

You can't grow your business if you don't know who your target market is or how to reach them. Here are tips for connecting with different types of customers through the channels they know best. **BY JOSEPH ORR**

CLIENT TYPE	WHERE TO CONNECT	TIP
Stay-at-Home Moms	Social Media, Blogs, Online Ads, Email, Direct Mail Mothers are busy and use the Internet religiously to connect with other moms and online communities, or to research and evaluate products.	Develop coupons for mothers to use or share online with other potential customers. If you have the budget, create printed coupons and distribute through partners or via mail.
Working Women	Social Media, Email, Signage, Employee Perks Working women are just as busy as stay-at-home moms, but have to focus more energy on their professional life than home life day-to-day.	Develop short-form content — e.g. bold headlines, pretty pictures, and short sentences — for online platforms. This customer has limited personal time and must learn about your offerings quickly.
Bargain Shoppers	Deal Sites (Groupon), Refer-a-friend, Coupons Bargain shoppers generally only buy products and services at a bargain and will constantly be looking for coupons to save, save, save!	Develop a refer-a-friend system, where bargain shoppers can earn cash toward their next appointment for telling their friends about your services. Remember: These folks generally will never pay full price.
Private Clients	Website, Relationship Building These loyal customers generally want to work with you and nobody else. They may be high-profile individuals who seek privacy at home.	Offer mobile services and travel to your clients in their home or office. Make it easy for them to book online. Steadily build a one-on-one relationship with your client and soon enough, you'll get referrals.
Gen Y and Gen Z (under age 40)	Digital Ads, Social Media, Email This type of customer spends hours on social media sharing, liking, and commenting on posts and surfing the Internet.	Develop creative advertisements or short-form social content with new-customer promotions. Collect email addresses on your website to send exclusive promotions and discounts.
Fashionistas	Print and Digital Advertisements, Social Media, Pop-ups This type of customer is all about style and will likely find your advertisements on- and offline, as well as out in public while shopping.	If you've got the budget, create ads for fashion magazines and fashion websites. Partner with local retailers who can offer free manicures to VIP shoppers.
Loyal Customers	Phone, Email, Handwritten Cards This customer — who is more like a friend — will stick with you through thick and thin. The long-term value of this customer is beyond compare.	Simply continue doing a great job and reach out to this customer from time to time thanking her for being a client. Send handwritten notes with exclusive coupons just for being so loyal.
Group Events	Targeted Advertisements, Event Planners This market includes bachelorette parties, birthdays, corporate events, etc. These clients may be existing customers or event planners.	Place advertisements on wedding sites or corporate perk sites. Network with beauty professionals who specialize in other services and event planners who might want to use you as a vendor.
Senior Citizens	Television Ads, Radio Ads, Direct Mail, Social Clubs This customer segment still consumes a considerable amount of television and radio, and is active in small social clubs.	Depending on budget, create local television, mail, and radio ads. Alternatively, create inexpensive flyers and distribute them at senior centers and social clubs that appeal to seniors.
Men	Existing Customers (Wives/Girlfriends), Social Media This customer is one of the most difficult to sell on your services and requires a bit more influence and persuasion.	Create short-form social content with benefits-based language aimed at the male audience. Preach the importance of foot and hand health, and explain the role manicures and pedicures can play.

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