

How to Market Your Concierge Business Even on a Shoestring Budget... **20 Proven Low to No Cost Marketing Strategies**





One of the things I know to be true about building a Concierge Business, is that the “marketing” can sometimes be, or at least “feel” confusing. The reason it can be so overwhelming is because there is so much “free marketing” information out there. We are faced with an era of “information” and “consumption” overload.

The side effect of information overload is that you ultimately become confused, overwhelmed and spend way too much time on strategies that are NOT relevant to YOU or your concierge business.

That's why I created the “Local Marketing” Checklist for you! (And who doesn't LOVE a checklist? – Am I right?)

The key to building a “local based” company is to focus your time, money and efforts on “local” marketing! Not a bunch of obscure marketing tactics that truly just monopolize your time.

So, in this Free Checklist – I want you to walk away understanding HOW to gain “local” exposure for your “local based” company!

Kelly

#1 SPREAD THE WORD

The easiest thing to do (and it's totally free), is to ALWAYS talk about your business and what you do, to pretty much anyone willing to listen! When you're in line at the grocery store – talk about what you do. When you're waiting for coffee from the local barista – open a simple conversation. I have literally had people ask for my business card while in line at Target!

Think: moms at the PTO, your hairdresser, your nail technician. Your voice is FREE! And one of the greatest side effects of telling everyone about what you do – is that you'll get REALLY comfortable talking about your business and how you help others.

#2 COMPANY SWAG

Proudly wear some business swag out and about in town! (But only if it's in alignment with your brand.) If your brand is High Class chic then wearing a comfy Swag zip up is NOT in alignment with your brand – so just be sure you are always representing your "brand." And if wearing swag while talking to people in line at the grocery store – you BETTER be sure to have business cards on hand!

#3 NETWORKING THE "RIGHT" WAY

Network locally with other business owners. Show up and be of service to others. Do NOT make the mistake of showing up at a business networking event and just shoving your information into someone's hands. I guarantee you that person will go home, and it will end up in the trash. NO one likes being a victim of business assault as I refer to it. When you show up – Show UP to be a GO Giver NOT a GO Taker!

In my free concierge group – Concierge Connections, one of our core rules in the group is that you MUST show UP to GIVE first – before you try to take. This is a MUST for anyone who wants to truly be successful in business. Always ask yourself – Am I showing up to GIVE – Or take?

#4 BE OF SERVICE TO OTHERS

Become actively involved in 2 to 3 different business groups (consistently).

So often I hear other concierges complain that networking “hasn’t worked” for them. But when we dig deeper, the reality is that they aren’t WORKING their networking. If you show up to only one group, once a month, then you’re doing it ALL wrong! Especially if you’re NOT showing up as a GO Giver.

Dabble, play around, connect with as many groups as possible until you find the ones that meet all your networking objectives. Once you find the right ones – COMMIT! Commit to not just being PART of the group – but commit to SHOWING UP fully!

How can you add value to the group? How can you support others? How can you refer business?



#5 CONNECT TO FREE LOCAL RESOURCE WEBSITES

One thing that will help you gain more local based exposure is having YOUR website listed for FREE, on other local listing sites.

You’ll have to do a little leg work here and find listing sites in your OWN area. But please be aware of listing sites like Angie’s List, Yelp and Home Advisor (they are a FOR PROFIT listing).

(And be sure to link them back to your website.) Many of these you can do for free.

#6 SET UP A BUSINESS FACEBOOK “FAN” PAGE

A fan page is the only way for entities like businesses, organizations, celebrities, and political figures to represent themselves on Facebook. Unlike a personal Facebook profile, **fan pages** are visible to everybody on the Internet.

You also must be VERY aware that FB rules and regulations are constantly changing. So be VERY careful trying to use your “personal profile” for business. I have seen MANY people have their FB accounts shut down because they’re not adhering to FB’s guidelines.

Personal pages are for personal “you” stuff. Fan Pages are for your business associated things. Can you “share” your business stuff to your personal page – absolutely – but in moderation. Many people find it intrusive to always be using your FB profile to chat up your business.

#7 TAKE ADVANTAGE OF YOUR EMAIL

Use your email signature to promote your services and link to your website. Create a very simple email signature with a clickable link to your website. If you don’t have a website yet, you can certainly direct people to your business FB page where they can learn more about you.

In my business, Task Complete – we have an entire “system” around how we use our email signatures. 5 times a year my team and I each change our email signatures to fit and be in alignment with our current “promo” offers as well. (This is what we call a Ninja strategy and something I teach in more detail in our Concierge Academy coaching programs.)



#8 CONNECT WITH OTHER LOCAL BUSINESSES

As a personal concierge you will begin to build relationships with other community and business leaders in your own area. One way to increase your Community reach is through the relationships you build with other “local” business owners.

You’ll find yourself buying coffee at the same local coffee shop. Or using cakes and cookie trays for your clients from that amazing bakery right down the road. Or perhaps your services are focused on move management. In that case you’ll likely need resources for boxes and storage units.

THESE will become the local companies that you want to connect with. Share them, their services, their products, and even their events on your OWN FB Fan page. Try to make friends with the business owners themselves, over time there will be opportunities where you can collaborate.



#9 BE ACTIVE IN YOUR COMMUNITY

Let others know about your business by allowing them to get to know you. Be an active power player in your community: churches, synagogues, community organizations, local events, etc.

The key here is to KNOW WHO your ideal clients are. Once you know who your ideal clients are, you’ll be able to identify the places and events they may be hanging out at.

Some Big local businesses will HOST their own local events. But in the personal concierge space you most often will NOT have your own office space in town. Instead, get involved in community events and activities that are aligned with you, your passions or your business model.

#10 OFFER TO BE A SPEAKER

While marketing your business one of the best ways to do so is through networking. But once you've nailed that down – adding Speaking to your repertoire is the next logical step! When you are a "speaker," you are immediately seen as an "expert" in your field. Through "speaking" you have the opportunity to connect with an entire audience of potential clients and referral partners all at once.

Places to consider seeking a speaking opportunity: as part of your current networking groups, other local groups, associations and educational community events. You can also speak in front of MOMs and MOPs groups, Meet-ups and be a guest speaker for an HR conference.

The biggest thing to consider before offering to be a speaker is to ensure that the group you speak to is a "right fit" for you. If your client base is seniors, spending hours preparing to do a presentation on how to organize the toy closet to a group of MOMs is not the right fit for you.

Always start with WHO your ideal clients are.

#11 CONSIDER HOSTING YOUR OWN EVENTS



Once you become more established, have several clients under your belt and have built up a name for yourself – this is the next logical step and one we use for our business.

You can host free events where you either 1) connect others, 2) create your own local networking groups or 3) host your own training events where you get to highlight yourself, your business and services.

Remember that knowing WHO your ideal clients are is necessary before wasting your time "trying" to be everything to everyone.

#12 SEEK OUT LOCAL MEDIA OPPORTUNITIES

As you network and connect with other business owners and leaders in your community, be sure to make connections with local media resources.

Is there an opportunity where you can be interviewed for a local newspaper or TV spot?

Many local reporters are often looking for GOOD quality and reputable resources and content. BECOME THAT person they can reach out to when they need a great resource.

Here you can check out my Fox News interview I did in 2018:

<http://www.fox29.com/352704782-video>



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#13 CLIENT TESTIMONIALS

Never overlook the obvious! Asking for "quality" client testimonials needs to become PART of your entire Client Experience Process.

Then – once you have your testimonials – be sure to share them on social media and your website.

Years ago, I read a book that claimed "21 testimonials" on your website becomes the "tipping point." The author made a claim that once you have 21 well written testimonials on your website – that sales conversations are infinitely easier because you establish credibility and your potential clients' "fears" are reduced.

#14 LEARN TO ASK FOR REFERRALS

This is hands down one of my favorite marketing strategies!! But it needs to be done in a gentle and authentic manner. Most people actually forget to ask their clients for referrals because they don't want to "bother them." If you want your business to grow, learn to be comfortable with asking. A happy, well cared for client is often glad to refer you to their friends. (Except for those clients that want to maintain their own anonymity.)

#15 CLAIM YOUR LOCAL GOOGLE LISTING

Google Local is a local listing service on the web for local businesses. You do not have to do much but contact Google Local and provide your company name, address, phone number and website address.

You will need to verify this information through a postcard (that they will MAIL out to you once you initiate it) but it is easy and gets you listed on Google easily.

This link has a step by step on how to Claim YOUR Listing.

<https://support.google.com/business/answer/2911778?hl=en>

#16 GET ON YAHOO LOCAL

Just like Google Local, Yahoo Local offers the same type of benefit. Of course, it benefits those who are using the Yahoo search engine instead of those who use Google but having your listing visible in several listing sites – gives your website more online visibility.

#17 CLAIM YOUR BUSINESS ON BING PLACES

As with the other search engines, BING has become one of the TOP search engines in recent years. This requires a bit of leg work, but absolutely worth your time.

#18 SEND OUT PRESS RELEASES

Press releases are a dying breed, but still relevant. The best way to get your PR picked up is IF what you have to say is newsworthy. A No-No when it comes to press releases: it should never be a blatant advertisement of your business.

For example, it could be a press release announcing your collection of food for a local charity. We do this every year as part of Task Complete. We coordinate a Team Based community service project where we collect items for our local food pantry. Our event is called Stock Up for Summer.



#19 ASK FOR GOOGLE REVIEWS

Google loves helping others find you, but Google also likes to be seen as a search engine that provides “RECENT and RELEVANT” information.

Be sure you are asking your customers for Google Reviews after you've provided services to/for them.

Ask yourself this question. When you look up a local restaurant or dry cleaner, do you READ the reviews? I know I do! People tend to trust online reviews as much as a personal recommendation.

Make it a systematic process within your business to ask for google reviews as part of your ongoing marketing efforts. And a one and done approach doesn't have the same long term impact as consistent reviews coming in over the long term.

#20 ORGANIC SEO

When I first started my business there were always people at the Chamber functions and business mixers who were pushing their “SEO” products. What I’ve learned is that paying for SEO once does not support your business for the long term.

Organic SEO (search engine optimization) refers to the ways in which you obtain a high placement (or ranking) on a search engine results page without PAYING for ads or placement.

Organic growth happens when you use the right keywords, create backlinks and write high-quality content. In our Concierge Academy Program – we talk about ways to BOOST your online rankings – without spending thousands of dollars trying to fight “paid ads.”



Kelly is the owner of Task Complete, an award winning Concierge Company based out of Bucks County PA. In 2015, after years of trying to get her business "right" and finally figuring out what works in the Concierge Industry and what doesn't, she founded **The Concierge Academy**.

Her #1 goal is to help other personal concierge professionals create profitable businesses and become industry leaders. It's her passion to help others NOT make all the same mistakes she did in the beginning and instead focus on Nurture Marketing™ her proven system to successful business growth.

The Concierge Academy is a valuable RESOURCE for any concierge business - whether you're just starting out or need the inspiration to push your business to the NEXT LEVEL. We offer a variety of options for your specific needs and encourage you to contact us to explore what might be right for YOU.

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Next Level?



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- Spread The Word
- Company Swag
- Networking The "Right" Way
- Be Of Service To Others
- Connect To Free Local Resource Websites
- Set-up A Business Facebook "Fan" Page
- Take Advantage Of Your Email
- Connect With Other Local Businesses
- Be Active In Your Community
- Offer To Be A Speaker
- Consider Hosting Your Own Events
- Seek Out Local Media Opportunities
- Client Testimonials
- Learn To Ask For Referrals
- Claim Your Local Google Listing
- Get on Yahoo Local
- Claim Your Business On Your Bing Places
- Send Out Press Releases
- Ask For Google Reviews
- Organic SEO



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