

## 55 WAYS TO MARKET YOUR GIFT BASKETS LIKE A ROCK STAR

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<http://GiftBasketBusiness.com>

- Find local networking events
- Offer private label services
- Use your database to market
- Know how far you'll go to get orders
- Know how far you won't go to please clients
- Distribute 12 business cards weekly
- Create a gift basket program for corporate clients
- Write blog posts with gift advice
- Speak with a mentor each week
- Don't be afraid to try a new sales technique
- Keep your business cards up to date (no cross outs)
- Speak at corporate morning meetings
- Take your best clients to breakfast or lunch
- Share photos of you at trade shows
- Specialize in creating gift baskets for a specific event or occasion
- Know how you'll market before the next month arrives
- Offer no discounts for single or first-time orders
- Work on marketing at a time when your energy is strong and focused
- Mail postcards every quarter
- Don't speak with people who don't believe in you
- Sponsor a local event
- Add testimonials to your website
- Offer incentives to people who refer you
- Market to business owners who already know you
- Follow up with potential customers within two days
- Create an email list and update it frequently
- Promote your VIP program
- Talk about your product's benefits
- Recognize where your best clients are located
- Create a powerful introduction letter or email
- Keep contacting prospects until they unsubscribe (don't give up)
- Use customers' past comments to sell more gift baskets
- Commit to marketing every day
- Set aside time to decide how and where to promote
- Guarantee what you alone control
- Offer new designs before each is perfected
- Write thank you notes by hand
- Ask local contacts for ideas where you can speak
- Make time to focus on what makes you money
- Create your custom business brand
- Get 4-5 clients together for dinner
- Do not procrastinate on things that promote you
- Bring coffee to potential corporate client meetings
- Practice how to close a sale
- Concentrate on getting more corporate clients
- Focus on getting multiple sales
- Make your offers easy to understand
- Get confident at presenting your information
- Select a social media program that updates all your accounts at one time
- Set a monthly marketing goal
- Ask for help through a mentor or other trusted source
- Find a designer to create your logo
- Practice an introduction that goes beyond gift basket making
- Create and send a weekly online newsletter
- Contract others to make or find what you need for promotions

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