

# CUSTOMER SOURCES

There are myriad sources from which customers can find you: a face-to-face meeting at a networking event, listening to a radio ad, seeing your Facebook page or a YouTube video. Ideally a current or past customer refers you to them. Referrals have a higher closing rate.

The name of the game is to retain the customers you have while attracting new ones to grow your marketshare. Where do you find them? That's the marketing challenge. And once you do find them, you must figure out how to mine that source over and over again consistently to be successful.

You are likely to need many different sources in order to achieve the greatest success. (Many marketers believe you must use upwards of 100 different sources to be successful in your marketing.) Here are many potential sources:

<b>MINI-MEDIA</b>	<b>MAXI-MEDIA (TRADITIONAL)</b>	<b>E-MEDIA</b>	<b>OUTDOORS</b>	<b>SPECIALTY</b>
Business Cards	Newspapers	Website	Billboards	Merchandising/Promo:
Stationery	Magazines	SEO/SEM	Bus-Bench Signs	Coffee Cups
Direct Mail	TV	Blog	Directional Signs	Notepads
Phone Marketing	YouTube/Vimeo	E-mail, E-Newsletter, E-Zine	Sandwich Signs	Pens/Pencils
Yellow Pages	Radio	Webinars	Window Signs	Mouse Pads
Circulars/Flyers	Trade Shows	E-Display Ads: Google AdWords, Bing...	Airplane Writing	Water Bottles
Postcards	Special Events & Sponsorship	E-Banners	Door Hangers	Golf Tees/Balls
Postcard Decks (e.g. ValPak)	Posters	Facebook, Twitter' LinkedIn, YouTube, Instagram, Pinterest	<b>REFERRALS BY</b>	Other Giveaways
Shopping Carts (grocery carts)	Demonstrations	Groupon, QPonomics, Stumbleupon...	Current Customers	Focus Groups
Networking Groups (trade, chamber, community)	Billboards	Mobile/4Square	Friends	
Testimonials	Sports Game Sponsorship	SMS	Relatives	
Canvassing	School/Org Event Program Display Ad	Affiliate Marketing	Employees	
Classified Ads		Podcasting, Online Radio	Colleagues	
Trade Groups			Networking Group	
Bulletin Boards			Trade Associate	

Have questions? Want to add to the list? Contact [Marcia@CornucopiaCreations.com](mailto:Marcia@CornucopiaCreations.com).