

Article for Disc Jockey News-November 2013
“Show ‘em Some Love”
By Joe Bunn

I am hoping that if you have business for some time, the majority of your business is referral based-either from past clients, people that have seen you perform, or (most importantly) other wedding vendors. I would say that 80% of our business comes from one of those sources. We have stopped doing print and bridal shows altogether.

Even if you are not at that point yet, you can be, and here is a great tip on getting more vendor referrals-send them some love. What do I mean by that? I mean take care of the folks that take care of you. I'm sure that you have places and people that recommend you, very possibly ONLY you, to their clients. Those people should be rewarded and thanked wouldn't you agree?

Now down South where I live, we don't have a lot of the “kickbacks” and such going on (thankfully), but people certainly love it when you recognize that they are a big part of your growing DJ company. You don't have to go bananas to show that you genuinely appreciate them, but it's nice to do something at least a couple of times a year. Here are some ideas that we have incorporated over the past few years that have worked for us.

January

- Don't bother, let everyone recover from the holidays and catch up.

February 7th-a week before Valentine's Day

- You could do something as simple as an old school Valentine's Day card, but inside thank them for their business. Toss in a business card!

March-early

- Pick up on the St. Patrick's day vibe by sending out scratch off lottery tickets (if your state does that) and put one in with a letter mentioning “The luck of the Irish”.

April-around Easter

- For your best vendors, make up some Easter baskets. Hit up the dollar store or the section in Target up by the registers. You don't have to hire someone to make these, get your spouse or someone to help! Stay away from anything religious obviously. I should mention that we usually hand deliver these things to avoid shipping costs and to get some quick “face to face” time.

May

- Don't bother, just let people make it through the summer wedding madness.

June-end of month

- Send out another gift to your best vendors-summer themed like beer koozies (with your logo on them), pack of sparklers for the 4th of July, maybe some local craft beers, etc. You could do the whole thing up in a sand bucket.

July-end of month

- For those that didn't get the bucket/basket, just send a letter and stick one of those koozies I mentioned in there. Simple and cheap!

August

- Don't bother, it's just too damn hot.

September-early

- This is a good time to do something football related. Maybe you have a couple of extra game tickets for your favorite venue person? Maybe just a swag bag full of stuff like a #1 foam finger (with your logo on it), mini football, popcorn, peanuts, etc.

October

- Skip. Too busy!

November or December-end of Nov. or early Dec.

- This is where we spend some coin. We do a Christmas card to all 500 vendors on our list, usually with a picture of the full staff. Last year, I had our graphics person put each person's head from their head shot on a cartoon elf body. People loved it! We also do some amazing gift baskets, usually purchased from a company like Southern Seasons, for the businesses that have sent us tons of love throughout the year. This is the time to splurge and show these vendors how much you appreciate their referrals!

Do you have ideas to share? If so, hit me up! I'd love to hear about them. Best of luck DJs!