



7 Easy Tactics To Get SMMA Clients FAST!

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Welcome

Hello and welcome to this blueprint on getting your next SMMA client fast.

This guide is a no BS guide for you to go out there and find your next or your first paying client today.

I am sharing these tips from my 15+ years of experience in the digital agency business, so I invite you to pay close attention.

What I am going to show you here is not theory but actual tactics that I have used to build a 6 figure agency.

If you implement what I am going to cover in the next few pages, I can guarantee that you can land a social media marketing client within the next 24 hours.

So let's begin!

Abul



Tactic 1: Your Network

When I first started my agency, I was quite nervous about using my own friends and family to pick up clients.

I was fearful that I'd be ridiculed for not being able to deliver results and what people would think of me.

Quite simply my ego got in the way and it was a big mistake!

In hindsight, I should have used my network to find my first few clients and used the case studies to build my confidence.

Business owners know other business owners, so once you start delivering results, it is quite easy to get referrals.

I have some students who now only pick up clients based on referrals and don't have any other client acquisition activity.

So if you know a business owner or someone who could get you in front of a business owner i.e. get your foot through the door, the please get in touch with them today – you won't regret it.

Tactic 2: Facebook Groups

Another place full of rich pickings for getting SMMA clients is Facebook.

With over 2 billion users on the platform, many agency owners underestimate it's potential to get you in front of hot prospects, without having to cold call or email.

You could join and participate in niche industry groups full of your ideal prospects and also local area business groups.

Some groups allow you to promote your businesses, so don't just post about your agency, but start connecting with business owners who are already promoting their businesses in there.

Now not all of these people will have a marketing budget, so be careful not to waste your time with tyre kickers.

However, I have been able to find some of my best clients in Facebook groups.

Tactic 3: Google

Another place that is full of hot prospects is Google.

There is no other place on the Internet where you will find hot prospects that are already investing in advertising.

Simply search for a service i.e. plumbers in Orange County and you will get a list of businesses that are paying Google hundreds, if not thousands of dollars, pounds and euros.

So what's your play?

Find the businesses that have poor ads and are driving potential customers to poor landing pages.

I can bet you any money the business owner is probably scratching their head and panicking about poor performance.

You need to find a way to get through to the business owner – call, email or add them on LinkedIn. Show them what's wrong and they'll be eating out of your hands.

Tactic 4: Online Business Forums

Another overlooked source for getting new SMMA clients are online business forums.

Before the age of Facebook - when a lot of us old timers got into business - we used to hang about in online forums.

Some of you may be familiar with the Warrior Forum being the place where the Internet Marketing world used to hang out.

Well guess what? The Warrior Forum still exists and so do hundreds of thousands of other business forums.

The people converging at these places are either looking to start a business or already own a business.

Now this is not an invitation to spam these forums. Sign up, be a part of the community and become their go to marketing guy or gal.

After a couple of posts dropping some value, you will have people reaching out to you for your help.

Tactic 5: Your Local Newspaper

Question: Who advertises in local newspapers?

Answer: Business owners with advertising budgets!

Now you probably didn't expect me to tell you to look offline for finding digital marketing clients.

However, many mom and pop businesses have still not embraced the World Wide Web. Usually because they've not met an astute individual like you yet ;-)

They are profitable and market through the newspaper to their local community, often spending thousands per week.

Pick up your local paper, call up their advertising department and ask for their rate card. You will then know how much each business is paying for their spot.

You can then make a call to the business, speak to the owner and explain how you can get them better results online – guaranteed!

Tactic 6: Other Businesses

Some of my best allies in the agency business have been other businesses that serve the clients that I want.

Think of accountants, printing companies, design companies, etc. Companies that sell Business 2 Business services.

I usually pay a \$100 referral fee for them to simply introduce me to their existing clients, who then go on to become a client.

Even when someone doesn't sign up and is a good prospect for future work, I've paid the introducer a smaller tip for their efforts [\$20].

Make a list of other businesses that you could speak to and start making connections today.

Now you probably won't get a client in 24 hours using this method, but you can make a start with this tactic today and sign a client as early as next week.

Tactic 7: Freelancing Sites

Freelancing sites such as Upwork can be a goldmine to pick up SMMA clients.

The main drawback is that you have many others fishing in the same pond.

This means that prospective clients often price-shop to find the cheapest freelancer who will deliver their request for a pittance.

You can often find that you're competing against freelancers from India, who would happily work for \$20 a day!

Having said all of that, there are prospective clients on Upwork who only want to work with freelancers in their country. Others would prefer a native English speaker from the US, Canada, UK or Down Under.

It takes 20 minutes to set up a profile on Upwork and start bidding for work. The more time you spend on the platform, the likelier you are to land a client, so get on the platform today.

What To Do Next...

I've shared with you the easiest tactics I know on getting SMMA clients quickly.

Don't be fooled by the simplicity of these ideas.

I've been in the business long enough to try other gimmicks and I always find myself coming back to these 7 tactics.

The rest is up to you. You can choose to go out and implement at least 1 tactic today or you can keep consuming more info online.

The bottom line is that for you to get results, you need to put in the effort.

Your results will be proportionate to your efforts and you have everything you need to make a start today.

Remember, too much analysis leads to paralysis and that means you won't take action. **TAKE ACTION NOW!**

Need Help?

I know some of you will require a bit more motivation to start taking action.

Others will need a bit more hand holding and some simply need to be held accountable before they take action.

What if I could be your guide without you having to pay thousands of dollars in coaching fees?

I have just launched a new community to provide a high-ticket experience, without a high-ticket price tag for Freelancers and Newbie Agency Owners doing less than \$10,000 revenue per month.

You will get access to Courses, Coaching and Community that is designed to help you thrive in the digital marketing space.

We will learn from and hold each other accountable to our goals.

For information on how to join, head over to the [Agency Growth Squad](#).