

# Relationship Marketing

Our world has certainly been changed by the internet. It is much easier to market your business online today. It is practically impossible to leave a website without being asked to share, like or comment on something. While some may view this as a hindrance it is actually relationship marketing in action.

Relationship marketing is all about opening the lines of communication with your customers, clients, readers and other business owners. Nobody thinks twice about sending out a Tweet when they are launching a sale. Or asking someone to like or pin an image.

The face of marketing is changing and is being placed in the hands of the consumer. Never before have they had the opportunity to have such an open say in things.

It is easy to complain about a product just by visiting the companies Facebook page. Plus it is just as easy to show your appreciation of a company. You can like, share and Tweet all you want to without any worries.

At one time it was the company, itself, that dictated what brand or image you portrayed. Now it is the consumer who seems to dictate this.

Customers want to be loyal, but they also want to be treated well. This is why relationship marketing is so important. The reputation of your company could easily be built up, or destroyed, by your customer's reaction to you.

If you think about it, this is really powerful. Customers have never had this type of opportunity before. The internet has certainly changed a lot of things in this respect.

Today relationship marketing should be viewed as a way to build a strong bond between your company and your customers. It involves more than just thanking them for their business and hoping to see them again.

Today you have to work hard to keep your customers. There are so many businesses, especially online, you need to make yours memorable.

One way to do this is by offering superior customer service and building relationships. To do this effectively you really need to understand and know your customer. You want to know their likes and dislikes, what their problems are and more. You also should be looking for ways to solve these problems.

Relationship marketing is not always done face to face. It can be done on your blog, by writing emails, sending out a regular newsletter and by posting to your social sites.

Business trends are always changing and you need to be up to date on the current trends. Right now consumers love using social media to showcase what they do and don't like about a business. What feedback are they going to leave you?

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