

How Digital Marketing Providers can impress small business clients

Almost 98% of all businesses in Australia are small and word travels fast.

Here are some ways you can really wow your small business clients.

Right from the start

- Provide a portfolio of previous work and the contact details of clients to show you are confident in the quality of your services.
- Clarify what is achievable and link it to the small business' goals to display your practical approach and interest.
- Be clear on your specific services, how much they cost, and timeframes for results to help build confidence in your services.
- Mention (but do not push) your additional services to allow your clients to consider your full suite and extra opportunities without feeling pressured.
- Agree on your involvement, how you will communicate and the expected timeframe for responding to emails and phone calls, to help set reasonable expectations and show your attention to client service.
- Visit your client's website and have an onboarding conversation so you can get to know your client's business and current services (if any) to tailor your services and demonstrate your commitment.

During your relationship

- Clearly, transparently, and regularly communicate performance and results to demonstrate the value you are adding to your client's business.
- Tailor your reports with your client's knowledge and skills in mind, to help them understand what they are receiving.
- Organise regular meetings with your clients to take them through your reports and answer questions they may have to demonstrate your commitment.
- Respond to communication in a timely manner and fulfil the promises you made at the beginning of the relationship to help maintain a good relationship.
- Develop a deep understanding of your client's business, so they know your recommendations of additional services are informed by their needs and goals.

When difficulties arise

- Maintain good communication to help your client raise any issues and to allow you to discuss and more easily resolve them.
- Have a clause in your agreement that includes processes for raising issues and accessing external mediation to build confidence in your commitment to resolving any issues.
- Ensure a simple exit process and clearly state it in your contract to provide confidence and avoid unnecessary issues at the end of your relationship.
- Help avoid disputes when the relationship ends by organising a handover meeting to return the client's access and assets before termination of the service relationship.
- If a dispute occurs, get help to resolve it so you can get back to business by using our [dispute support tool](#).