



FREE PARTY *Marketing*

IT'S CHEAPER TO KEEP A CURRENT CUSTOMER THAN TO
ATTRACT A NEW ONE





10 TIPS TO KEEP AND GROW EXISTING CUSTOMERS

- Thank them every time they order from you
- Create a video/photo album of their event and text it to them
- Offer early booking opportunities on high demand days or holidays
- Follow up a month before last year's event and ask how you can make their event better than last year
- Always include a free wow factor or personalized touch to their order. It doesn't have to be expensive, just thoughtful
- Remember their birthdays or other milestones like a grand opening
- Give them access to your booking calendar so they can reserve dates (and then send them a deposit request "when they book")
- Host client appreciation events and show off the upcoming season's décor
- Celebrate their wins
- Help them connect with nonprofits when they are interested in recycling the décor



Alternate Free Party – FINDING CUSTOMERS WITHOUT PAYING FOR LEADS

- Wear branded clothing with your website or social links
- Put signage on your work vehicle with QR codes to link to your website and/or socials
- Always carry business cards and be ready to hand them out whenever someone is interested in what you do
- Google Business Profile – it's free and gets you on Google listings and map
- Pay attention to signage when out and about. Grand openings, under new management, sales, auctions coming up. They all need balloons!
- New construction – contact the general contractor, offer to help with a “hand- over- the- keys” ceremony
- New Construction – businesses going in may have open houses/grand openings. Keep watch
- Junk mail – nonprofits solicit volunteers through mass mailings. Turn them into customers
- Pinterest – pin your pictures and have each one link back to your website
- Talking about websites, make sure yours is optimized for your area. Is your service area on the home page? On the “about” page? In the title?
- Network with tangential businesses. The baker, the florist, the party rental place, the venues. Leave your cards/brochures with them, and take their information. Remember to recommend them when your customers ask.
- Be listed on all social media platforms and update weekly with jobs you've done recently (or a throwback picture)
- Join vendor meetups – free networking and referral opportunities

BONUS



Top Tips for Networking and Responses to Negative Statements About Balloons

Networking Tips:

- In 30 seconds or less, say your company name, what area you service, and what an ideal customer is for you.
- When talking to someone else, ask for their card and what their ideal customer is, and write it down on the back of their card
- Talk about the balloons, not about you. How they can fill a room with color, or how the décor can reinforce a theme or message (for corporate)

Responses to Negative Statements:

- "I don't have any kids, so I won't need your services." – While we do some children's parties, our primary focus/market is corporate events
- "I hate balloons, they squeak and pop!" I hear you, they still make me jump when one pops. Fortunately, I've learned how to work with them to avoid popping (say it with a smile)
- "My friend/husband/co-worker does all our balloons for free." That's great! Balloons are fun to work with, I'm sure your (person) loves the creativity of it too. Keep me in mind should they not be available or the job is too big for them to do"
- "All you balloon companies charge too much. I can buy them for a fraction of the price on Amazon". True, you can buy the kits on Amazon. But buying from a balloon company means you don't have to blow them up and put them together, and deal with figuring out how to get them to do what you want. In fact, my last customer did her own balloons and got so frustrated she called me up to rescue her. Hand pumping 200 balloons was a lot more than she had bargained for.
- "I already have a balloon company I work with and I love them!" That's great! Glad to hear you're happy with them. Should they ever be booked out and not able to accommodate you, here's my card. I'd be happy to step in"
- "Oh no, not balloons! I hate them!" (chuckle), I hear you, they aren't for everyone. When people tell me they are afraid of them popping, I offer non-latex balloons and the popping thing goes away. Is that why you don't like balloons? (then listen, learn, and say – sounds like you've had quite the experience with balloons. It was nice to meet you, have a nice day," and move on
- "Why are balloons so expensive?" They certainly can be expensive. Most balloon artists I know are full-time at it. Like anything else, they have inventory costs, labor costs, and overhead, like a warehouse or shop, possibly a delivery van or two. All that takes money. I like to think of it like a cake. You can make the cake yourself for a few dollars, you can go to a grocery store and order a cake for more money, or you can get a custom-made cake of the best quality from a baker. Think of me as the baker.

Want more ways to grow
your balloon business without
paying for leads?



BALLOON



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