# 17hats

## Streamline Your Client Gifting Process in 17hats

MARKETING STRATEGY FOR SMALL BUSINESS





### 🕦 Bonus: Marketing Tips

#### Overview

Marketing is essential for small business owners. But few make the effort. Why is that? Mostly because we tell ourselves we don't have time, we overcomplicate it, don't plan for it, or just don't know how to. Here are some tips to help you start your marketing plan.

### **Top-of-Mind Awareness**

Top-of-Mind Awareness is the easiest and cheapest marketing channel there is for a small business owner. The idea behind it is that you should maintain certain touch points with clients that fit your ideal client profile, with the goal of them becoming fans, talking about you, and referring you to their colleagues and friends.

#### **Touch Points**

Social Media Shout-Out - Use social media to connect with your clients. To maintain professionalism, create a business profile or business page.

Letters of Appreciation - Whether you have one person or 20 people on your VIP and Favorite list, those people have been vital to your business. Thank them by telling them how much you appreciate them!

It is the smallest gesture that can make a huge impact. Remember, when you invest in the right client, they will invest in you.

Examples: Send thank you cards after a project and holiday cards each year.

Gift Your Clients - Gifting your clients can become a big marketing move, as it becomes the "rave worthy" experience clients talk about. We highly recommend gifting each year, even if it is something small with a handwritten note.

Over the next few pages is a guide to creating a "Gifting Process" plan.

### Bonus: Marketing Tips

### **Build Your Gifting Process**

Create Your Policies - With a bit of planning, you can streamline the process so that gifting your clients becomes easy to do. Remember, you do not have to spend a ton of money on gifts, and by planning ahead you will be able to keep your eye out for deals and ideas.

Thank You Gift Timeline			
I will send gifts			
once a year	_ twice a year	quarterly	

5\$\$		
f a client spends \$	or refers	clients,
hey will receive a gift va	alued at	·
\$\$		
f a client spends \$	or refers	clients,
hey will receive a gift v	alued at	·
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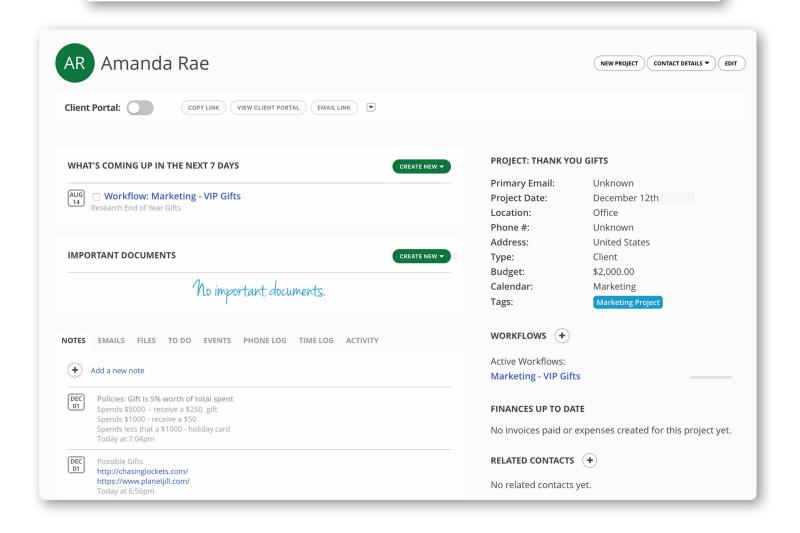
### 🔼 17hats - Member Tips

#### 1. Project Page and Marketing Calendar

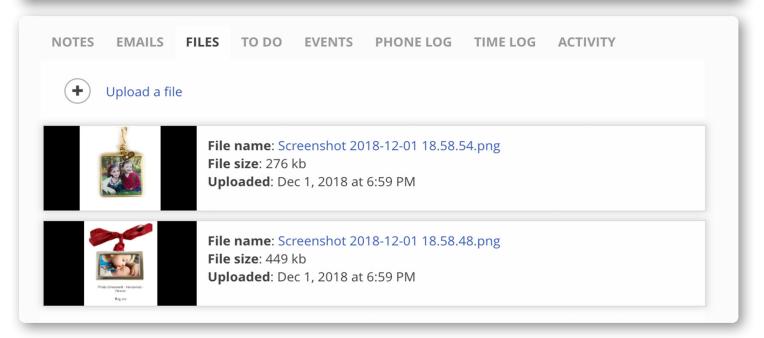
- Create your Marketing Calendar in 17hats Account Settings
- ► Create a Contact (Your Name) and Project (Thank You Gifts)

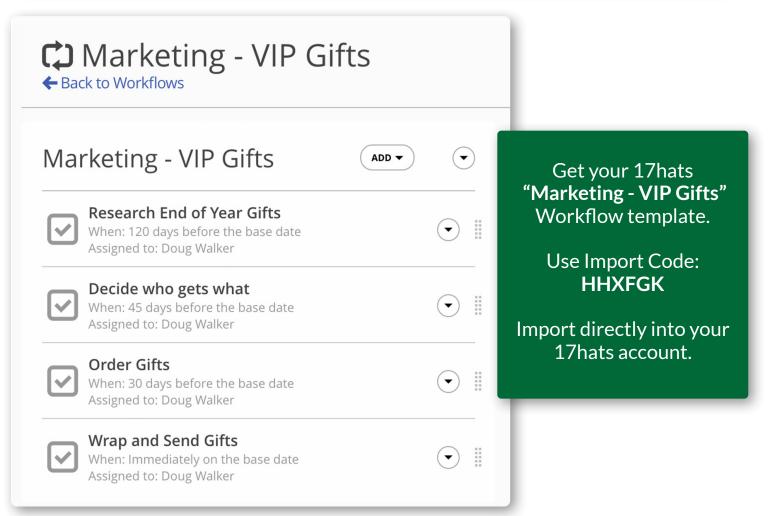
  Note: To lessen confusion, don't add an email address to your Contact
- Add Date when you will send your Thank You Gifts
- Add Notes ideas for gifts, policies for gifts
- Add Files screenshots of different gift ideas
- Add Workflow remind yourself to research, buy, and send gifts

Now sending your VIPs a thank you gift will become a stress-free task!



### 17hats - Member Tips



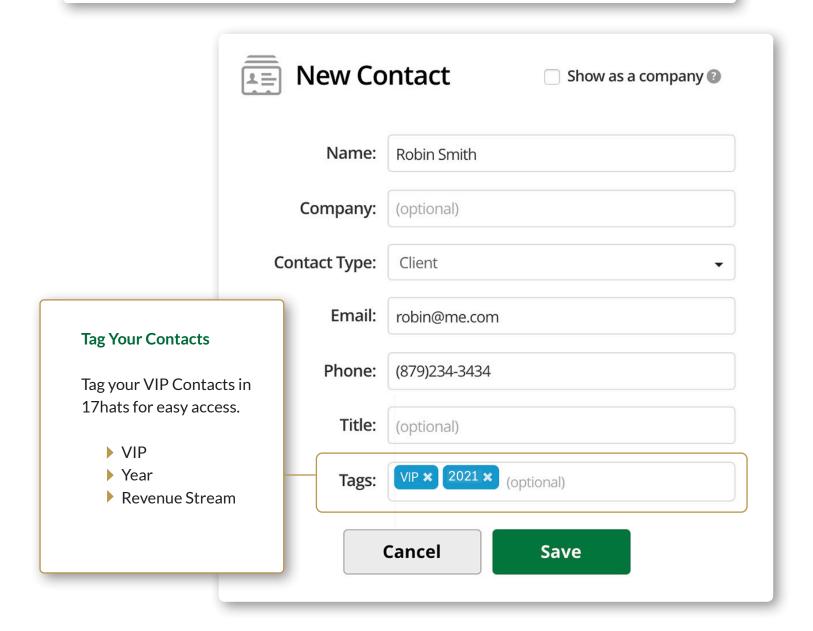


### 🚾 17hats - Member Tips

#### 2. Contacts

Add all your Contacts to 17hats: vendors, marketing partners, leads, and clients.

Having quick access to email, phone numbers, addresses, and social media makes dropping a note or popping in to say hi quick and easy.



### 17hats - Member Tips

#### 3. Transaction Category

Keep your bookkeeping organized so you know exactly where your money is going.

Go to your 17hats...

- Account Settings
- Money Matters
- Bookkeeping Options
- Add Category

