

# How to attract customers

Lynda Pasacreta

Richmond Garden Club

October 26, 2019

## BC Council of Garden Clubs Fall Meeting

Get inspired to:

### 1. Find your customers

- Know where your customers hang-out
- Partner with related businesses
- Create a passionate group of foot soldiers

### 2. Always listen!

- Always listen to your loyal customers
- Get feedback - negative and positive ((survey tools - Google Forms using Google Docs, Survey Monkey)
- Make changes based on feedback
- Communicate changes made based on feedback

### 3. Find new ideas for advertising

- Traditional methods too costly
- Several taken-for-granted ideas often overlooked
- Organic advertising methods are free or almost free

### 4. Keep your current customers happy

- Build rapport with your customers
- Get your customers experiencing something
- Enjoy people and their diversity
- Provide extra value and better information
- Follow up - keep promises and deal with angry customers promptly

### 5. Websites, etc.

- Yup, you should have one, even if it is a single page
- Websites help businesses get found
- Check out [www.blogger.com](http://www.blogger.com), [www.weebly.com](http://www.weebly.com) or ask other garden clubs

- Get listed with popular local directories
- Are you on social media - get on Facebook and Instagram at least
- Print and distribute flyers/brochures
- Get out and volunteer in your community

*“Be not afraid of growing slowly, be afraid only of standing still” -  
Chinese Proverb*

For more information contact:

Lynda Pasacreta, President  
Richmond Garden Club  
[richmondgardenclub@gmail.com](mailto:richmondgardenclub@gmail.com)  
[www.richmondgardenclub.ca](http://www.richmondgardenclub.ca)

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*Educating, sharing and contributing to the urban gardener in Richmond BC  
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