

Action plan



Leverage your online presence to grow your customer base

Once you've built an online presence, the next step is to leverage it to grow your customer base. Having a good understanding of your target customers is essential to maximising the benefits of an online presence, but it's also important to make sure you're ready for growth internally. Greater visibility online can have a big impact on the number of sales or enquiries you receive so be prepared for an escalation in demand.

- **Effort:** Medium
- **Impact:** High

Actions:

Create customer personas to define your target customer and where they're likely to spend time online.

- **Impact:** Medium
- **Suggested duration:** 21 days
- **Why this will help:** Increased reach is only effective if you're reaching the right people. Make sure your personas are robust enough to inform your online marketing strategy.

Use analytics tools to measure the impact of your digital presence and forecast where growth might occur.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** It's important to be prepared for the extra growth and sales an online presence could bring. Analytics tools will give you a real-time overview of fast-growing areas.

Prepare your workforce for a rise in demand by speaking to employees in key departments and seeing where they need more resources or support.

- **Impact:** High
- **Suggested duration:** 10 days
- **Why this will help:** A business that can't fulfil its obligations risks losing its good reputation. Plan how you will manage an increase in demand, considering stock levels, supply chain and the capacity of your customer service team.

Action plan



Identify which online channels have been most effective at attracting customers so far.

- **Impact:** Medium
- **Suggested duration:** 15 days
- **Why this will help:** Learning which channels are having the greatest impact will verify that you're focusing your efforts in the right places.

Create a marketing plan for how you will continue to leverage your online presence and grow your customer base.

- **Impact:** High
- **Suggested duration:** 25 days
- **Why this will help:** Setting out how your online activity will shape your future strategy will help you to build on what you've already achieved.

How will I know if my action plan is working?

Way to measure success

Source of sales

Why this metric?

Marketing needs to contribute to your revenue goals.

How do I start tracking?

Record how new customers found out about your company. The information can be collected automatically when customers are inputting their details or by salespeople.