

Want more business?

do this:



Samantha Serafin

• 9:46 pm

Dear Matthew

Apologies for bothering, I've noticed you help startups. We are a Digital Agency from [redacted] and we decided to expand to UK this year. What advice would you give, even if it's paid one I will appreciate it. Thank you.



Matthew Zammit • 11:54 am

Hi there, thanks for asking.

That's quite a saturated market, especially in Digital Agency space 😅.

Here's what I would do:



Swipe →

1. Define why 🤔



Matthew Zammit · 11:54 am

1. Define exactly why someone would work with you rather than a local agency. What do you bring that's really unique, inspiring, value etc etc. Show this on your profile and website. Previous work examples help!

2. Find your niche



Matthew Zammit · 11:54 am

2. Is there a specific niche of customer you would go after? Narrow that down and it will make it much easier... "We are the agency for [this kind of business] / [this kind of work]" / "We solve [this]".



3. Connect →



Matthew Zammit · 11:54 am

3. Start connecting on LinkedIn with your ideal future customer. Go on LinkedIn search > location: UK > and look for your ideal person's role whom you'd want to work with > and just connect... leave a simple note like "connecting to follow on what you're doing at [company name]"... **IMPORTANT:** do not ask for a sale here. You're connecting to really learn about the issues they face and how you might help.

4. Create content 🖐️📱



Matthew Zammit · 11:54 am

4. Put out content. Aim for daily.

Consistency is key. This will build your brand and positioning in the audience's mind. If you're connecting to your ideal customers they will start seeing your content on their feed. When they'll need a service which you offer, you will be the obvious choice.

Go for it! 🚀



Matthew Zammit · 11:54 am

That's the formula I would follow. Of course, you can play the paid ads game, but that might end up in a substantial waste of money unless you're really clear about what you're offering and who you're serving.



Who needs to read this?



Matthew Zammit