

# 5 WAYS TO ATTRACT MORE CUSTOMERS

Proven Marketing Strategies for  
Filipino Small Business Owners

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# INTRODUCTION



Running a small business isn't easy.

Indeed, it sounds impressive and fulfilling to tell people you have a business or you're a business owner.

We Filipinos pour our hearts, time, and hard-earned money into our businesses, hoping to succeed.

But behind that appeal of being a business owner, one of the biggest struggles I hear about is this:

*"Mommy N, how do I get more customers?"*

Many small business owners contact me, sharing how hard it is to attract people to their products or services.

Some feel stuck, wondering what they're doing wrong, while others worry they might not make it through another month.

Yes, it's frustrating, and it can feel overwhelming.

Let me share a story about Jackie, one of the many business owners I've met online who became my mentee.

She runs a carinderia near an office building.

# INTRODUCTION



At first, things were slow. She made a small but smart change.

Guess what?

It worked!

More people started coming, and her business grew.

And here's the good news: you can do this, too.

I know you're intrigued by what she did, don't worry...

In this e-book, I'll share five simple and proven ways to help you attract more customers and grow your business, just like Jackie did with hers.

Whatever small business you're running, these tips are for you. They're practical, easy to follow, and they work.

So, let's get started and make your business thrive!

# CHAPTER 1



## Understanding Your Customers

Every successful business begins with a deep understanding of its customers.

Unfortunately, many business owners don't realize how important this is.

You see, it's not just about selling.

Think about it, you may have an excellent offer, but does your customer or client need it?

So, you see...

It's about knowing who your customers are, what they need, and how your products or services can improve their lives.

Jackie noticed that most of her customers were office workers.

She also observed that they would look for meals that are affordable, filling, and easy to eat on the go.

*The key to attracting more customers is understanding them and tailoring your approach to meet their needs.*

Many of them would ask for options that were healthier than typical fast food.

Although fast food chains were nearby, she realized customers were looking for a healthier, more homey alternative.

So, she added quick, healthy meals to her menu that suited their busy schedules, offering a refreshing option that satisfied their hunger while staying mindful of their health.

And that's how she was able to grow her carinderia.

Jackie's story highlights an important lesson: the key to attracting more customers is understanding them and tailoring your approach to meet their needs.

# When you know your customers, you:

- **Build trust and loyalty**

When you show customers that you care about their needs and want to help them, they'll trust you more.

For instance, when a coffee shop adds healthy options like sugar-free drinks and plant-based milk after noticing many health-conscious customers.

People appreciate this care.

This trust keeps them returning and makes them more likely to recommend your business to others.

- **Save time and resources**

When you know what your customers want, you don't waste time or money on things that don't work.

Let's have a clothing boutique as an example. Instead of stocking expensive designer pieces that don't sell, the business owner focuses on affordable, trendy apparel.

This saves inventory costs and aligns with customer demand, maximizing sales.

Also, this helps you focus more on what matters and get better results without feeling overwhelmed.

# When you know your customers, you:

- **Create stronger connections**

When you listen to your customers and understand what they like, they feel special and appreciated.

Consider a gym that learned through member surveys that people wanted personalized attention.

They implement programs like tailored workout plans and regular check-ins with trainers.

Members feel valued and connected, leading to increased engagement and long-term memberships.

This makes them more likely to stick with your business and share their experience with their friends.



Now, I might ask, *"Mommy N, how do I do that exactly?"*

The great news is that you don't need expensive tools or complicated methods to learn your customers' needs.

That's a relief, isn't it? 😊

***Here are some simple ways you can do to start:***

# 1. Ask Around

Start simple.

Have conversations with your regular customers. A genuine chat can uncover things you might not notice on your own.





## What to Ask:

- *"What do you love about our products or services?"*
- *"If you could change one thing, what would it be?"*
- *"What made you choose us over other options?"*

## Why This Counts:

These questions can reveal your strengths and weaknesses.

For example, customers might love your product but feel your store layout is confusing.

By acting on their feedback, you show them you care, which builds loyalty.

## Extra Tip:

Make it casual.

Customers are more likely to share honest thoughts when the conversation feels friendly rather than formal.

## 2. Observe Behaviors

Pay close attention to your customers' habits, both in person and online.

*As they say, "Actions often speak louder than words."*



## **In-Store Observations:**

- Which products do customers linger around or pick up most?
- Are there certain times of the day when sales peak?
- Do some items regularly sell out while others remain untouched?

## **Online Insights:**

- Which posts or products get the most clicks or likes?
- Are people spending time browsing your website or social media, or are they just scrolling by?

## **Why This Counts:**

This helps you identify trends. If customers keep buying combo meals but skip desserts, you might consider bundling a dessert with the meal or offering a discount.

## **Extra Tip:**

Take notes and look for patterns over time.

Small, consistent trends can point to big opportunities.

### 3. Use Simple Surveys

Remember those quick surveys you've been asked to complete at restaurants or stores?

Well, they're effective for a reason.



## What to Include in a Survey:

- A question about their favorite product or service.
- A rating for your overall experience.

## Where to Conduct Surveys:

- In-store, using a small card or QR code for digital surveys.
- On social media, with polls or question stickers.
- Ask loyal customers for their input through email.

## Why This Counts:

Surveys give you structured feedback that's easy to analyze.

Plus, customers who take the time to answer often feel more connected to your business.

## Extra Tip:

Offer a small incentive, like a discount or freebie, to encourage participation.

## 4. Analyze Your Sales

Your sales data is a treasure trove of customer information.

If you have not reviewed it regularly, now's the time to start.



## What to Look For:

- What are your top-selling items? These reflect what your customers value most.
- Which products sell less often? Are they worth keeping, or should you replace them with something else?
- Do customers tend to buy specific items together? This could inspire combo deals or bundles.

## Why This Counts:

Numbers don't lie.

They can show you what's working and what's not, helping you focus your efforts where they'll make the most impact.

## Extra Tip:

Compare sales during different times, like weekdays vs. weekends or special promos vs. regular days.

This can help you understand when and how customers prefer to shop.

When you combine these, you'll get a complete picture of your customer's preferences.

The more you understand them, the easier it becomes to tailor your business to meet their needs and grow your success.

# Putting It Into Action

Understanding your customers is only the first step.

The real change happens when you use this knowledge to improve your business.

## **So ask yourself these questions:**

- Who are my customers?
- What do they need from me?
- Can I adjust my products or services to fit my customers' needs better?
- Are there ways to make their experience more convenient or enjoyable?
- How can I communicate that I understand and value them?

Small changes, like offering a better product or improving customer service, can make a big difference.



# Remember the power of listening



Listening to your customers isn't just about gathering information—it's about showing them that their opinions matter.

This builds a sense of connection and trust, which are the foundation of a loyal customer base.

In the next chapter, we'll get into the everyday struggles that Filipino small business owners face in attracting customers—and how understanding these challenges can set you up for success.

# CHAPTER 2



## Common Struggles of Filipino Small Business Owners in Attracting Customers

As a small business owner, it's normal to feel frustrated and question if all your hard work is not making a difference as anticipated.

You offer great products or services, keep your prices reasonable, and put in the effort—but customers still seem hard to come by.

These thoughts often creep into your mind:

*"Ugh!!! Why are people simply walking past my store?"*

Or...

*"What am I doing wrong?"*

Well, Jackie went through the same thing.

*We think great products alone will bring in customers, but there's more to it.*

She thought her tasty food and affordable prices would bring in customers, but her business stayed quiet. In contrast, other nearby businesses seemed to be doing better.

Deep inside, Jackie knew she needed to make changes, but she wasn't sure where to start.

This struggle is a common part of owning a business.

We think great products alone will bring in customers, but there's more to it.

That's why I remind my mentees and coaching clients how important it is to understand their customers, position their business well, and communicate clearly.

In my years of experience as a mentor and coach, I have observed a pattern of common struggles in attracting customers.

Let's discuss what these are.

# Common Struggles in Attracting Customers:

## 1. Lack of Understanding of Target Customers

Many believe everyone is a potential customer, which leads to generic products or services that fail to grab their attention.

Jackie's initial menu was just like every other carinderias. And so, customers had no compelling reason to choose her place over others.



## Jackie reflected on these:

- *Why would customers choose my carinderia over others? Do I know what they truly need or want?*
- *Am I offering something unique that aligns with my customers' preferences, or am I just trying to please everyone?*
- *What small changes can I make to my menu or service to make my business stand out?*



## 2. Limited Marketing Knowledge

With so many tools and strategies, it's easy to feel overwhelmed.

Some try everything at once without a clear plan, while others avoid marketing altogether, fearing failure or wasted resources.

As for Jackie, she relied solely on foot traffic. She needed to figure out how to promote her business effectively.



## Jackie reflected on these:

- *Am I relying too much on luck, like foot traffic, instead of actively promoting my business?*
- *What affordable ways could I explore to reach more people without feeling overwhelmed by too many options?*
- *Am I holding back from learning about marketing because I fear failing or wasting money?*



### 3. Budget Constraints

Tight budgets often make marketing seem out of reach.

However, many don't realize that impactful strategies don't always require big spending.

Jackie assumed she couldn't afford marketing, not knowing small, cost-effective steps could make a difference.



## Jackie reflected on these:

- *Have I explored all possible low-cost or free marketing strategies before assuming I can't afford marketing?*
- *What's one small, affordable step I can take today to promote my business?*
- *Am I investing my limited resources in things that truly bring value to my customers and attract new ones?*



## 4. Fear of Change or Experimentation

Playing it safe with familiar strategies may leave you overlooking better opportunities.

In this case, Jackie hesitated to adapt her menu, worried about losing her few loyal customers.

But that didn't do any good for her business, right?



## Jackie reflected on these:

- *Am I too afraid of losing what I already have to take risks that might grow my business?*
- *What's stopping me from experimenting with small, low-risk changes like adding a new dish or offering a promotion?*
- *How can I involve my customers in changes, like asking for feedback, to ensure they feel part of the process?*



## 5. Inconsistent Branding and Messaging

A business needs to communicate what makes it unique.

With this clarity, potential customers might notice you.

Jackie struggled with this until she started focusing on her customers' preferences.



## Jackie reflected on these:

- *Do my customers understand what makes my carinderia unique and worth their time?*
- *Am I communicating clearly and consistently about what I offer and how it's different from others?*
- *What do my regular customers appreciate most about my carinderia, and how can I highlight that more effectively?*



So you see...

Jackie's experience is a powerful reminder that common struggles, like misunderstanding your customers, hesitating to adapt, or fearing marketing, can hold any business back.

Her story shows that staying stuck in these patterns doesn't lead to growth—it only keeps you in the same place.

But the moment she faced those challenges head-on, her business began to transform.

These struggles aren't roadblocks; **they're lessons in disguise.**

If Jackie can overcome them, so can you.

Recognize the challenge, learn from it, and take action—that's how you turn struggles into success.



# QUESTIONS TO REFLECT ON

## ***Take a moment to consider:***

- What challenges have you faced in attracting customers?
- Have you ever assumed you knew what your customers wanted, only to discover otherwise?
- Are your current marketing efforts working? If not, what might need to change?
- How can you adjust your products, services, or approach to better serve your customers?

These struggles are part of the journey, but they aren't permanent.

With the right tools and mindset, you can overcome them.

And that's what we will talk about in the next chapter.

# CHAPTER 3



## The 5 Simple Strategies to Attract More Customers for Your Small Business

Attracting customers doesn't have to be expensive or overly complicated.

In fact, with just a few simple and practical strategies, you can grow your small business in a way that fits your budget, stays true to your values, and connects with the people you serve.

Let me share Jackie's story as an example. She didn't have a big marketing budget to work with.

However, she managed to turn her business around through her personal touch and innovative, basic strategies.

And the best part?

You can do the same.

Now, let's dive into five effective methods Jackie used to grow her business.

# Strategy No. 1: Know Your Target Market

Let's start with the basics—really understanding your customers.

When you know who they are, what they like, and what they need, it's much easier to offer exactly what they're looking for.

And when you do that, you're not just making them happy; you're giving them a reason to keep coming back.

You're building a relationship; they feel seen and valued, and that's how loyalty starts.

## **Jackie's Turning Point:**

Jackie noticed that many of her customers were office workers.

Curious to learn more, she asked simple questions like, *"What's your go-to lunch?"* or *"Do you prefer something quick or a snack to go?"*

Their answers gave her a clear picture of what they needed.

She then used this insight to create quick meal combos perfect for their busy schedules.

The result?

Her sales improved, and her carinderia became the favorite lunch spot for local office workers.



## Key Takeaways:

- **Identify Your Ideal Customers:** Define them based on factors like age, occupation, and lifestyle. Are they students, parents, office workers, or retirees?
- **Ask for Feedback:** Use casual conversations, social media polls, or simple surveys to understand their needs better.



## Strategy No. 2: Build Your Online Presence

These days, being online isn't just a bonus—it's essential if you want to reach and keep your customers.

Social media platforms like Facebook and Instagram make it easy to connect with your audience.

You can show them what you're offering, share updates, and even give a glimpse of the personality behind your business.

It's like inviting them into your business, but from the comfort of their own screens.

### **Jackie's Digital Leap:**

With her daughter's help, Jackie set up a Facebook page where they posted daily menus, pictures of her dishes, and special promos.

To make it even more engaging, they shared fun clips of happy customers enjoying their meals.

This simple step didn't just draw attention—it turned her page into a magnet for local office workers. It became a key part of her marketing success.



## Key Takeaways:

- **Create Business Pages:** Set up profiles on social media platforms like Facebook and Instagram to showcase your menu, offers, and location.
- **Be Consistent:** Keep your posts regular with clear, attractive photos and captions that reflect your brand. Engage with your audience by responding quickly to comments or inquiries.



## Strategy No. 3: Use Word-of-Mouth Marketing

Word-of-mouth marketing might sound old-fashioned, but it's still one of the most effective ways to grow your business.

When your customers are happy, they naturally share their experiences with friends and family.

Their genuine recommendations do the talking for you—no fancy ads required!

Awesome, isn't it?

### **Jackie's Referral Boost:**

Jackie noticed her regulars happily talking to their friends and family about her food. So, she thought, why not make it even more rewarding for them?

She started a simple referral program: bring a friend, and both of you enjoy a free dessert.

On top of that, Jackie began sharing glowing customer testimonials on her Facebook page.

This extra touch not only brought in new visitors but also kept her loyal customers excited to share their experiences.



## Key Takeaways:

- **Encourage Referrals:** Give small rewards like discounts or free treats to customers who bring in their friends.
- **Build Community Relationships:** Engage with your customers on a personal level. Jackie's habit of learning customers' names turned her carinderia into a welcoming space.



# Strategy No. 4: Offer Promotions and Discounts

Who doesn't love a good deal?

Promotions and discounts are a surefire way to grab attention, attract new customers, and keep your regulars returning for more.

The trick is to get creative and make your offers exciting enough for people to talk about and take advantage of!

## **Jackie's Promo Success:**

Jackie created a *"Meal of the Day"* special, offering her best dishes at a discounted price. She also launched a loyalty card program, where customers earned a free meal after ten visits.

These simple yet effective ideas sparked excitement and kept her regulars coming back for more!

I'm sure you can do that, too.



## Key Takeaways:

- **Create Fun Offers:** Consider special deals like limited-time discounts, combo meals, or buy-one-get-one offers.
- **Promote Smartly:** Let your customers know about your offers through social media, flyers, or posters in your store.



# Strategy No. 5:

## Focus on Exceptional Customer Service

Great customer service is what turns first-time customers into repeat ones—and even better, they'll bring their friends along, too.

It's all about creating a positive, memorable experience that makes people want to come back.

When customers feel valued and appreciated, they're not just satisfied—they become your biggest supporters, helping you grow your business through word-of-mouth.

And trust me, that kind of loyalty is priceless.

### **Jackie's Service Excellence:**

Jackie knew that great customer service was key to her business, so she trained her staff to greet customers with a smile and carefully handle complaints.

But it wasn't always smooth sailing.

There was a time when a customer complained about an undercooked dish.

Instead of brushing it off or getting defensive, Jackie calmly replaced the meal and apologized for the mistake.

Her quick response fixed the problem and built trust with the customer, who returned and even told others how well Jackie handled the situation.

This turned a potentially negative experience into a loyal customer for life.



## Key Takeaways:

- **Enhance the Experience:** Simple gestures like smiling, addressing customers by name, and thanking them for their visit make a big difference.
- **Handle Issues Gracefully:** Address complaints with empathy and swift action to turn negative moments into opportunities.



# Now it's your turn...

***Take a moment to reflect on these strategies and consider how to apply them to your business.***

## **1. Know Your Target Market**

Have you clearly defined who your customers are?

Are you taking the time to understand their needs, preferences, and pain points?

Consider how you can gather this info and tailor your offerings to meet them.

## **2. Build Your Online Presence**

What's your online game plan?

Do you have active social media pages that reflect your brand and engage with your audience?

Consider creating consistent posts, showcasing your products, and sharing behind-the-scenes moments to connect more with your customers.

### **3. Use Word-of-Mouth Marketing**

Are you encouraging happy customers to spread the word?

Think about simple ways to reward referrals and build community around your business.

Maybe it's as easy as starting a referral program or sharing customer reviews that can act as social proof.

### **4. Offer Promotions and Discounts**

How can you add a bit of excitement to your offers?

Create something that makes people sit up and notice—like a special deal, limited-time promotion, or loyalty program.

What kind of promotions can you implement to keep your customers engaged and returning for more?

## **5. Focus on Exceptional Customer Service**

How are you making your customers feel when they walk through your doors or reach out to you online?

Are you providing a memorable experience that keeps them returning and telling their friends?

Invest time in training your team, addressing complaints with empathy, and creating a welcoming environment for everyone.

# CONCLUSION



Congrats on making it this far!

Attracting more customers may seem daunting, but by applying these five proven marketing strategies, you now have the tools to grow your business with clarity and confidence.

Take inspiration from Jackie's story.

Like many others, she began unsure of how to stand out and hesitant to try new things.

Despite facing fear, limited resources, and self-doubt, she refused to let those challenges define her.

By learning about her customers, refining her offerings, and embracing simple but powerful marketing techniques, she transformed her small carinderia into something extraordinary.

Remember, **this is a journey, not a sprint.**

You don't need to implement everything at once or have a big budget to see progress.

# CONCLUSION



Start with one strategy—whether it's defining your target audience, improving your branding, or leveraging affordable marketing platforms.

If something doesn't work, adjust your approach until you find what fits your business.

Your business has the potential to make a real impact in your community.

As a small business owner, you have the resilience, creativity, and heart to succeed.

Like Jackie, you can turn challenges into opportunities and create lasting success.

It's all about being business-minded, Pinoy!



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journey?**

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*To your business success,*

*Mommy N*

