

5 WAYS TO CONNECT WITH CLIENTS WHEN THERE IS NO TRAVEL TO PROMOTE OR SELL!

At times like this, we need to think creatively about how to stay connected with our clients. You don't want to come off as being creepy, you don't have a massive marketing budget and are scared to touch base with clients after all the panic and hysteria that has been happening to date.

Here are a few things to help you think outside the box to stay connected with your clients and also get new potential clients onto your database for when the time comes that we can travel again.

1. SEND PERSONALISED 'THANK YOU' CARDS OR 'THINKING OF YOU' CARDS. FOR THE COST OF A POSTAGE STAMP, YOU CAN HANDWRITE A SMALL NOTE.

a. IDEAS:

- i. "We know you were meant to be traveling right now to.... Know that when we can continue to explore this world we live on, I will be here to help you make your travel dream a reality again."
- ii. Here's a cocktail recipe for ... We know you can't be physically in ... right now, but we wanted to share some of the spirit of the place you can look forward to in the hope fully near future.
- iii. Thank you for hanging in there as we navigate this crazy time in our lives. As we come through and can once again explore this planet, know that I will be here for you.

b. Here are a couple of ways to get these out there:

- i. Buy some cards from the local shops and hand write on them!
- ii. <https://www.moonpig.com.au/>
- iii. <https://auspost.com.au/travel-essentials/postcards-app>

2. WEEKLY EMAIL TO YOUR DATABASE

- a. Look at all the things your suppliers are sending you. Could you send out some promotional items to clients? As a gift? Could you email what suppliers email you? Eg: Colouring competitions, zoom backgrounds ([this is one of our favourites from Tourism NSW](#)), how they are doing virtual tours, online videos, funny gifs

3. REGULAR VIDEOS OR FACEBOOK LIVES

- a. Updating what's happening, talk facts over fiction and how you are working to ensure you have all the information for your clients.

4. GET A CONTENT PLAN IN PLACE FOR YOUR SOCIAL MEDIA

- a. Think of posting 3-5 times a week. Set up a schedule of what to post and when. If you need help - check out the content planning session we have done ([CLICK HERE](#)) and use the coupon "ISO" for a 20% discount. (Valid for a limited time)



5. PHONE CALLS

- a. It may seem pretty straight forward, however now is the time more than any other time, we actually can spend quality time connecting with our valued clients. Perhaps work out, whom you want to call and check in on first - start with the nice ones. And if there are clients you don't necessarily want to connect with or have as clients in the future, don't feel as though you HAVE to connect with those. The business is YOURS. Remember that. Connect with people who give you life, not those that suck it out of you.

If you want some additional help or ideas, make sure you check out our website for a number of tools and support on the podcast to get you through this time and make your business stronger as we move forward.

You have got this. You can build the business of your dreams and you will get through this time. Keep smiling and know I am here for you.

Xx Ros

