

WHAT CAN YOU DO TODAY?

There are lots of different ways to promote your business online and in Chapter 4 we look at the key legal concerns in that area.

Unless you have a background in marketing, or have outsourced some or all of your online marketing to others, you might not have a digital marketing strategy or plans in place. If you do, congratulations! That plan will help a great deal in completing this checklist.

If you upset your customers they are more likely to complain on social media than they are to tell people how great you are, so beware! Consumer laws were put in place to codify those things that upset customers most and penalise businesses who continue to do those things.

Check that you are not upsetting customers, and more importantly, not setting yourself up to be fine or sued.

1. USING TESTIMONIALS

A testimonial is a statement from a client or customer about your business that you may use for promotional purposes. You must not ask someone to provide a false testimonial. Nor can you pay or bribe someone to provide a false testimonial.

- Are all your testimonials from real people? If not, delete any that are made up.
- Are all your testimonials relevant to products or services you offer today? If not, you need to take down any that don't relate to current products or services.
- Do you have an email or something else filed away to show that the person who gave you the testimonial also gave permission to use it in the way you have used it?
- Is there anything in the testimonials you use that could be seen to misrepresent your product or service? Someone who says *'this product completely cured my condition'* is not giving a good testimonial, because this can put your business at risk.

2. CONSUMER GUARANTEES ON PRODUCTS

What you want is satisfied customers. You do not want your business coming to the negative attention of regulators, because once your business is on their radar, it's hard to get it off again.

- Do you have a way to check that any products you deliver arrive with your customer, when expected?
- Are you satisfied that your products are the right quality for the price you are asking?
- Do your products do what you say they do?
- If you describe or show images of your products, is the description or image accurate? Same colour etc.
- If you give our samples, do the products match the samples?
- Can your products be easily repaired in the country where you sell them? If not, you need to say so!
- Do you offer money back guarantees? If so, what system do you have in place to meet the guarantee?
- Do you have the right to sell, or is someone else able to chase your customers to get the products back?

