12 Fresh Ways to Attract New Customers in Calgary

1. Leverage Online Reviews as Social Proof - Encourage happy customers to leave reviews on Google and Yelp, then showcase them on your site and social media.

2. Collaborate With Complementary Calgary Businesses - Partner up with local businesses that share your audience for co-promotions and discounts.

3. Share Helpful Content on Social Media - Post valuable content like tips, tutorials, and behind-the-scenes footage to build trust and visibility.

4. Build a Simple Loyalty Program - Offer rewards or discounts to bring back first-time customers and encourage repeat visits.

5. Run Local Promotions That Feel Exclusive - Use introductory discounts for first-time buyers to make trying your service easy and low-risk.

6. Make Your Website Work Like a Salesperson - Keep your website modern, mobile-friendly, and packed with helpful info like reviews and contact details.

7. Ask for Referrals - Create a system for rewarding current customers who refer their friends or family.

8. Join Local Events and Sponsor Community Causes - Boost visibility by supporting or participating in Calgary community initiatives and events.

9. Bring a Friend Promotions = Instant Growth - Offer "buy one, get one free" or "bring a friend" deals to encourage word-of-mouth growth.

10. Reconnect With Past Customers - Reach out to previous clients with a 'We miss you' offer or check-in email.

11. Educate Through Free Workshops or Demos - Host sessions that showcase your knowledge and introduce potential customers to your brand.

12. Network With the Right People in the Right Places - Join Calgary business groups and show up at local mixers to make valuable connections.