

# Go from zero to 1,000 customers

Issued by [Oak Ventures](#)

30 Aug 2021

It's near impossible for a new business to launch with thousands of customers. This is because finding customers is an obstacle that many budding business owners face, often because they don't know where and how to market their businesses.



Marketplaces are quickly growing as an easy and innovative alternative for small businesses looking to reach their target market and get customers cheaply and quickly.

A new addition to South Africa's marketplace landscape, Serv, is the country's first B2B service marketplace. Serv connects B2B service providers with businesses seeking professional services, including accounting, marketing, IT, web development and business consulting services.

By listing on Serv, small businesses can gain access to markets, expand their digital presence, as well as secure qualified B2B customers.

**For entrepreneurs looking to go from zero to 1,000 customers, below are 4 tactics you can start implementing today:**

## 1. Identify your customer

Who is your product or service meant to serve? Where are these customers based? What problem does your product offering or service solve?

It is important when putting together a profile of your ideal customer that you are as specific as possible. For example, are they teenagers, business owners or mothers, etc.?

Feel free to add as much detail about them, for example, 'small business owners who have been in business for 3+ years

who need help with accounting and are located in the East of Johannesburg’.

## **2. Go where your customers are (social media)**

Social media is a great tool to help you build brand visibility and a community. Identify which social media platforms your customers are using and start there. Use these platforms to advertise your business and grow your brand.

## **3. Build a website**

A website is a great way to attract potential customers and to start collecting leads. A website also allows you to leverage digital marketing tools such as search engine optimisation (SEO) and other digital marketing tools such as Google Marketing Platform.

## **4. Join a marketplace**

Since the Covid-19 pandemic, we have seen a number of marketplaces emerge. Did you know that [Shopery Insights](#) reports that 60% of online transactions now happen through online marketplace? Listing your business on a marketplace increases the visibility of your business, but it can also expose you to new markets.

### **How Serv B2B marketplace can help you**

Are you a B2B SME looking for leads? Join [Serv](#) today for as little as R125 per month and start getting leads straight to your inbox. Using Serv, small B2B businesses can market themselves, save money, and start competing with big businesses.

SMEs looking for B2B service providers can also easily and [quickly find a local B2B service provider](#). Whether you are looking for an accountant, web developer or business consultant, explore Serv today and find a trusted service provider.

Learn more about lead generation and Serv B2B service marketplace on our [FAQ page](#).

### **About 356 Oak Holdings**

356 Oak Holdings is a level one BBBEE, performance-driven digital media and marketing holding company. Founded by Velly Bosega, an entrepreneur himself with over 15 years of experience and success in the digital media and publishing industries.

356 Oak Holdings comprises of:

- [SME South Africa](#): Online publisher, equipping SME business owners with online tools and resources to power their companies.
- [Adclick Africa](#): Performance digital marketing agency that delivers innovative communication technologies to build better brand experiences.
- [Serv](#): A B2B marketplace where business seeking professionals can access over 900+ verified SME business providers.
- [Startwise](#): Virtual, on-demand platform where experts consult SME business owners in South Africa to help grow their businesses.

### **Join the conversation online with the SME South Africa community:**

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