



Image: Canva

Recognized quarterly, each third Thursday (January, April, July, October), there is a [Get To Know Your Customers](#) day.

This year, it's January 16, April 16, July 16, and October 15, 2020. It is a day that reminds business owners to reach out to their clients to gain a better understanding of what they need to grow.

Here are 10 ways you can engage customers while subtly getting to know what they need.

1. Conduct a [one- to three-question survey](#) via email, social media poll, or online form.
2. Distribute a VIP video or photo about a new product or service with contact information to learn more.
3. Promote a coupon for one product to see how well it sells compared to when there is no sale.
4. Create a [fun, interactive Facebook posts](#), like you're stuck on a desert island, what three items do you bring? If you sell any of the items listed, follow-up with a promotion.
5. Offer a discount for referrals.
6. Develop a social media hashtag for clients to use to share a photo related to your business, e.g., favorite mowing hat, or best camping hack, etc.
7. Highlight a customer's success story (with their permission).
8. Ask multiple-choice or open-ended questions about how to improve your service or product.

## 10 Ways to Get to Know Your Customers Better

9. Dig into your data to know who's visiting; what they are buying/looking at; where they come from, etc. Then, build your next promotional campaign based on your findings.
10. Host an event with a fun, [networking game](#) incorporated, like a scavenger hunt, Bingo, or quick-fire questions.

[Download this infographic](#) to keep handy for the next quarterly "Get To Know Your Customer" day.

### Bonus - 5 Interactive Facebook Post to Engage Customers

1. What food reminds you of your childhood?
2. If you could have any car in the world, what would it be?
3. Would you rather go...(a) camping (b) shopping (c) boating or (d) dancing?
4. If you could have any animal as a pet, what would you choose?
5. What is the most important lesson your grandparents taught you?

What will you do to connect with customers each quarter?