

# Do You Actively Work on Relationship Marketing in Your Business?

Did you know that not all companies take the time to work on relationship marketing? There are three main reasons for this which include not having the funds to run a campaign, not having a good plan in place and being limited due to technology.

Let's take a look at each one in a little more depth:

## **Lack of Funds**

If you currently don't have the funds to run an all-out relationship marketing campaign, think smaller. Try looking at what you can afford to do. Can you increase your email marketing by mailing out more frequently? Could you run smaller campaigns instead? How about looking to crowdfunding for some help?

You may even want to try setting some funds aside for relationship marketing. Just because you "think" you don't have enough money for this, doesn't mean that this is true. Start putting money into a different account and see if you can manage without it. If so continue this way of saving and use the funds for relationship marketing.

## **Having No Plan in Place**

You have no plan in place because you probably don't understand the concept of relationship marketing in the first place. Once you do, you can then formulate a plan and get things moving.

A simple plan could be to brand your business with a new logo, or update your color scheme? Then update your website, blogs, email templates and your social pages. This provides you with instant credibility and people will start recognizing your brand more often. This can lead to an increase of visitors to your business as well as sales.

## **Technology Issues**

If you are totally stuck due to technology issues then why not hire someone to help you out? Instead of you banging your head about, free up your time and save your sanity by outsourcing anything that is too difficult or challenging.

These issues don't have to be complicated for them to bog you down. You may just not feel comfortable writing an email campaign, for example. Or you may be having trouble creating a great looking business page on Facebook. Instead of letting these things slide, outsource them. Hiring a freelancer can work extremely well for this purpose.

Overcoming any type of technology issue will really help you get started on relationship marketing. Now that you have no excuses you can put your time and effort into branding, emailing and just connecting with your current customers, and attracting new ones.

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