

The Key to Customer Retention

Before understanding what the key to keeping your customers is, you need to fully understand what customer retention means. Simply put, it means that your goal is to keep your customer's loyal to you for as long as possible.

Customer retention is a two way street, it involves you as the business owner, and your customer. The business owner needs to demonstrate to the customer that they are worthy of their business. This is done by building a solid relationship that does just this. When you display this correctly the customer responds by remaining loyal and buying your products or services.

So what is the key to customer retention? Your final goal is to keep your customer's buying from you. To do this effectively you need to set up a solid customer relationship marketing structure in your business.

A solid relationship marketing plan will include more than just a basic marketing plan. You are really going to focus on the customer and their wants and desires. Instead of relying on flyers and other traditional marketing methods you want to get your customers to really know, like and trust you.

What this means is that you need to have open lines of communication available with your customers. This can be done in a variety of ways including via your customer service or help desk and by being active on your social media pages. In addition you should think about scheduling regular emails to your customers. These emails allow you to stay in touch, offer tips and advice and keep everyone informed on upcoming sales and new products.

Collecting feedback from your customers is key and it provides you with more information than doing general market research. What better feedback can you ask for than that of your current customers?

Current feedback allows you to see how your company is viewed in real time, not 6 months later. Plus it provides you with the opportunity to launch creative campaigns targeted at your findings. This could really help your business to grow quickly.

By allowing your customers to tell you what they need and want, you can cater to their every wish, pretty much! Any good business owner will understand the importance of creating long term, loyal customers. It is easier to keep a customer than to keep finding new ones.

To interact with your customers visit the places that they do and use the same tools as them. This means adding social media marketing into your mix and don't forget about mobile networks and tools. When you do this your company will be hanging out where they do, and your name will keep cropping up.

Words 443