



Your Podcast Worksheet

Valuable marketing advice for your Australian small business



Australian marketing consultancy for small business

EPISODE 2

3 key reasons why knowing what customers & clients say about you is so important to your marketing

In this episode, we talk about the importance and influence to marketing of understanding what your customers and clients think about you, your business and your offering, how you can best gather that information and why it's so important in helping you with your marketing and standing out from the competition.

Hint: If you're a new business, "imagine" 12 months' time from today and then attempt this exercise.

The first great reason is that you can actually use the descriptive words in your marketing.

List them out.

The second great reason is to know if a) you're doing a great job or b) if there are things that aren't working you can change.

List out both a) and b)

The third reason it shows that you care.

List out in some detail how you can gather the feedback. Phone calls, emails, face to face etc.
