



# Short-Staffed Growth

10 Powerful Ways to Overcome Staffing Challenges Using Web & Mobile Tools

a  
One Ten Digital  
ebook



## Let's talk about staffing.

The last few years have thrown challenge after challenge at small businesses, with restrictions and shutdowns and, for some companies, a complete transformation of how they do business.

Despite it all, you've made it through – only to face huge challenges in hiring the employees you need as you start to grow again. Those critical searches take a lot of time and effort, reducing the time for the parts of the job you love the most.

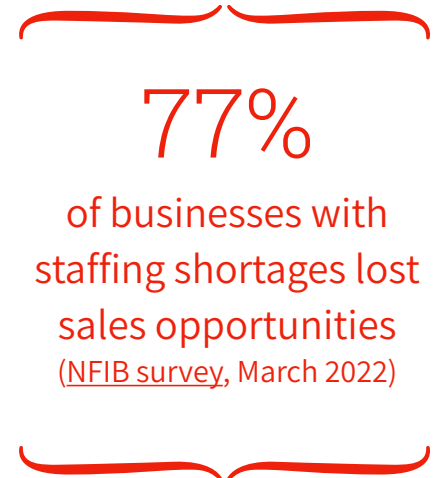
## It's time to be creative.

Fortunately, there are ways to be creative and work around the challenges of finding new people for your team. And you can unleash even more potential when you use the web and mobile to your advantage.

In this e-book, we'll explore ten ways how online tools can help your business succeed even when there are empty seats on the team.

Every business is unique. We hope the ideas in this e-book give you some new ways to grow your business, but it's just a starting point. At the end of this e-book, you'll find a link to receive a free consultation where we can discuss options customized for you.

Thanks for downloading **Short-Staffed Growth**. Enjoy!



## Before we begin...

You'll find the most value in this e-book if you've identified your business's goals, challenges, and opportunities. If you have the chance, take a sheet of paper and write them down before you begin reading.

A clear understanding of your goals will help you pick the best options for your business's growth. There are no "right" answers; as we said before, every business is unique. But clarity about what you're trying to accomplish – and what makes your business different – is crucial as you choose your next steps.

Underneath the answers you wrote above, answer the following questions:

- **What makes our company different? Why do people choose us?**
- **What are the top three responsibilities I spend the most of my time doing at work?**
- **What are the top three most frustrating or boring parts of my job right now?**
- **What would you love to try or accomplish – if only you had time to do it?**

All set? Let's get started!

# Ten ideas at a glance

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**Thanks for downloading this One Ten Digital e-book.**

At One Ten Digital, we build and connect you with web and mobile tools to unleash your growth and reach your goals, all while creating engaging experiences that your leads and customers won't forget.

To learn more, visit us at [onetendigitalstudio.com](http://onetendigitalstudio.com).

## Idea 1

# Build an FAQs list or knowledge base



Your customers have questions, and there's a good chance that answering those questions takes up a lot of your time.

Think about the five questions people ask you the most. If you own a storefront, what are your hours? If you sell goods, what's your return policy? If you make a product, how do you make it do \_\_\_?

Tally up all the time you spend giving the same answers. How much of your day would you save if you could point people to a page that gives them all the information they need?

Your list of frequently asked questions can come in a variety of shapes and sizes, just like a website itself. In many cases a simple list on a webpage can be really effective. When you talk about your hours, for example, you can add a section for special holiday hours or closings – and then link to the page when someone comments on a social media post or in an email.

A dedicated support site or knowledge base can be a real timesaver for growing companies that spend a lot of time on customer service or support. Software like [Zendesk](#) can help you respond quickly when people contact you – or better yet, allow them to find the answers themselves.

Whichever road you choose, giving your customers quick access to the answers they need is a great way to increase satisfaction and free up a bit of your time.

## Idea 2

# Add a chatbot to your website



You've probably seen chatbots on the web. They're the little icons in the bottom right corner of a webpage asking if you have any questions while you're browsing a site.

Well-built chatbots can help you cut down on time spent on customer service and support. They can also help customers and leads find the information they need quickly. By programming a chatbot with some of your most frequent questions, those answers can even be instant. If that's not an option, the bot can connect the customer with the right live support agent or schedule a callback.

Chatbots can also be a wonderful tool for sales by collecting lead information, assessing fit or suggesting products, and asking for important information like industry or deal size.

Best of all, there are lots of ways to implement a chatbot. They're available as part of dedicated products like [Drift](#), customer service platforms like [Zendesk](#), and systems like [HubSpot](#).

### A NOTE ABOUT WEBSITES

Every business should have a website. A page on social networks like Facebook can be helpful, but you don't fully control what happens in that space. It's important to have a place on the web that you own.

That doesn't mean you need to spend tens of thousands of dollars on a site if you're a solopreneur. There are many options to create something perfect for your business – at a budget you can afford.

### Idea 3

## Add pricing information to your website



Many service-based companies hesitate to talk pricing on their website. Maybe they think their pricing is too customized or complicated to explain without a conversation, or maybe they worry about it being a competitive disadvantage.

But think about the amount of time you spend talking with the wrong people: the people who either can't afford or aren't a good fit for what you offer.

Adding pricing to your site doesn't mean you need to spell out exact dollars and cents. If the cost of your services varies from project to project, give customers a little information about what affects a quote. They may even be more likely to reach out if they know some basic information beforehand!

Adding information about a typical range of pricing – and an entry point, if you have one – is a great way to balance transparency with flexibility. If you have more than one service, adding pricing information can help potential customers find the best match for their needs.

Think about what kind of experience you'd like to see from a company when looking for services. How can you provide that to your business's potential customers?

#### **A STEP ABOVE: CALCULATORS**

Pricing calculators can be a great differentiator for companies that provide custom services. With a calculator, your potential customers can answer a few questions about their needs and receive an estimated price range for their project.

## Idea 4

# Add online ordering or an online store



If you sell items in a brick-and-mortar store, your hours dictate when your customers can buy from you. And in times when staffing is a challenge, you might have to reduce when you're open – which gives customers even fewer opportunities to buy.

Online stores and ordering offer an option for more flexibility for your customers, and they can help you process orders efficiently (even when you're short-staffed). Options like online payment can help reduce the work required in-store per transaction.

Adding online ordering can also be a great way to attract new customers by allowing people to see what you offer for products. If you want to take an extra step, consider offering a discount for new customers!

Most online ordering systems allow you to specify in-store or curbside pickup for local shoppers. If you want to provide even more flexibility, consider a partnership with a company like [DoorDash](#) to provide local delivery.

If you're able to ship your items, an online store can allow you to reach customers that wouldn't be able to make it to your store. It can also help you expand to new markets and find customers regardless of where they live!



## Idea 5

# Build a blog with helpful information



Blogging is a valuable (and relatively low-cost) way to build your company's online reputation. Adding quality content to your site makes search engines happy and increases the chances of finding your business through search.

As you write new posts, each becomes an advertisement for your business that appears as people search the web. By providing content that's helpful for your current and potential customers, a blog can help you establish your business as a thought leader in your industry.

Over time, blog posts can also help decrease your reliance on paid search ads. As your site's reputation rises with search engines, the placement of your site's pages in search results will likely rise, too. By targeting keywords that people search the most, you can help your business appear in searches without having to pay for a spot in the results.

If you're struggling to think of new ideas for blog posts, try these prompts:

- What questions do our customers ask the most?
- How does our product or service relate to current news or trends?
- What information would our ideal customer find valuable?

And there's one more bonus: your blogs can also provide content you can reuse in social posts, email newsletters, and more. Your sales team can even highlight relevant posts for a promising lead in an email!

## Idea 6

# Target your best customers with search & social ads



Running ad campaigns on search engines and social sites can help you target your ideal customers – even while you sleep.

Whether you go to in-person networking events, place cold calls to prospective clients, or attend trade shows, attracting new customers can be a real chore that requires a lot of legwork. Online advertising lets you identify and market to the exact people you'd love to have as customers.

Pay-per-click search engine marketing allows you to target relevant keywords for your business, placing your name at the top of search results across computers and mobile phones. It's a great option for companies that want to capture traffic with specific searches in a location, whether you sell carpentry, footwear, or anything in between.

Social media advertising can target an even finer grain by using information about people's behavior. Do you want to put your name in front of parents or those who like to travel? Social networks can be a great choice. And with a variety of social network options – from Facebook to LinkedIn to Pinterest – you can find the customers who are the best match for you.

### LANDING PAGES

Before you begin advertising, consider what you want them to see when they reach your site. In many cases, a specialized page for your campaign (called a landing page) can help welcome people and lead them to take the action you'd like them to complete.

## Idea 7

# Ask for online ratings & reviews



Your reputation can make or break your business – and that's more true than ever online.

For many companies, online reviews are a key way to attract new business. Positive reviews for storefront businesses on sites like Google can help your listing rise to the top of the page. And customers use the ratings from online directories to help them decide which service or product-based businesses they want to contact.

If a potential customer sees that lots of people have had great experiences with your company, they'll likely be more willing to reach out to you.

One option: ask for a review in an email you send to your current customers. You could also add an ask to the materials when you deliver your final product. If you have a storefront or office, you may want to print out a QR code with a link to your online profile on a business card or slip of paper. You could then staple it to a receipt or leave a stack by the door.

### **TIMING IS EVERYTHING**

If you'd like to increase your chances for a great review, consider when you ask. A dating app, for example, might pop up a request for a review after someone receives a phone number in a message. When are your customers most likely to give you the most glowing review?

Let your best customers be salespeople for your business!

## Idea 8

# Consider a rewards or customer retention program



Retaining your current customers – and making customers want to come back to do business with you again – can also help you save some of the time you'd spend attracting brand-new people to your business. A rewards or loyalty program is a great way to make it happen.

As you've probably noticed in many of these ideas, there's often a wide range of options for starting an online project. That's also the case with loyalty programs!

Many small businesses still take a completely offline approach, using punch cards or another way of tracking visits.

Today, many point-of-sale systems have loyalty programs built in that don't require a lot of extra work. (If you don't have a POS system, consider an option like [Square](#) to start!) When a customer reaches a certain level, you can send them perks like a discount off a future order or a free item on their next trip.

Rewards programs aren't just for retail, either. With custom web development or a mobile app, you can create programs that help keep customers returning – and create a fun experience that's perfect for your brand.

5x-25x  
more expensive to  
find a new customer  
than retain a customer  
(HBR)

## Idea 9

# Automate the small stuff (and some of the big stuff)



As much as we don't like to admit it, there's a lot of grunt work in business. It's repetitive, menial work behind the scenes that makes everything possible – but it's not a lot of fun.

Fortunately, technology can come to the rescue. Adding automation to reduce the amount of work you have to do on duller tasks can save you a lot of time, and in some cases, it can eliminate the boring stuff altogether.

If you want to dip your toe into automation, try scheduling your social media posts for a week or two. Social networks like Facebook, Instagram, and Twitter make it pretty easy to plan your posts for the future. By batching that work all at once, you can remove one of your daily tasks from your calendar.

Of course, scheduling is just the beginning. Services like [Zapier](#) allow you to automatically trigger different actions when an event happens. You may want to notify your team in Slack when a promising new lead comes in, for example, or share a link to your latest email newsletter on social media.

For those who want to use automation to its fullest, consider creating workflows with an application like [HubSpot](#). Workflows are an extremely powerful tool to stay engaged with leads and customers in a variety of ways without having to lift a finger.

Let tools do the heavy lifting so you can focus on growing your business!

## Use outsourcing to your advantage



Technology can be helpful when you're short-staffed, but for some kinds of work, you need an extra set (or two) of actual hands. If you're having trouble finding the right person – or if you're not even sure whether you need to hire an employee for a role – consider turning to the web to outsource some of your work.

Depending on what kind of work you need, there's often an online service that will do just the trick.

Rev is a great example. Whether you need an audio transcript from a video or closed captions for accessibility, Rev's army of transcribers can complete your job in a matter of hours.

If you have small, repetitive jobs that are difficult for a computer to complete, try Amazon's Mechanical Turk service. "Turkers" can complete tasks like identifying items on a receipt or listing objects in an image.

For more substantial needs, use your network to your advantage. Write a post asking for freelancer or contractor recommendations, or search your community to find the best match for your needs.

Outsourcing work can be a fantastic way to create new connections while also adding new perspectives and experience you may not find from your internal team members.

# We want to see your company succeed.

Thanks again for downloading **Short-Staffed Growth: 10 Powerful Ways to Overcome Staffing Challenges Using Web & Mobile Tools**. We hope you discovered something you can use to help your company thrive.

We also hope this introduced you to the world of possibilities the web and mobile can open – often with simple steps that don't require a huge investment.

Every company is different, and there's no single solution that will help everyone. If you're ready to take the next step, or if you'd just like a little bit of help in a time when your plate is full, we'd be happy to talk with you about which options are the best match for your business.

**Receive a free guide customized for your business at [onetendigitalstudio.com/start](https://onetendigitalstudio.com/start) , or scan this code with your phone:**



Your guide will also come with a **special discount offer** if you decide you'd to work with One Ten to unleash new potential using the web and mobile.

Don't wait – this offer expires **December 31, 2022!**





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