

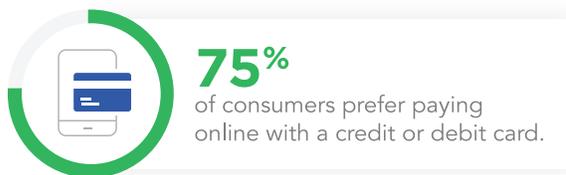
Growing Your Firm: 5 Proven Tactics for Attracting New Clients and Driving Revenue

When it comes to running and growing your AED business, two of the most common challenges professionals experience are (1) how can I increase my revenue, and (2) how can I get more business/more clients?

Clients are the lifeblood of any architecture business, which is why it's critical to take advantage of any avenue you can to attract new clients and bring fresh projects to your firm. We've compiled some of the best tips in the industry to help you drive new business to your door, boost cash flow, and grow revenue!

1 Offer Online Payments

Clients today want the convenience of paying for services online—in fact, **75% of consumers prefer paying online with a credit or debit card.** You stand to lose out on a lot of potential new business by not offering as many payment options as possible. By accepting online payments (and advertising to prospects that you accept these payment methods), you not only increase the number of clients who are financially able to retain your services, you also foster goodwill by showing them you're willing to meet them on their terms and make it easier for them to work with you.



2 Leverage Past and Existing Clients

Finding new clients is always fruitful for your business, but the same goes for drumming up new business with old clients, as well. Of course, this means maintaining a relationship with these clients and staying in contact with them, so that they may think of your business for their future projects (or for their friends and family as well). You'll also want to let them know about any updates to your business, like if you start taking on new types of projects or accepting online payments for the first time.

3 Run a Referral Campaign

In addition to maintaining a good relationship with your current and past clients, you can also run targeted campaigns to this audience to drive new business. Consider launching a referral email campaign, where you offer current and previous clients an incentive for referring prospective clients to your firm.

4 Boost Traffic to Your Website with a Payments Page

A great way to boost your online presence is by adding a payment page to your website. Existing clients who need to pay an invoice will drive traffic to your web page, helping your overall digital presence and website visibility. Plus, once they're on your site, you can capture their attention with new projects, updates, and information in order to stay top of mind and hopefully position yourself for repeat business or referrals!

5 Claim and Optimize Your Google My Business Page

While you should have a quality website, Google My Business pages are quickly becoming the most visible first impression of your business. Claim yours, and optimize it with good descriptions and images. Try to post something every 7 days, and keep an eye on questions people may be asking. Make sure to also include the payment methods you accept on this page.



Growing your client base and your revenue is essential to your success. By carving out just a little time every month, you'll be amazed at the amount of new and repeat business you'll be able to drum up. By leveraging online payments with these new clients, your bottom line will also benefit from more predictable cash flow and increased revenue. It's a win all around!

DESIGNPAY
AN AFFINIPAY SOLUTION

See what DesignPay can do for your business. Call **866-985-2455** or visit **designpay.com** to schedule a demo today!