



**PROTRADE**  
United

*Insight that builds*

## Target Customer Checklist

If you want to maximise your ability to consistently attract quality enquiries/opportunities, then it's important to have the right tools. Just like fishing! You can't expect to attract and catch the fish you want without the right gear. Below is a list for you to work through, regardless of whether you work with consumers or other businesses. Remember, it can take up to 7-hours of contact time with your brand, via 11+ touch points over 4 different mediums, for a customer to make a decision to use you and your company. Consistency is the key to be 'Front of Mind' for potential customers. Trust and certainty are the key ingredients.

- Credibility Packs which can include:
  - ⇒ Presentation folder
  - ⇒ Brochure/capability statement
  - ⇒ Business card
  - ⇒ Letter of introduction
  - ⇒ Product information
  - ⇒ Customer testimonials/case studies
  - ⇒ Articles of interest
  - ⇒ Fact/Information Sheets
- Vehicle signage
- Uniforms
- A-frame for sidewalk
- Site signage/Banner Mesh
- DL/A5 Fliers for mailbox drops in the area
- Stickers for Meter Box/Hot Water System/Air Conditioners
- Website that includes:
  - ⇒ Reasons why people choose you
  - ⇒ Pictures of the work you do with before/after shots
  - ⇒ Customer testimonials/case studies
  - ⇒ Ways for customers to easily contact you
- Google My Business listing - <https://www.google.com/business/>
- Google reviews
- Social media presence on Facebook, Instagram, LinkedIn, (depending on your target customer), with at least a weekly post
- Visible list of your TOP 25/50 potential Strategic Partners and a plan to consistently touch base with them every 60-90 days
- Thank you cards/gifts
- Data base/CRM to store all your enquiry/customer details for easy remarketing/connecting
- A way to record the source of your leads/enquiries to measure R.O.I. on your marketing spend

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