

**Best
Practices**

OPEN

Customer experience is a crucial aspect of any business

Creating a good customer experience is essential for the success and growth of any business. A positive customer experience can lead to customer loyalty, positive word-of-mouth, and increased revenue.

- Start by understanding your target audience and their needs. Conduct market research and gather data to gain insights into your customers' preferences.
- The foundation of a good customer experience is delivering quality products or services that meet or exceed customer expectations.
- Be open and honest with your customers. Provide clear and transparent information about your products or services, pricing, and policies.
- Customise your interactions with customers based on their preferences and history with your business. Personalisation can include personalised recommendations, marketing messages, and even addressing customers by their names.
- Actively seek and listen to customer feedback. Use surveys, feedback forms, and social media to understand what your customers like and dislike about your business.
- Address customer inquiries, complaints, and issues promptly. A quick response shows that you value your customers' time and concerns.
- Mistakes happen. When they do, resolve them gracefully, and if necessary, offer compensation or solutions to rectify the situation.

Remember that creating a good customer experience is an ongoing process. It requires dedication, a customer-centric mindset, and a commitment to continuously improving your products, services, and customer interactions.

How to
create a
good
customer
experience

How to maximise sales from existing customers

The cornerstone of most successful businesses is repeat business

During good times, we tend to stay so busy serving the customers that walk through the door that we forget to keep in touch with the people who came before them. Then problems can strike when times get tough. While attracting new customers is important, nurturing and retaining your existing customer base is equally, if not more, crucial for the long-term health and success of your business.

If you haven't had recent contact with your customers, now is a great time to reintroduce yourself. Since such a small portion of the public actually uses the services of a custom framer, it makes perfect sense to vigorously pursue those people who have proven that they value what you do.

Frequent contact with your customers will also encourage loyalty, keeping an open line of communication with your customers is an excellent way to improve business and increase sales.

Building lasting relationships with customers is not only about the quality of your work but also the overall experience and personal connection you offer.



Marketing is about conveying a positive image of your business to your customers

With people continuing to count their pennies, as the owner of a framing business or gallery you need to work even harder to ensure your business keeps flourishing. It is more important than ever to promote your business to existing and prospective customers. In any sector, better brand awareness leads to increased sales. Art galleries and framers have products to sell and services to offer and these need to be promoted to attract customers and marketing provides a powerful tool to reach your target market, through social media, local events, exhibitions. Have clear goals about what you are looking to achieve, whether it's an increase in visitors, awareness building, more sales, attendance at an event.

How to boost your business with Marketing

- Clearly communicate what sets your business apart from the competition. Why should customers choose your products or services over others?
- Create a professional website: Ensure your website is user-friendly, mobile-responsive, and optimised for search engines (SEO).
- Use platforms like Facebook, Instagram, X, and LinkedIn to engage with your audience and promote your business.
- Send personalised emails, newsletters, and promotional offers to nurture customer relationships.
- Encourage satisfied customers to refer new clients to your business.
- Attend industry events and join local business associations to make connections.
- Keep an eye on what your competitors are doing in terms of marketing and adapt your strategies accordingly.

Remember that effective marketing is an ongoing process that requires flexibility and adaptation. Continuously assess your strategies, stay updated on industry trends, and be prepared to adjust your approach to stay competitive and relevant in the market.

How to stand out from the competition

We choose who we do business with based not just on the product they sell

Standing out in the picture framing industry, like any business, requires a combination of unique strategies and a commitment to exceptional service. Here are some specific ways to differentiate your picture framing business from competitors.

- Provide a wide range of framing choices, including custom frames, shadow boxes, and different mounting options.
- Focus on particular types of framing, such as sports memorabilia, vintage art, or collectibles, to become an expert in that niche.
- Ensure that your framing is of the highest quality, using premium materials and expert craftsmanship.
- Offer one-on-one consultations with customers to understand their specific needs and preferences.
- Keep customers informed about the framing process and provide status updates.
- Research the pricing strategies of your competitors and ensure that your pricing is competitive and attractive to potential customers.
- Provide online or in-store tools that allow customers to visualise how their artwork will look in different frames and mounting options.
- Let customers know that you recycle any waste created during the framing process.
- Maintain a user-friendly, visually appealing website that showcases your work, services, and customer testimonials.
- Sponsor or participate in community art exhibitions, fairs, or craft shows to showcase your work and build local connections.
- Collaborate with local artists, photographers, and galleries to cross-promote each other's work.

Continuously seek feedback from customers, adapt to changing trends, and stay creative in your approach to differentiate your business from competitors.