



Here at InXpress and DHL, we care about your business! The following is a list of inexpensive or free marketing tips that can help bring your small business to the next level. The list is followed by descriptions and ideas on each point, along with a link to the DASC Knowledge Base at the end of the document.

1. **Create an incentive program among your customers.**
2. **Put your business on social media.**
3. **List your store in local business directories.**
4. **Make your store front multidimensional.**
5. **Cater to your demographic.**
6. **Get out into your community.**
7. **Develop a customer referral program.**
8. **Show your expertise.**
9. **Set yourself apart.**
10. **Host an event.**
11. **Create a strategic partnership.**
12. **Convert drop offs that come in to your store.**

1. **Create an incentive program among your customers** – have your customers leave their business cards in a container that you keep on your front counter. Winners can receive any number of prizes, including shipping and service discounts at your store. Use the business cards that your customers leave behind to build an email list and then start an email campaign that markets your business. Ask them to write their birthday on the card so you can send them a special birthday coupon, discount, card, etc.
2. **Put your business on social media** – create a Facebook page for your store and inform your customers that if they like your store's page on Facebook, they will receive 10% off of their next shipment, for example. Use your Facebook page to market your business by posting coupons, shipping tips, etc. You can also offer discounts and/or coupons to those customers who complete reviews of your store, or send in testimonials about your service. You can also post your company offers on coupon and deal websites.
3. **List your store in local business directories** - Listing your store in local business directories is a great way to make your business discoverable by local clientele. More and more people are using the internet to find local businesses that fits their

needs. You can do this for free, using Google My Business and Bing Places to get your business searchable online.

4. **Make your store front multidimensional** – Go beyond signs in windows and create three dimensional marketing materials for your store. DHL logos can be found in the DASC Knowledge Base link below, and can be used to create any number of new materials including flags, banners, sidewalk stands, etc. These materials can be created at most vinyl sign producing companies.
5. **Cater to your demographic** – For example, if your business is located in a community with a high Hispanic population, consider creating advertising, signage, etc., in both English and Spanish.
6. **Get out into your community** - Local festivals, community and college events are excellent opportunities to get your name known in your neighborhood. Use these occasions to your advantage to interact with your community and market your company. Pay for an ad that markets your store in the event's magazine or program. Cultural events and festivals are an excellent way for you to target a new demographic that may have a high percentage of international shippers. Utilization of simple fliers or cards may help make the most of these opportunities, should you decide to try.
7. **Develop a customer referral program** – Incentivize your customers to tell their friends and family about your great service! Tell customers that for every person they refer to your business, they will receive a \$20 off coupon, for example.
8. **Show your expertise** – Offer international shipping facts sheets or FAQs to your customers shipping overseas. This shows your customer how knowledgeable you are and also reduces the risk of issues you will have with shipments and misunderstandings. A great document for this is the "Customs Charges Explained" card, found in the DASC Knowledge Base link below.
9. **Set yourself apart** – What is one thing that sets you apart from the competition? You have one; everyone does. You are a shipping center, that's your business, but you have something about your store, your service, your knowledge base, that sets you apart. Figure out what that thing is and market it. Your "one thing" is what will make your customers remember that you are the one they want to handle their pack and ship needs.
10. **Host an event** – take it upon yourself to sponsor an event for your community. These event themes can be any number of things. You can host a teaching event on international shipping, or a charity event for local children that includes activities, to name a few. Whatever your event is about, it will advertise your business in your community and set you apart from your competition.

11. **Create a strategic partnership** – team up with other businesses in your area to increase both of your customer base! This can be accomplished in several different ways. Is there a service that your business frequently uses that you have to go elsewhere to have completed? Talk to that business about a mutual discount. For example, they give you 20% off of the service you use of theirs, and you give them 20% off of shipping services at your store. Win, win! Another way you could utilize a strategic partnership is by reaching out to other pack and ship businesses in your area. Perhaps your store doesn't offer pallet services, but maybe a store down the street does. Go visit that store and figure out what services they don't offer that you do. Then, create a partnership where you both refer customers to the other's store that are seeking that particular service.

12. **Convert drop offs that come in to your store** – You can use your industry experience and expertise to increase your business by selling customers that bring drop offs in to your store on the idea of shipping their packages on your DASC account. There are several selling points you can use to convert these shipments. Notify your customer that you will offer an additional discount on the package, so that they will end up paying less for the shipment. For example, if they processed the shipment online and received a 20% discount, you will offer them a 25% discount. Also, notify them that by shipping through you, their customer service and level of care will increase, because you will be responsible for overseeing the package and assisting if any issues should occur – your customers will become confident that you are the international shipping expert, and bring their future shipments to you. Satisfied customers tell their friends and family about their great experiences!

[Click here for the DASC Knowledge Base](#)

Or visit:

<https://inxpress.atlassian.net/wiki/display/RET/DHL+Authorized+Shipping+Center+Knowledge+Base>