

CleverLink
Internet - Technology - Graphics

14 ideas to attract more Clients and 7 ways to convert 'em into your sales team



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Idea 1:
Get the Visual Concept right!




Invest in a quality logo, Brochure & Web site

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Examples of CleverLink's Work



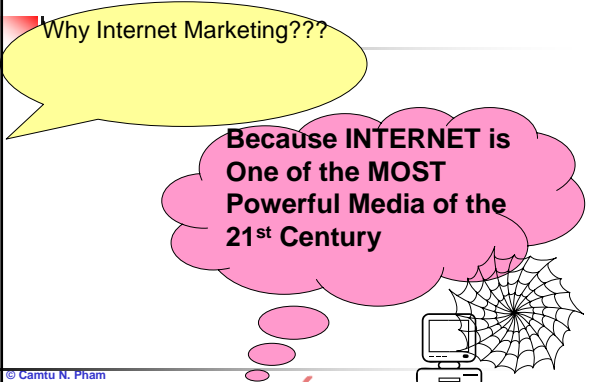
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Idea 2: Have a Web site

Why Internet Marketing???

Because INTERNET is One of the MOST Powerful Media of the 21st Century




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Many reasons why Businesses should Market themselves on the Internet

- Advertise 24X7
- Reach Remote Clients
- Sell & Collect \$
- Automate processes
- Distribute info
- Provide tours
- Attract buyers & sellers
- Link to partners
- Provide Hot deals
- Collect Buyers info



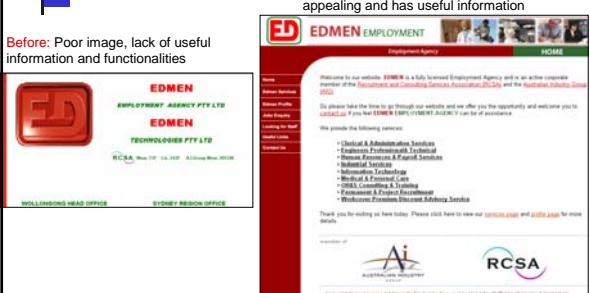
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Before and After

After: Easy to Navigate, functional, visually appealing and has useful information

Before: Poor image, lack of useful information and functionalities



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Idea 3: Use Your Online Identity Effectively

Idea 4: Run seminars

Idea 5: Make an offer . Eg Initial FREE consultation

Idea 6: PR

Build your & your business profile



Idea 7: Remember www in everything



Idea 8: Events & exhibitions

Idea 9: Be a Sponsor

Idea 10: DB and Direct Marketing

Idea 11: Develop Smart marketing materials. Be different

Idea 12: Have a banner



Idea 13: Be a writer
Idea 14: Be a speaker

7 ways to retain Clients & convert 'em into your sales team

- ✓ Strategy 1: Acknowledgement
- ✓ Strategy 2: Keep in touch
- ✓ Strategy 3: Get together. Host Events
- ✓ Strategy 4: Let 'em know the news
- ✓ Strategy 4: Nurture the relationships
- ✓ Strategy 5: Help your Clients to achieve more
- ✓ Strategy 6: Be Consistent
- ✓ Strategy 7: Make it easy for others to do business with you and refer business to you



One of CleverLink's Events: Clever Strategies for Clever Clients



Some of our Clients

