

**CleverLink**  
Internet - Technology - Graphics

**14 ideas to attract more Clients  
7 ways to convert 'em into your sales team**



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**Idea 1:**  
Get the Visual Concept right!



Invest in a quality logo,  
Brochure & Web site

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Examples of CleverLink's Work



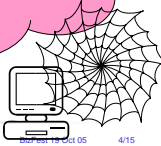
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**Idea 2: Have a Web site**

Why Internet Marketing???

Because INTERNET is  
One of the MOST  
Powerful Media of the  
21<sup>st</sup> Century




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**Many reasons why  
Businesses should  
Market themselves on  
the Internet**

- Advertise 24X7
- Reach Remote Clients
- Sell & Collect \$
- Automate processes
- Distribute info
- Provide tours
- Attract buyers & sellers
- Link to partners
- Provide Hot deals
- Collect Buyers info



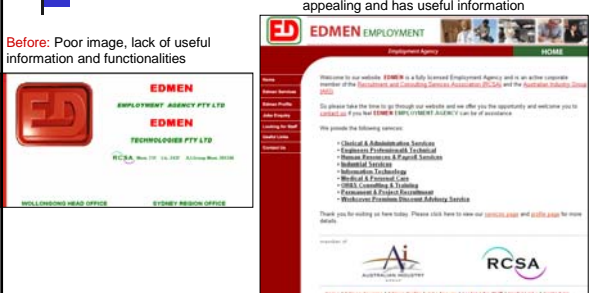
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**Before and After**

**After:** Easy to Navigate, functional, visually appealing and has useful information

**Before:** Poor image, lack of useful information and functionalities



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**Idea 3: Use Your Online Identity Effectively**

**Idea 4: Run seminars**

**Idea 5: Make an offer** . Eg Initial FREE consultation

**Idea 6: PR**

**Build your & your business profile**



**Idea 7: Remember www in everything**



**Idea 8: Events & exhibitions**

**Idea 9: Be a Sponsor**

**Idea 10: DB and Direct Marketing**

**Idea 11: Develop Smart marketing materials. Be different**

**Idea 12: Have a banner**



**Idea 13: Be a writer**  
**Idea 14: Be a speaker**

**7 ways to retain Clients & convert 'em into your sales team**

- ✓ Strategy 1: Acknowledgement
- ✓ Strategy 2: Keep in touch
- ✓ Strategy 3: Get together. Host Events
- ✓ Strategy 4: Let 'em know the news
- ✓ Strategy 4: Nurture the relationships
- ✓ Strategy 5: Help your Clients to achieve more
- ✓ Strategy 6: Be Consistent
- ✓ Strategy 7: Make it easy for others to do business with you and refer business to you



One of CleverLink's Events: Clever Strategies for Clever Clients



## Some of our Clients

