

## **WHAT IS GOING ON IN THE STARTUP WORLD AND WHAT TOOLS CAN WE USE TO AUTOMATE WHICH WILL ALLOW OUR FOCUS TO BE WITH CLIENTS**

The rise in technology continues to change every day, and shows no sign of stopping any time soon. A lot of new methods has been invented, designed, developed and implemented to carry out our daily tasks. With this level of advancement in technology, a business owner doesn't have any choice but to adapt the trends and make use of it's advantages.

If you are still unsure about how to go about it, this post highlights the trends in the startup world, and the tools to use to direct our focus to clients.

### **Trends in The Startup World**

- **Originality Is Dying:** nowadays, whenever a new business has a great business idea that was successful when implemented. A lot of new business owners too wants to copy the idea in order to achieve that type of success. However, what is unknown to these new business owners is that copying and pasting another person's business plan will not bring them success. You need to find what the people truly needs and provide these needs. Also, being original also keeps you out of competition since you stand out from others.

- **Advertisements and Marketing:** people don't just wait for customers to find them wherever they are anymore. They now implement different tools to market and advertise, to reach a wider range of people and particularly their target audience. Startups now promote their business on different social media platforms, and also make use of SEO tools for the development of their business.

- **More Businesses for Sale:** Many businesses that refused to adapt to the advancement in technology, or making use of the technology advancement to serve their clients better are now

entering retirement. However, most of them chose to remain in business, and found a means to stay ahead of competition by selling their business. So the new owners can reinvent the businesses.

### **Tools We Can Use to Direct Our Focus to Clients**

•**social Media:** engaging your business on social media is a great tool to direct your focus to clients. Social media enables businesses to engage in direct sales, reach their targeted audience, promote their business and also be able to contact and interact with their sales team members easily.

•**Make Use of Email Marketing:** keep your client engaged and interested in your products with short Email messages. If your business hasn't employed the use of this tool yet, then you are leaving a lot of money behind. With email marketing you can reach your customers in different ways like; newsletters, drip campaigns, greeting emails, emails for reminding customers of their abandoned cart, to generate feedbacks from customers, and many more.

•**Extraordinary Customer Service:** This is one of the most powerful tools you can use to connect with your customers in a special way. By doing this you will increase your customers trust and increase brand awareness. Your customers base will also be highly increased and people will find it more comfortable to do business with you, because of the great customer service you provide.

•**Make Use of Webinars:** another great tool you can use to focus on your clients is by hosting webinars. Webinars are a good way to build more database, and get your products and services known across to many people. You also get new clients and increase sales by hosting webinars.

In conclusion, there is no better way for businesses to be relevant and successful other than being informed and keeping up to date with trending things in the start up world.