

Keeping in Touch (with your customers).



Working in a competitive (or any!) market it's important to keep one step ahead. It's all about creating 'Raving Fans'; customers who love what you do and will keep coming back to you time and time again.

In a world of information overload it's time your message got to the top of their inbox, letterbox, in tray....

Feedback Forms

Use feedback forms as part of your close or with an existing customer -

Ask 4 - 6 questions, i.e. how would they like to keep in contact, what other services would they find beneficial from you and so on.

Customer Survey

Use a free tool

(Survey Monkey, Pollfish, Zoho)

to create a survey to send to existing & previous customers.

Find out a bit more about how you helped them, how you can help them further.



Thank you cards

A great way of letting your customers know they're loved and their business appreciated. I send my customers a card in the New Year thanking them for their business in the previous year. Starts a new year in a really positive way.

Grab a Coffee

Whilst social media are great tools for keeping your customers up to date with what you're up to with what you're up to.

Never underestimate the power of a coffee! Spend time finding out about them. (TIP: I have a client who sent someone they really wanted to meet with a kettle and two cups, suggesting a meeting. Needless to say it worked!)

Keep abreast of what's going on local to you both for business and pleasure (networking, workshops) and suggest a meet up at event of mutual interest.

Event Invites

Be Sociable

Use social media to build trusting relationships.

Shout about their knowledge and expertise, comment on their blogs, connect them with useful, strategic contacts of yours, subscribe to their newsletters. Take an interest in them and the things important in their world.