Richmond GARDEN CLUB

Est. 1957



How to attract customers

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Get inspired to attract new customers

* Find your customers
* Always listen
* Ideas for advertising
* Keep your current customers happy
* Website, etc

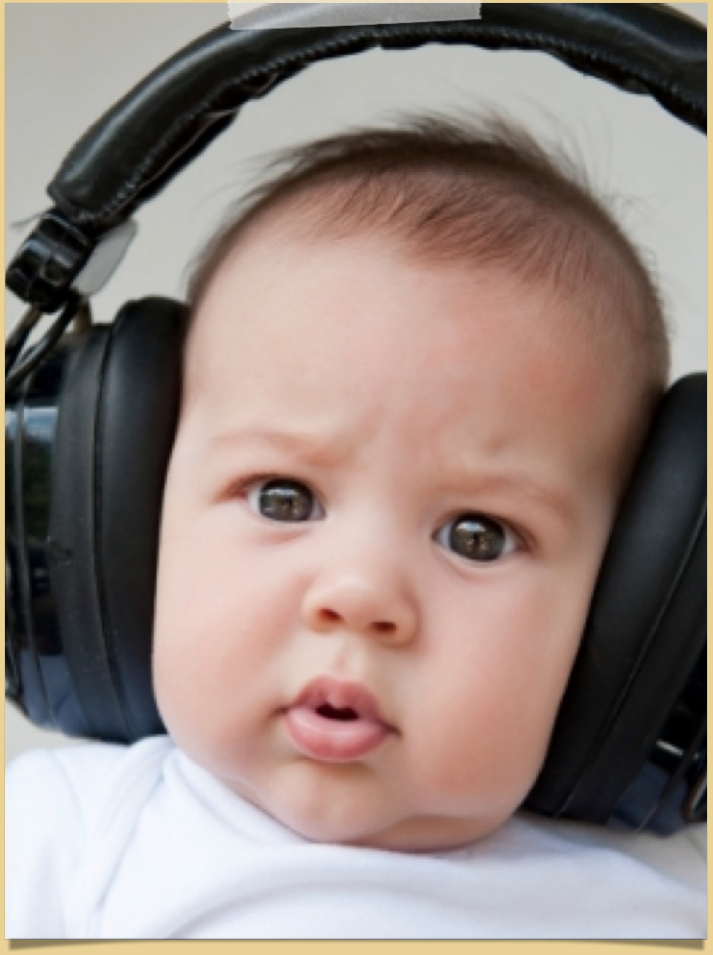


Find your customers

* Reach customers wherever they are-gardening events, nurseries, libraries, city events, social media
* Partner with related businesses-other garden clubs, local city staff, nurseries, like minded groups, local food security organizations, local colleges
* Create a group of passionate foot soldiers (word of mouth marketing) - help solve a problem or satisfy a need, create great customer experience, start a referral or reward program

Always listen

- Best way to get new customers is to always listen to your loyal ones
- Get feedback from current members through surveys-such as Google Forms if using Google Docs, Survey Monkey, survey tool that automatically converts data into graphs and tables that can be manipulated
- Ask what is wrong and what is right -ask new members why they joined/non renewing members why they are leaving
- Adjust your customer benefits from the feedback
- Communicate changes



Ideas for advertising

* Traditional advertising methods too costly
* Several taken-for-granted ideas are often overlooked - **internet, word of mouth, satisfied customers become foot soldiers**
* Market your customers where they hang-out -**garden stores, social media, gardening events, shopping malls**
* Organic advertising methods are free or almost free! Larger reach - **website, Facebook, Instagram, X, articles in local newspapers, push out story ideas to television**

Keep your current customers happy

* Build rapport with your customers-greet them promptly, smile, talk to your customers with your eyes, compliments
* Get your customers experiencing something-create a fun, dynamic environment
* Enjoy people and their diversity-celebrate ethnicity, assume the best from people
* Reach out and touch them-shake hands, hug (if appropriate), touch is a powerful form of non-verbal communication
* Provide extra value and better information-high quality speakers, hands on training, newsletters, social media
* Follow up-keep promises, deal with angry customers quickly

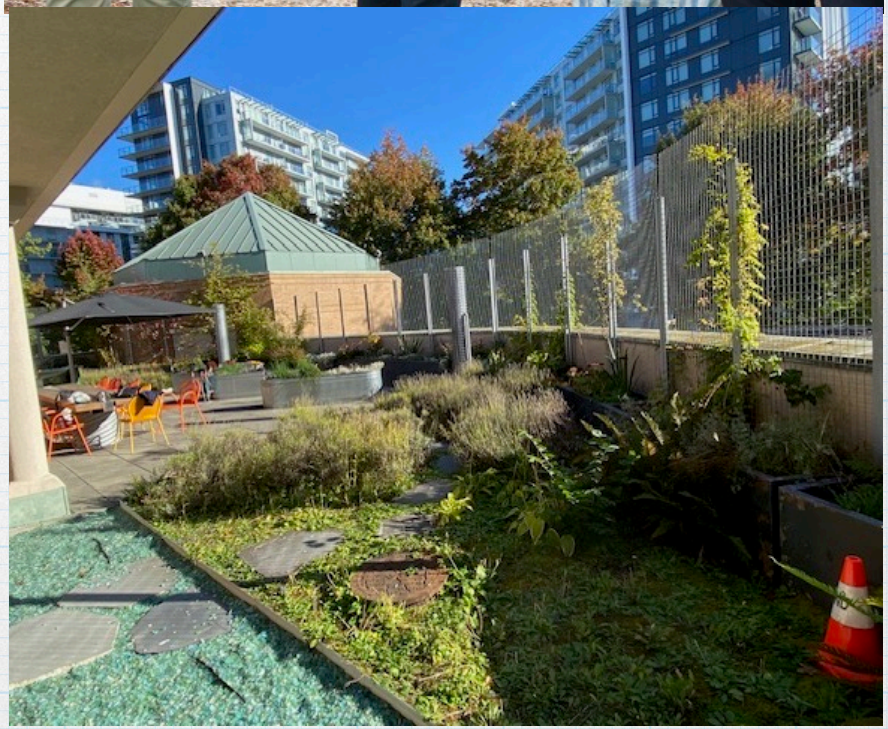


Website, etc.

- Yup, you should have a website - even if it is just a single page
- Websites help businesses get found
- Check out www.blogger.com, www.weebly.com or check with other garden clubs
- Get listed with popular local directories-city directories, libraries, colleges, BC Council of Garden Clubs, Facebook, Google Places
- Are you on social media?-Facebook/Instagram lead the pack, customers can share your information, X lets you talk in real time and offer the opportunity to share, YouTube allows you to show "how to's"
- Print and distribute flyers/brochures-allows you to target a specific area or customer, build a relationship with a local printer or use Vistaprint (www.vistaprint.ca)
- Get out and volunteer, give back to the community-at Community Centres, "spring clean up" events, articles in local newspapers







Recruit members to volunteer

* Clearly define your needs
* State exact time and tasks
* Offer flexible options
* Match skills to interests
* Reach out to members via personalized email or telephone call
* Retain and appreciate volunteers - show gratitude, host social gatherings and appreciation events - create a sense of belonging and connection.

Four C's of Volunteering

* Cultivation: build relationships from the very first interaction
* Clarity: Give exact instructions, defined timelines, and clear roles
* Culture: Foster an inclusive, welcoming, and appreciative environment
* Connection: Help volunteers bond with each other, feel tied to the cause, and see the real impact of their time.

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"Be not afraid of growing slowly, be afraid only of standing still" - Chinese Proverb

Thank you!

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