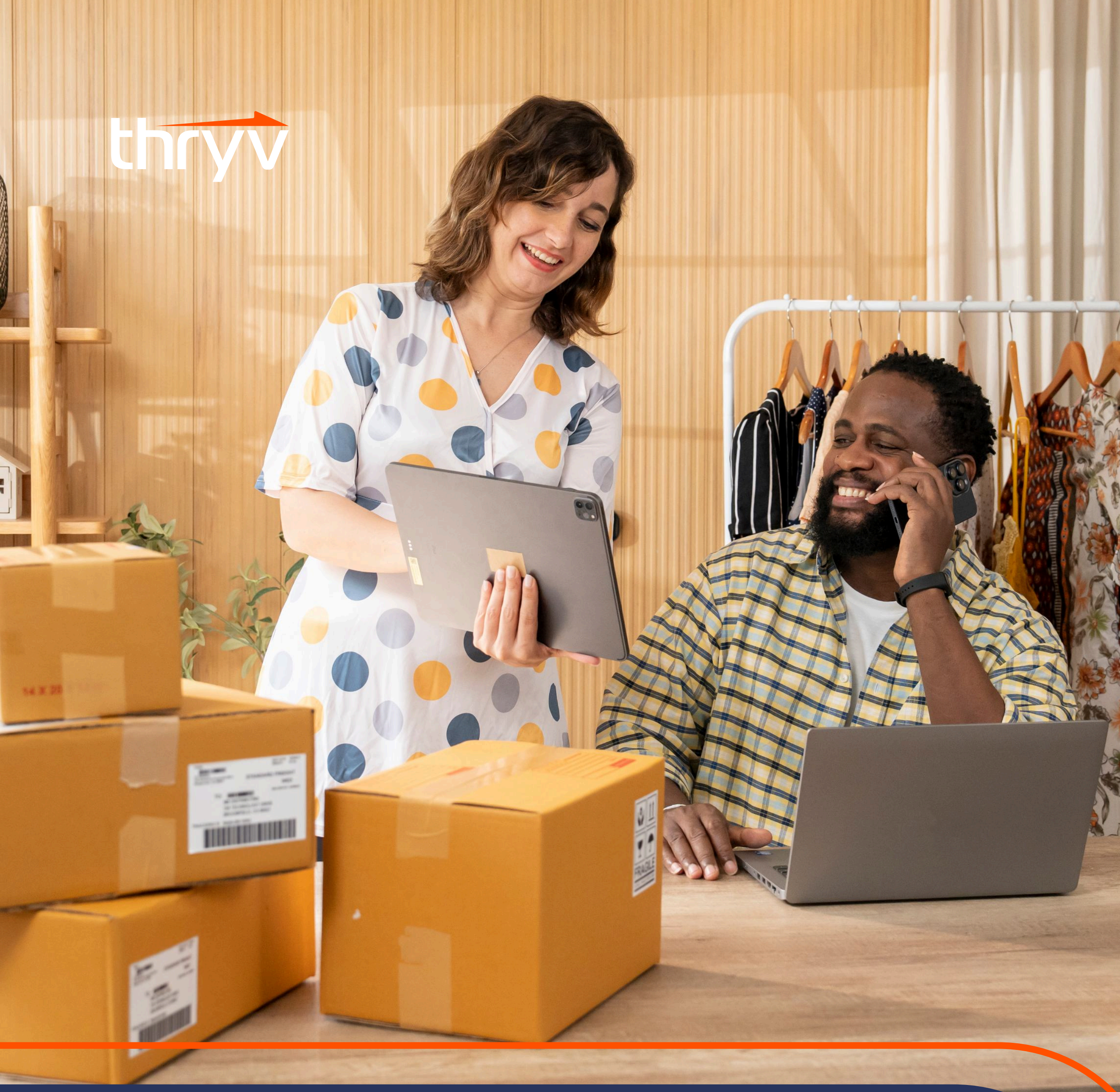

5 Ways to Help Double Your Profits

Thrive in Any Economy

Facing a slow season? Struggling with rising costs? Feeling the impact of shifts in the economy? The good news: you can still grow your revenue.

Whether you're a team of 2 or 20, you'll discover five practical strategies your business can use to increase profits — no matter what the economy throws your way.

In this guide, you'll learn how to:

- **Automatically upsell services**
- **Drive repeat business**
- **Convert missed opportunities**
- **Get reviews effortlessly**
- **Generate consistent referrals**

Ready to jump in?
Book a Thryv demo now!

Automatically Upsell Services

1

Don't stop at the first sale — grow the value of every purchase.

Too many businesses leave money on the table by not offering additional products or services customers are ready to buy. Offering upsells — and automating them — means you never miss an opportunity to increase the value of each sale.

What to offer:

Product add-ons or upgrades	Service packages or bundles	Extended warranties or priority support	Subscriptions

Why it works:

Upsells increase revenue per customer and improve customer satisfaction by offering more value.

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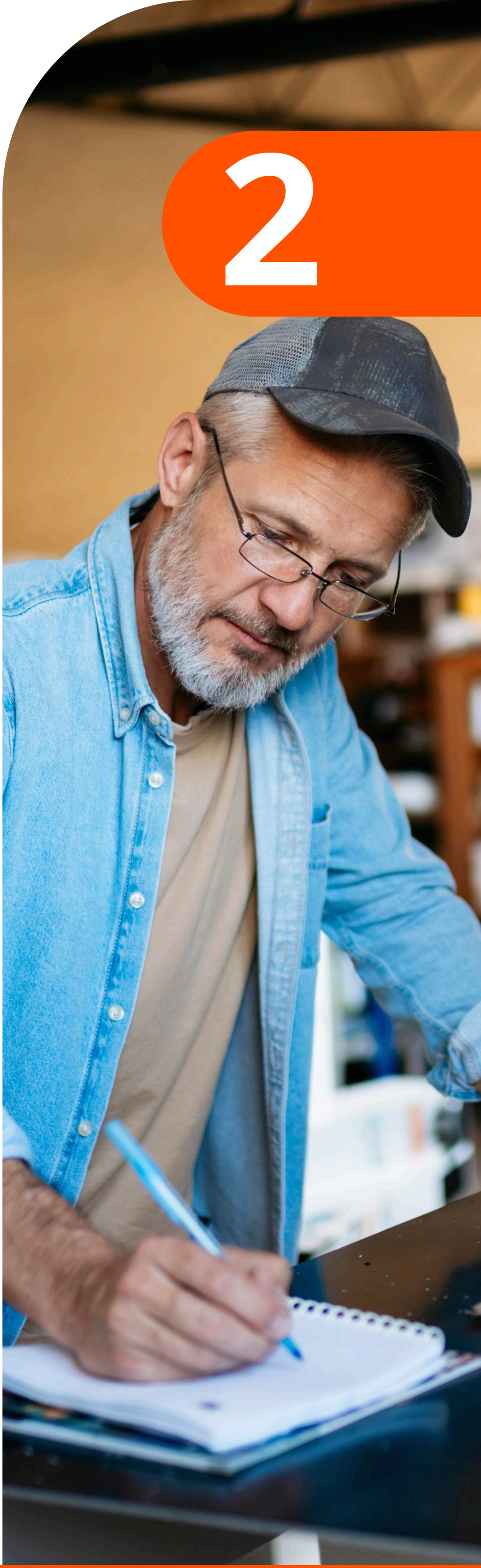
Drive Repeat Business with Zero Effort

Your existing customer list is your easiest way to earn more sales.

Don't wait for past clients to remember you — stay top of mind with follow-ups that go out automatically. It costs far less to re-engage old customers than to find new ones.



What to send:

- Seasonal reminders or check-ins
- Exclusive offers or limited-time discounts
- Renewal or subscription reminders
- Helpful tips and educational content

Why it works:

Customers are busy, and it's easy for them to forget about you after their first purchase. Automated reminders remedy this by showing up at the right time to bring in repeat business without extra effort on your part.

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Convert Missed Opportunities Into Paying Customers

3

Not every "no" is final.

Leads that ghosted you or said "not now" are still valuable — if you keep in touch. Automated texts and emails can turn old leads into new prospects.

What to include:

A drip campaign with helpful tips or resources	Limited-time offers, discounts, or flexible payment options	Customer success stories or testimonials	Follow-up texts to check in

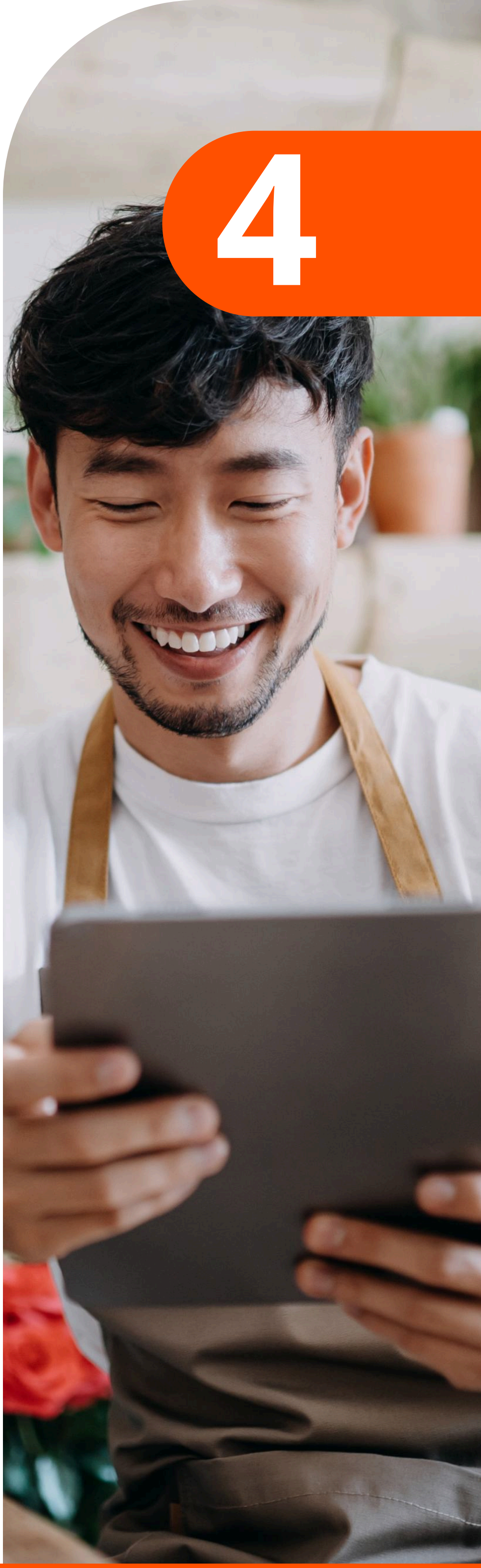
Why it works:

People delay making decisions. Regular, helpful touchpoints keep your business top-of-mind until they're finally ready to buy.

Make Getting Reviews Effortless

Let your happy customers do your marketing.

Great reviews attract more business — but most customers won't leave one unless you ask. Automation makes it effortless (without the awkwardness).



How to do it:

- Send a quick text or email after every purchase or completed appointment
- Include direct links to your online business listings
- Offer a small incentive like a discount or raffle entry
- Add a rating selector to the email and only route happy customers to review sites

Why it works:

The more reviews you have, the more customers trust you — and the less time you have to spend convincing them to choose you.

Generate Consistent Referrals Without Even Asking

5

Happy customers love to share… when you make it easy.

Referrals are one of the most powerful (and affordable) ways to win new business — yet many companies don’t have a system to generate them. With automation, you can prompt and reward referrals easily after every purchase or project.

What to automate:

- A “thank you” email with referral link
- A reward program (e.g., gift cards, discounts, or perks)
- Follow-up messages after a positive experience
- Quarterly reminders to recommend your business to their network

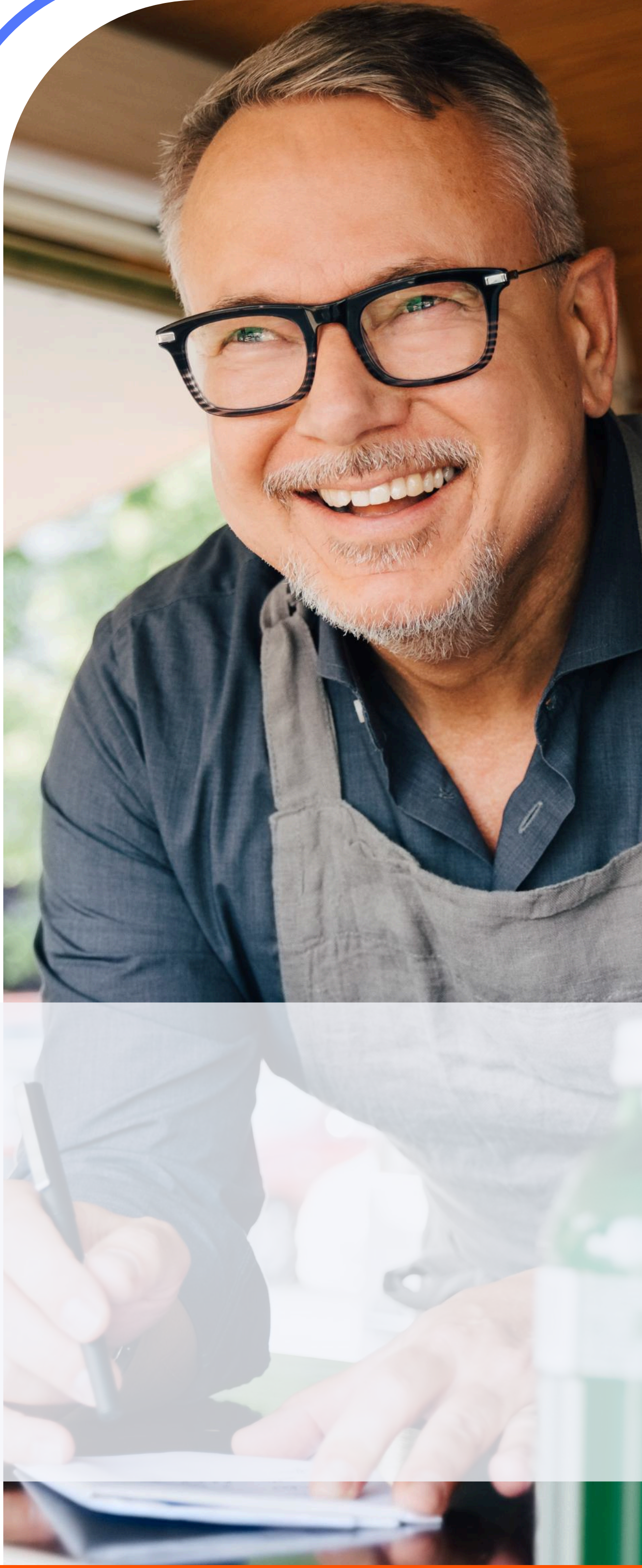
Why it works:

Customers want to refer you, but need a nudge. Make it easy and worth their while, and referrals can start rolling in regularly.

Ready to take the next step?

Every one of these strategies becomes easier, faster, and more effective with the right marketing and sales platform.

By automating key areas of your marketing with a software like Thryv, you can position your business to win more customers, save hours every week, and run more efficiently — helping protect and grow your bottom line in any economy.



Book a quick demo to see how it works.

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