



7 Things You Can Do to Improve Your Business Over Your Lunch Hour

Major overhauls of a business take time, buy-in, and frankly, they can be a little frightening. But these seven things can help you move the meter in your business in less time than it takes to grab a sandwich and check your email and Facebook.

Find Out What They Like

Your customers are more valuable to your business than from just a revenue perspective. Knowing what they respond to can help you shape services and products, create more meaningful content, and engage them more on social media. So don't be afraid to ask them what they like. Create a short survey to email and post on your website. The key here is be *short* but use questions that will actually be helpful to you.

Ask for Reviews

Depending on the type of business you have, spend a few minutes reaching out to satisfied customers for reviews, referrals, or testimonials. It may feel awkward at first, but these types of social endorsements go a long way in reaching potential customers. Think of it as giving people an opportunity (and a gentle reminder) to share something with their tribe that will be of value to them. After all, doesn't everyone need a good plumber or hairstylist? Of course they do.

In your communication, explain why reviews are so important to the success of your business. If you're asking for reviews, make it easy for them to respond by inserting URLs to the review site in your email request. If you are asking for testimonials, post them to your site when you get them. If referrals were what you were after, give them an incentive to do that, or surprise them with a discount later.

Reach Out to a Complementary Business for a Special Program

Another way to promote more interest in your business is to offer something your competitors aren't. A simple way to do that is to partner with a complementary business for a special offering. For instance, if you're a health food store you could partner with a local caterer to host a "healthy meals in minutes" program in your store. The examples are endless.

Rework Your Social Media Cover Images

With the help of easy to use templates and apps, you can now redesign your cover image on your social media profiles during your lunch hour. Keeping them fresh will help attract more eyes and give consistent visitors something new to look at.

Go Live on Facebook

If you have your phone with you, you can go “Live” on Facebook during your lunch hour. Not sure what to talk about? Think about a question you’re often asked at your business and answer it. Encourage people to ask questions of you, as well. You can broadcast for up to 90 minutes but keeping it between 15-20 minutes is sufficient. You’ll get more views if you remain live for at least 15 minutes. Then save the video and post it to your site.

Figure Out Your Most Popular Posts

Look at the data on your social sites and figure out what hit home with your audience – then do more of it. If you notice image quotes make up most of your engagement on Twitter, keep that in mind when creating content.

Share the Love

Go through your customer files and pull out your most loyal. Now make sure you follow them on social media and share their content, where appropriate. Add in flattering comments like “Good advice” and “Love this perspective.” This will make them feel good and people will be more likely to click on the links and share if they know why you like it.

Small business owners are busy people and because of that, often digital marketing falls to the wayside. But you don’t need much time to make a little progress every day. Make a list of things you can do that only take a few minutes. Then when you have a moment before a meeting or while you’re eating lunch, you can make the most of your most valuable resource – your time.