

## ***Marketing Tips***

Not all marketing activity has to drain your budget, so we've created these top tips to help you generate more business, without breaking the bank!

### ***Ask for testimonials***

People listen to the experiences of others to help make informed choices. So, always ask your customers for positive written testimonials that endorse your service - and use them everywhere!

### ***Get referrals***

Encourage your customers to recommend their friends, family and colleagues, in exchange for a small incentive, such as a gift voucher, if they purchase a policy.

### ***Online listings***

Put yourself in the customer's shoes, search online for local financial advisers, to make sure you appear in all the online listings you come across.

### ***Social presence***

Utilise social media to engage with your potential customer. First-time buyers are often of an age where social media is likely to play a significant role in their daily lives.

### ***Online presence***

Create a website that reflects your company's brand values and keep it up to date with relevant content, so that your customers keep coming back.

### ***E-newsletters***

Email addresses are invaluable, so use them to start an email newsletter that offers helpful tips to those looking to purchase homes – and ask them to pass it on.

### ***Get out in the community***

From volunteering at a community fête to participating in a charity event, being active in the community can help you meet potential customers and build relationships.

For more information  
and tips on how you can  
improve your marketing visit  
[www.select-protect.co.uk](http://www.select-protect.co.uk)