-consuming, but many automated tools such as CRMs are available. So automating personalised communication is now more accessible than ever.

What is CRM?

Customer Relationship Management (CRM) systems are software solutions designed to manage customer interactions and related processes. They streamline communication, automate scheduling, and so much more.

Hubspot – Focused on being a marketing and sales software. Hubspot offers an array of features and makes excellent use of AI. They also provide highly valuable resources that You could use to improve your business.

Salesforce - Similar to Pipedrive, with the critical difference being Salesforce is more suited for bigger and established companies. Salesforce is also more commonly used, so it's no surprise that they have more third-party integrations available and are on the pricier side.

Teamwave - For small businesses looking to automate their day-to-day and marketing operations, Teamwave can be an excellent one-stop-shop platform. It's a CRM software, project management, and human resource management (HR) platform.

Zoho CRM - A CRM dedicated to streamlining the sales, marketing, and support process. It also has Enterprise Resource Planning (ERP), which allows users to build customer processes that fit their business.

Automation can be helpful for repetitive tasks such as scheduling or sending reminders. However, technology should support, not completely replace, human interaction. You must strike a balance to ensure communication is efficient, effective, and authentic.

Customer satisfaction survey

The job isn't over after you get paid. To build customer loyalty and ensure business growth, you must get customer feedback.

Conduct a quick customer satisfaction survey to demonstrate your genuine concern for their experience and gather valuable information. Design it to centre around your customer's preferences which can help you gain a better understanding of their needs. Additionally, the survey can be a great opportunity to address any negative they may have had and identify key areas that need improvement.

Keep your survey effortless to complete. Simplify it by using a yes/no questions or a rating system.:

1. Are they satisfied with the result of the service or quality of the product?
2. Did it meet their expectations/.
3. How likely are they to hire you again?
4. Would they recommend your business?
5. In the future, would they be willing to retake the survey?
6. What can you improve, or what offers would they like to see next?

You could include text fields for more elaborate responses if necessary, but make them optional. Respondents may have limited time, so it's best to avoid lengthy surveys.

Survey Tools

Customers with a positive experience are more likely to make a more significant purchase or repeat business. They could also be good for marketing and get you recommendations for more opportunities. So, treat your customers well. And if you've decided to start creating a survey, there are various platforms available that You could explore.

Google Forms

You could easily set up a form with your Google Account and collate the responses in a sheet. Respondents may be required log in with their own Google Account for added security. The design isn't very appealing, but it's free and gets the job done.

Microsoft Forms

If you have a Microsoft account, they also offer free forms that work similarly to Google Forms. The design is basic but easy enough to use. It's also accessible by customers without an account and is shareable via QR code.

Survey Monkey

A pretty popular and relatively cheap option that's easy to use. Survey Monkey has ready-made templates You could choose from and automates an insights report on the responses. It's worth investing in if you already have a big pool of customers.

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Conclusion

Congratulations on completing this guide! You are now equipped with a wealth of insights and practical strategies, and possess the necessary tools to chart a successful course for your marketing your business. And as you move forward, always keep these strategies in mind and remain committed to excellence to thrive in the dynamic world of trade.

- Hone your brand identity
- Implement effective marketing techniques
- Streamline your financial process
- Adopt visual project management
- Prioritise risk assessment
- Explore business opportunities
- Deliver exceptional customer service

Remember, success is not just about surviving it is about embracing innovation, fostering meaningful relationships, and continuously adapting to the evolving needs of your customers and industry. With dedication and perseverance, You could position your tradie business as a standout in your field and enjoy continued growth and success. Here's to your continued growth and prosperity in the exciting journey ahead!
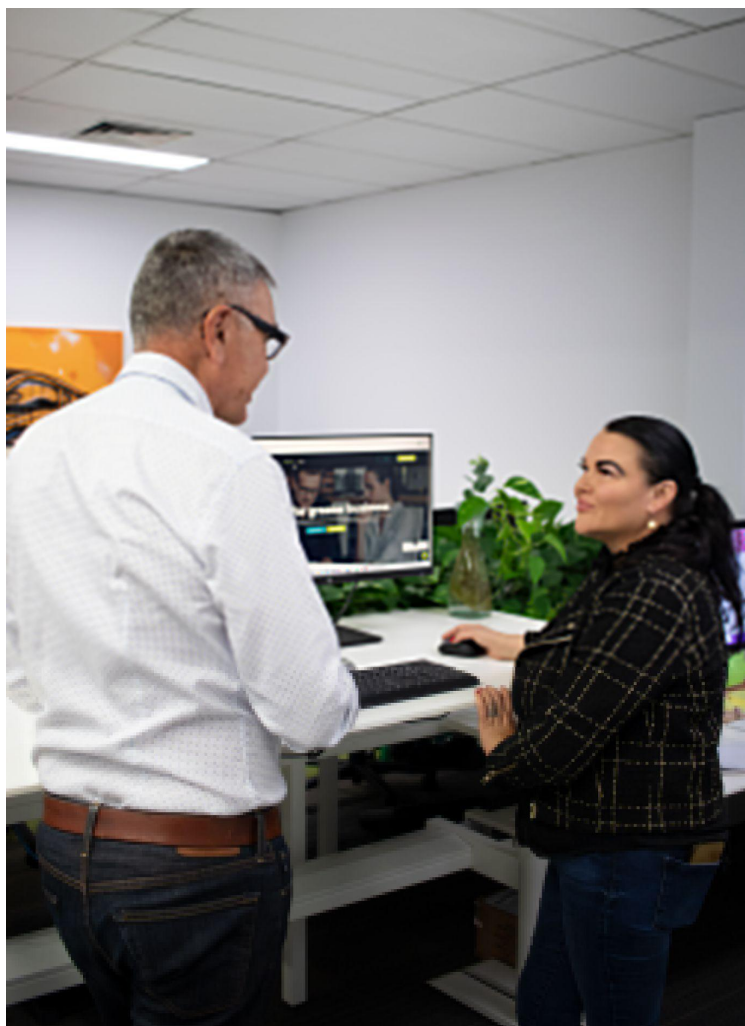
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Grow your business

Being an independent tradie doesn't have to mean doing everything by yourself. Thanks to modern technology, there are tools available that can make managing your business much easier. **Flexigrow** is one of them.

A business management solution designed to streamline the finance process and ultimately help you achieve greater success, **Flexigrow** is the ideal tool to have in your pocket. It's got premium funding and business management features, a total game-changer.

Learn more about **Flexigrow**'s many features by requesting a demo today!