

IELTS READING – Marketing advice for new businesses S1GT3



IELTS READING Marketing advice for new businesses Reading Practice Test has 10 Questions..

If you’re setting up your own business, here’s some advice on getting customers.

Know where your customers look

Your customers aren’t necessarily where you think they are.

So if you’re advertising where they’re just not looking, it’s wasted money. That’s why it pays to do a bit of **q1 research**. Every time someone contacts your company, ask them where they found out about you. And act on this information so you’re advertising in the right places.

Always think like a customer

What makes your customers tick? Find out, and you’re halfwayb to saying the right things in your advertising. So take the time to ask them. A simple phone or email **q2 survey** of your own customers, politely asking why they use you, what they really like and what they don’t, is invaluable.

Make sure customers know you ‘re there

If a customer can’t see you, they can’t buy from you. There are loads of opportunities to promote your business – print, press, direct mail, telemarketing, email and the internet – and using a **q3 mix** of these increases your chances of being seen (and remembered).

Ignore your customers and they’ll go away

It sounds obvious, but companies who talk to their customers have much better retention rates than those that don’t, so it’s worth staying in touch. Capture your customers’ email addresses upfront. Follow up a transaction to check they’re happy with the service and, if possible, send them **q4 updates** that are helpful, informative and relevant.

Know what works (and what doesn’t)

Do what the professionals do, and measure all your advertising. That’ll tell you what you’re doing right – and where there’s room for improvement. You never know, it might just throw up some **q5 information** that could change your business for the better.

Remember word-of-mouth: the best advertising there is

A recent survey found that consumers are 50% more likely to be influenced by word-of-mouth recommendations than by TV or radio ads. So your **q6 reputation** is your greatest asset. If your current customers are impressed with your company, they’ll be more inclined to recommend you to others. On the flip side, if they experience bad service they probably won’t complain to you – but you can be sure they will to their friends.

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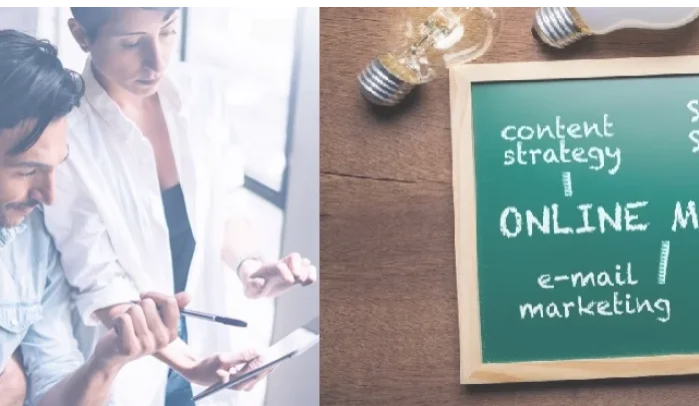
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