

Content topic/Title: Grow Your Business: 10 Proven Strategies to Acquire Customers

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Introduction

Customer acquisition is the process of attracting, converting and acquiring new customers. It's a vital need for any business, whether a seasoned business or a startup. Without customers, your product or service won't generate sales.

Acquiring customers doesn't have to be a headache, with proven strategies in place, it can become the easiest part of growing your business.

This article will be covering the process it takes to get your first customer and winning strategies that top businesses use to acquire customers.

Why is Customer Acquisition important?

Customer acquisition is important because it allows businesses of any kind, size and age to:

- Generate revenue to keep the company's process flowing
- Demonstrates success to third parties such as investors, partners and influencers.
- Sustain and grow the business to further level of success.

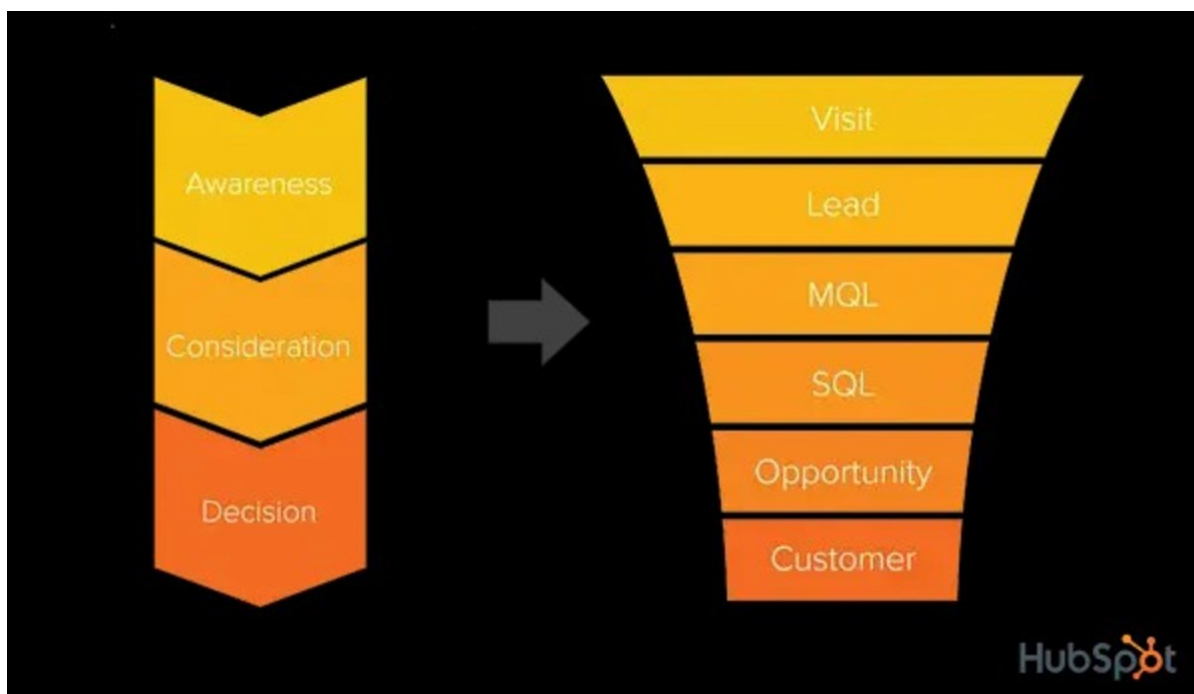
Simple Customer Acquisition Process

The Process :

1. Customer Journey Funnel
2. Acquisition Channels
3. Acquisition Marketing

In the business world, the process to acquire a customer begins with knowing the **customer journey**. The Customer Journey is visualized as a funnel, this funnel highlights the stages in the buying process of a customer.

Customer Journey Funnel



Source: *Hubspot*

The customer journey graphical representation above, moves through phases like ‘Awareness’, ‘Consideration’, and ‘Decision’.

You attract strangers, make them aware of their problem, they become visitors, then they turn to leads and transforms to your first customers.

Here’s another way to visualize the **customer journey**, in a less funnel-like fashion:



Source: *Hubspot*

Picture this process as moving through phases like “attract” “convert”, “close” and “Delight”. Here, strangers become visitors, morph into leads, leads transform into customers and finally becomes promoters of your business.

Acquisition Channels

The acquisition channels are the platforms that businesses or companies use to build awareness and promote products and services to new and existing audiences.

These channels include; social media (paid and organic), website, paid search, organic search (blogs) and email.

The most effective channel will depend on your audience, available resources and overall strategy/plan.

Below are some common channels to acquire new customers

1. Social Media

There are two paths you can take when it comes to using social media as a channel, they are; Organic social media and Paid social media.

Organic can boost your brand awareness, shape your company’s personality, enable you share the contents you’ve published elsewhere, like blog posts or videos.

Paid social media can as well be a great option if you know where your audience hangs out and you have a good budget. With paid social media you can get your content in front of the right people without waiting to build a huge following.

2. Website

Having a user friendly, visually appealing and mobile-optimized website is one way to attract consumers and convert them into customers. A simple UI/UX attracts people. Always keep the customers in mind to ensure a simple, customer centric online experience.

3. Blog (Organic Search)

Having a blog as one of your customer acquisition channels, gets your website and content to show up on search engines pages (SERPs) like Google and Bing.

To leverage blog (organic search) as a customer acquisition channel, you must invest in search engine optimization (SEO). SEO, like social media, complements content marketing efforts by optimizing contents so it's more easily found by your target audience.

Studies shows that Organic search drives 53% of all website traffic, making SEO critical for customer acquisition. (Source: BrightEdge)

Here's how consumers go about the organic search:

When they Google something, they usually click on one of the first results. That's the power of SEO—creating content that lands high on the Search engine results pages (SERPs) and draws clicks.

You don't have to guess how to use organic search for your customer acquisition plans. you can use tools like Semrush, Moz, and Ahrefs to find the best keywords for your business and create content that attracts potential new customers.

4. Paid Search

This is typically advertising on search engines. With platforms like google ads, you can place ads directly in search results and even on partner websites.

So instead of waiting a long time for your content to climb the organic ranks, you can pay for it to appear alongside the top search results, increasing your chances of being seen. Google Keyword planner, SEMrush and amongst others are tools you can rely on to get your work done and ensure your content and ads perform their best.

5. Email

This platform might seem old fashioned, but it's still very effective. Building an email list can help you connect with your customers directly, making it easier to convert them.

Using email as a platform is very effective way to stay in front of your customers and promote quality content, product information, discounts and events.

6. Virtual Events

Events like conferences, webinars, trade shows and the likes of it can be used as channels to connect with potential customers. Start with a small webinar or virtual summit if you are new to this channel.

Now that the various channels for acquiring customers have been covered, the proven strategies that these channels can be applied to will be discussed.

Acquisition Marketing

The real difference between marketing and customer acquisition is that marketing creates **awareness and drives brand recognition** while customer acquisition drives **revenue**. In other words, Marketing is a big part of customer acquisition.

You might also be wondering, “What’s the difference between lead generation and customer acquisition?”

Lead generation happens at the **top and middle of the customer journey**. while the customer acquisition refers to the funnel as a whole.

Acquisition Marketing in this context is the process of creating an advertising and promotion strategy that specifically targets consumers already considering your products or services. These consumers are already aware of your brand and are prime candidates for conversion.

This marketing is best executed through digital channels like social media, website/blog—to attract new customers.

If you are an agency owner, Your marketing team is responsible for developing and releasing promotional materials that may spark interest in new customers, but your customer service team has the direct line to your current customers.

Don't forget your customer service team can attract and retain customers just as well as your marketing team.

Top 10 Proven Strategies to Acquire Customers

1. Social Media Marketing
2. Content Marketing
3. Blogging
4. Search Engine Optimization (SEO)
5. Video Marketing
6. Email Retargeting
7. Gated Content
8. Sponsored Content
9. Customer Spotlights
10. Product Pricing

The plans you employ to attract consumers to your business and make them your customers are known as the customer acquisition strategies. Whether you're a seasoned entrepreneur or just starting out, these proven strategies will equip you to effectively acquire new customers and drive business growth.

1. Social Media Marketing

Acquisition Channels: Social media (Organic and Paid)

With a solid strategy, social media can be a powerful tool.

Study shows that:

77% of marketers agree that social media marketing has been effective in driving business growth. (Source: HubSpot)

Consider these key questions:

- a. Who will create and manage your social content
- b. What network will you use, and which will you avoid?
- c. What will your social brand voice be?

The key to avoid shouting into a void, is accessing the right networks _ and this all comes back to a well-defined audience.

2. Content Marketing

Acquisition Channel: Website, blog (Organic Search)

To attract audiences to your website or blog requires you create a helpful, high-quality, engaging and relevant content. Study shows that:

79% of B2B marketers report that content marketing drives higher-quality leads. (Source: Content Marketing Institute)

Content marketing is very effective for all types of businesses. It offers an approach that exposes audience to the experiences and expertise of any company or brand.

It connects you with your audience. It's a fantastic way to establish you as a thought leader in your industry and build trust with your potential customers.

When you develop helpful, informative content that addresses your target audience's pain points and challenges, you demonstrate your expertise in solving their problems. This positions you as a go-to resource and authority in your field.

For a content to be helpful, relevant and effective, it should include a clear call to action.

Content marketing is as much about content promotion as it is about content creation.

3. Blogging

Acquisition Channel: Website, blog (Organic Search)

Blogging is a highly recommended strategy that businesses often implore to acquire customers. They can be incorporated to a website or can be a standalone. Study shows that:

Businesses that blog consistently receive 97% more backlinks, enhancing their organic visibility. (Source: HubSpot)

With blogging, you can explore different topics, showcase your industry knowledge, and build authority with your readers/audience. Blogging also provides ongoing opportunity to engage your audience, whether through questions they ask in the comment section, a compelling call-to-action or graphics they often bookmark.

4. Search Engine Optimization (SEO)

Acquisition Channel: Website/Blog (Organic search)

The goal of using SEO is to make your content indexable while solving readers intent—easily readable and understandable by search engines. Study shows that:

68% of online experiences begin with a search engine, underscoring the importance of ranking high in search results. (Source: BrightEdge).

Here's how you can boost your content's "indexability";

- Use your main keyword in the post title.
- Add alt text to your images.
- Upload transcripts for video and audio content.
- Link internally within your site.

5. Video Marketing

Acquisition Channels: Paid search, Social media(Organic and Paid)

Study shows that:

*73% of customers prefer to learn about a product or service through video.
(Source: HubSpot)*

Adding a video marketing strategy to your list of customer acquisition strategies can be quite expensive and complex, but when done right, it can be worth the effort.

You have to focus on producing quality content with your best ideas. You can promote video content through search display ads, organic social posts, paid social ads, and websites (web pages/blog).

6. Email Retargeting

Acquisition Channel: Email

Email is an important part of customer acquisition and retention. With email you can keep an eye on consumer list behavior and retarget accordingly.

For example, when you get a new subscriber, it's safe to assume that the subscriber responded to your request and submitted their email because they are interested in your company and wants to learn more.

If they don't respond to the first few emails you send, you'll want to adjust your strategy and A/B test different calls-to-action. Study shows that:

Retargeted emails have a 70% higher open rate compared to standard emails.

Notice which links get the most clicks to understand what grabs your subscriber's attention. And if someone unsubscribes, that's valuable feedback on your email content.

7. Gated Content

Acquisition Channel: All

This strategy fits seamlessly with any customer acquisition channel. It allows you provide or offer valuable resources that your potential leads can't find online for free. When you provide this valuable resources, you ask your readers to exchange their emails and names to access the content.

This gated content can help you turn your blog into a lead-generation machine.

8. Sponsored Content

Acquisition Channels: Paid search, Paid social media.

Study shows that:

Sponsored posts generate 16% more engagement compared to organic posts (Source: Social bakers).

There are different types of sponsored content, they are sponsored search results, sponsored product mentions, and paid blog posts on related publications.

These sponsored content help you create awareness about your products and services to attract new audiences to your brand. Study also shows that:

62% of readers find sponsored content helpful when it aligns with their interests and is well-disclosed (Source: Reuters Institute).

9. Customer Spotlights

Acquisition Channels: All

Turning your satisfied customers into promoters is one powerful customer acquisition tactic.

Here's how you can empower your customers to promote your business and help you save time and money on other acquisition methods.

- a.** Ask for customer stories. Turn your happy customers into brand promoters. Invite them to share their stories through case studies, interviews, reviews, or user-generated content. Let your customers' voices sing your praises instead of doing it yourself.
- b.** Make content easily shareable. While a happy sentiment can get the message across, wouldn't it be even better if your customers were equipped to directly share content you've created, like social posts, blog posts, or graphics?

Create social media links so your customers can easily share social posts, and ensure each piece of published content has options to share via email or social media.

10. Product Pricing

Acquisition Channel: All

Your product's pricing strategy can be a magnet for new customers. If your competitors' prices are sky-high or they don't match your model, you're in a sweet spot.

Freemium software, for example, draws in budget-conscious users who might later upgrade to a paid plan. Free tools attract anyone looking to try before they buy. If you sell consumer products, "Buy One, Get One Free" will have a lot of customers clicking "Add to cart," expanding your customer base without much work.

Consider the few pricing strategies:

- Promotional Pricing
- Discount Pricing
- Freemium Pricing

Customer acquisition strategies work best when combined. By mixing and experimenting with various customer acquisition strategies, you can learn more about your audience and introduce new tactics to your current strategy. For example, you can use social media to promote SEO-optimized content that includes a call-to-action for joining an email list. That might sound a bit long-winded, but you get the idea.

No matter which strategies you choose, always leave room for analysis, improvement, and change—because you never know when customers might stop responding to your methods or leave altogether.

In conclusion, acquiring customers is about building meaningful connections that drive growth and loyalty. Each of the strategies discussed above, from leveraging social media to optimizing pricing models, highlights a common principle: **delivering value**.

The key takeaway here is that successful customer acquisition combines understanding your audience with consistently meeting their needs through the right channels and strategies. Whether you're starting small with organic efforts or

investing in paid campaigns, remember that every tactic boils down to creating trust and demonstrating your business's worth.

Now it's your turn: pick a strategy, start experimenting, and watch your customer base flourish. Your next big win is just a strategy away!