

# Relationship Marketing Online

At one time relationship marketing was implemented by using direct mail campaigns. Companies would spend thousands of dollars connecting with their customers at home. With the advance of the internet this has all changed. When done correctly, online relationship marketing can be more effective than ever before.

There are several ways to market and build your relationship online. These include using:

- Blogs
- Email marketing
- Social media
- Holding webinars

Social Media is a huge component that you should be using in your business. It is a platform which millions of people use daily. If your business doesn't have a social media presence, you are losing out in more than one way.

A relationship with your customers is essential if you want to have repeat buyers. Earlier a business owner was always intent on finding the next new customer. Today this has changed and savvy owners are looking for ways to retain their customers.

This can be achieved by having a good online presence, especially on social media. Why else do you think that companies like Coca-Cola created Facebook pages? Because it is the perfect platform for interacting with your customers.

Of course, you can't hide behind your website or social pages. You still need to "show" your face and personality. But the concept of using the internet as a communication tool is really powerful.

Facebook pages, for example, are all shown in real time. So if a customer writes something good or bad on your page, it shows up as soon as it is written. For you

to maintain a good relationship you want to respond to any messages you receive. This helps you build a relationship with your customers and it can really help improve your customer service skills.

When using social media keep in mind that people like to be engaged, they like to share and like posts and they love to leave comments. Comments can be used as feedback, likes can be viewed as positive steps and actions. While shares can be seen as a referral.

Don't forget to regularly post to your social pages. Keep people up to date with any sales, post helpful information and announce new products as you launch them. Social media proves that communication is a two way street, and this is why these sites are so popular.

It does take a commitment to post to your social pages and to perform relationship marketing. Look for Apps that can help you schedule posts, if time is an issue. Remember to always answer questions, ask for feedback and then take action on any feedback received.

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