



geni:

Fishing for Business - Finding & Keeping Your Customers

● sales

● creative

● marketing

Imagine your customers as fish (yes fish!)

- What kind of fish **(Customers)** do you want to catch?
- Is your boat **(Your Business)** up to the job?
- Where will you find these fish? **(Research)**
- How good are your nets? **(Marketing Communications)**
- Getting the catch onboard? **(Sales)**
- How much of your catch did you land? **(Measurement/ROI)**

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