



DATA BUBBLE
CONSULTANCY LIMITED
— INCREASE YOUR SALES —

HOW TO ATTRACT NEW CUSTOMERS

‘Knowledge and Enthusiasm’

The number one question I get asked is “Why did you call your company Data Bubble?” Well it’s simple really - I do data ... and I’m bubbly!

Anyone who knows me will tell you that I’m as enthusiastic about data as anyone can possibly be. After 20 years or so within the industry, I’m proud to have become widely known as the “Go to” person when it comes to data lists. I listen to my clients, so I know what they’re looking to achieve, and when it comes to making recommendations I tell it as it is. That, I think, is why so many clients trust me when it comes to sourcing their data.

Joanne Clayton



‘Success can be found in regularity and consistency’

Maybe it’s because I’m a numbers man that I have found the key to successful business growth is simple processes.

Whether it’s a strategy to build brand awareness, a campaign to find new customers, or a case of keeping in touch with existing customers - a process for each aspect yields the best results. Once you have a process, make sure you follow it like a flow chart, then do it regularly and consistently. This will help even out the peaks and troughs in your business whilst simultaneously building up trust, something which is key to any business growth strategy.

Steve Clayton



How to attract new customers



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The biggest challenge to all businesses and organisations is to attract new customers and then retain them. The biggest threat is stagnation. Although you know your product or service and you know your market, planning how to grow your business can be a daunting task with several obstacles to overcome. Finding the time to formulate and then instigate a plan can seem nigh on impossible.

Here are the Data Bubble top pieces of advice to help you set about growing your business.

Make a Plan

Take a couple of hours out to formulate your plan – it will pay dividends in the end. Be clear about what you want to achieve. Consider size of growth required, timescales for growth and budget. Write it down so you can refer back to it and retain focus.

Customer Profile

Be specific about your target market. Think about what your perfect customer looks like. Pick a current customer that you want more of and use them as a template.

To help you, Data Bubble can make the following selections

- Industry type - i.e. Accountants
- Contact type
- Location
- Turnover / no. of employees
- Postal, telephone or email

Understanding your customer makes it easier for you to tailor your message to their specific needs and concerns.

Define Your Message

How do your products and services help your customers? What value does what you do have for your customers? What problems do what you do solve?

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How to attract new customers

Create an emotional connection

Think about the emotional connection your product or service offers your customer. Emotion can greatly influence a buying decision, whether that be:

Greed. If I make a decision now, I will be rewarded

Fear. If I don't make a decision now, I will regret it

Altruism. If I make a decision now, I will be helping others

Envy. If I don't make a decision now, I will be left out

Pride. If I make a decision now, I will look and feel great

Shame. If I don't make a decision now, I will look silly

Happiness. If I make a decision now, I will be happy

Trust. I know I can trust them

By tapping into one or more of these emotional states a buying decision becomes inevitable.

How Would You Like to Communicate?

Having a combination of approaches (telephone, email and postal) often works most effectively at getting your message out there.

Timing, Regularity & Consistency

Getting the timing right is crucial to any direct marketing campaign. Your customers and prospects don't want to waste their time reading something if it's no use at that particular time.

On average it takes 7 touches before a prospect becomes a customer, so don't give up on the first attempt. Make sure that you continue, regularly and consistently.

Even if it's a little marketing a day, do it regularly and consistently as it will not only build up customer trust, but will also even out the peaks and troughs.

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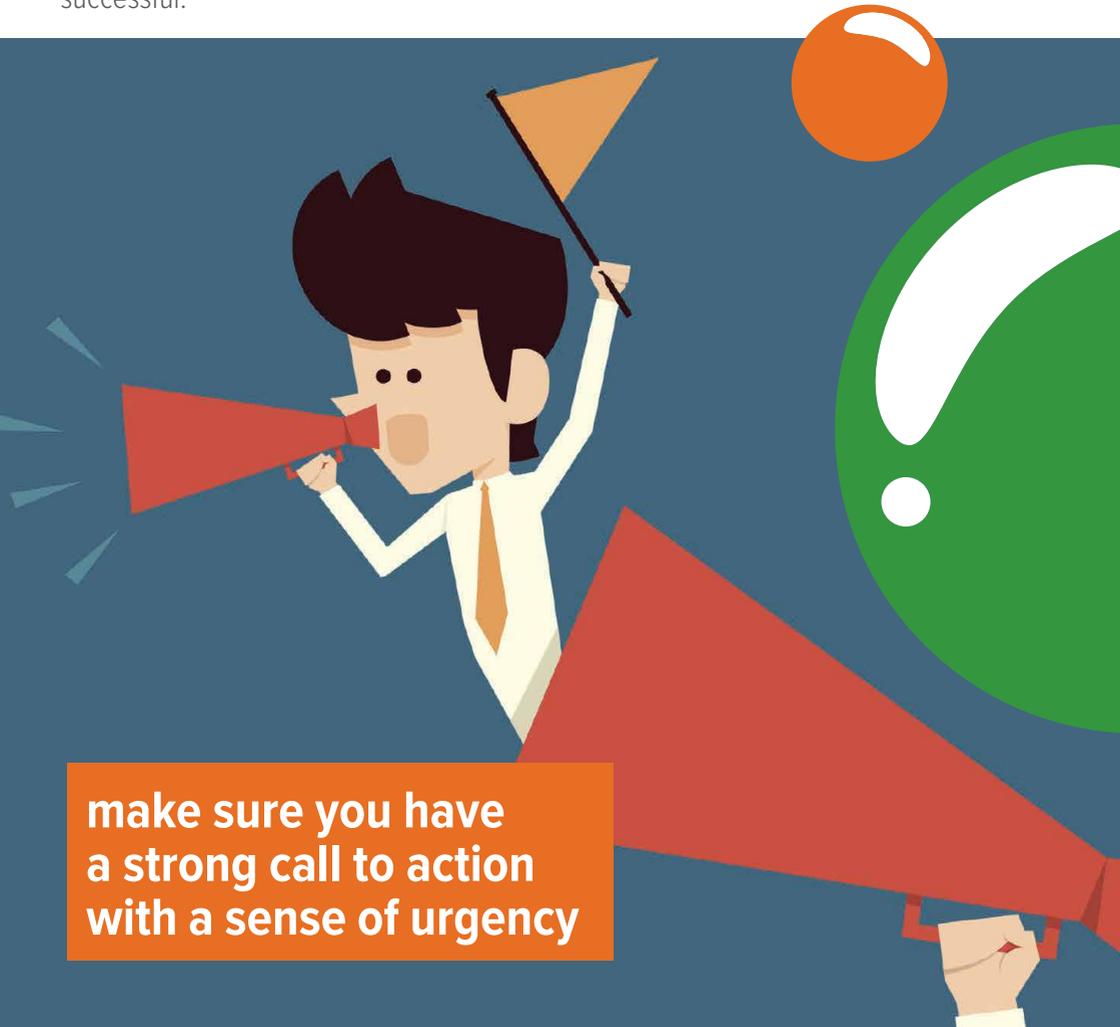
Test and Measure the responses

It is important that you measure your marketing activity. That way, you can work out the return on your investment and know if the campaign has been successful.

The information gathered can shape future marketing campaigns.

Call to action

Above all make sure you have a strong call to action with a sense of urgency. For example, **CALL THIS NUMBER TODAY.**



**make sure you have
a strong call to action
with a sense of urgency**

The 5 Step Data Bubble Process™

The success of our clients' campaigns is paramount, so we have a clearly defined strategy in place. This helps ensure that only the very best, most appropriate data is supplied, giving the client's campaign maximum opportunity to succeed. Here's what we do:

Step 1 – Initial Fact Find

We will have an initial consultation to discuss your business and gain a clear understanding of your products and services plus your existing customers.

Step 2 – Current Project

Following on from the initial fact find, we will discuss your proposed direct marketing activity, along with your goals and objectives.

Step 3 – Data Search

Based on the brief, we will research the market on your behalf, saving you time contacting all the various list owners.

Step 4 – Presentation

We will present the different options along with our recommendations. If we don't feel that certain options will serve you well, we will say so and explain why.

Step 5 – Data Provision

This is the final stage, where we provide you with the data selected for you to proceed with your campaign.

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Bios



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Joanne

The past 20 years of Joanne’s career have been within the world of data and she is widely regarded as an Oracle within the industry. Her knowledge of data supply, both B2B and B2C, as well as data cleaning, is second to none. In short, what Joanne doesn’t know isn’t worth knowing!

Besides “managing” Steve’s relentless desire to own every bicycle in the world, Joanne spends her spare time walking the dogs with Steve and watching Formula 1. She has a passion for health and fitness, so can often be found down the gym, though recently her interests have taken a “wilder” twist. After gorge-walking in Nidderdale, she followed that with some kayaking lessons and most recently went paragliding (adrenalin junkie alert!).

Steve

After a happy and successful 25-year career within the finance sector, Steve decided to leave all that behind in favour of working with Joanne in late 2012. He brought with him a passion for customer delight (and spreadsheets – don’t ask!), which to this day, continues to be the major driving force behind the company ethos.

When not inputting formulae, Steve loves nothing more than to walk the dogs with Joanne, sing along to his favourite film Frozen (though he wouldn’t own up to it!) and listen to heavy metal music. He has a passion for all things cycling (don’t ask me how many bikes he has) and is a lifelong Huddersfield Town and Everton supporter. He loves all things spicy and recently ate the hottest chilli in the world without even wincing!



“In the 3 years I have known Data Bubble they have been extremely helpful and approachable. They are good at what they do and are happy to share their knowledge and advice even when this might not have an immediate payback for them. In other words, they invest in relationships. As a result, if I need any data or marketing info the first port of call will be Data Bubble. Their speed of response and quality of service is first class.”

Colin Lloyd - Commercial Operations Director - JGA Automotive Recruitment

Our Thoughts on Ethical Marketing

Data Bubble's clients can be assured of receiving:

- Openness and honesty
- The highest levels of data security
- A professional service

They can be certain that:

- They will be treated fairly
- We understand our corporate responsibility
- Prospects' wishes are fully respected
- We wish to build a relationship with them
- All data supplied is fully compliant

Data Bubble – An Ethical Approach to Business Growth



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Data Bubble Consultancy Limited,
Parkhill Business Centre, Walton Road,
Wetherby, West Yorks, LS22 5DZ

w: www.databubble.info

e: info@databubble.info

t: 01274 965411



If you would like further advice and guidance on how to win and retain new customers, call Joanne or Steve on **01274 965411** or email **info@databubble.info**