

## FACT SHEET 1



### Why stay in touch with your customers?

Most businesses concentrate their efforts and resources on acquiring new customers. Important of course, but also an expensive, time-consuming and demanding process. But far too many businesses overlook a goldmine sitting right at the heart of their business – their existing contacts and customers. Communicating more effectively with those customers can give your business a genuine competitive advantage.

There's a number of very good reasons for establishing direct lines of communication with your customers and contacts.

#### 1. Generate repeat sales

Ideally, your customers have had a good experience dealing with you in the past. So, as a known quantity, you don't have to go through the agonies of the entire sales process trying to establish yourself as a trusted supplier. This means that getting them to buy from you again is going to be much easier the 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> time around. It also means that you'll be in a much better position to cross-sell or upsell to them.

#### 2. The opportunity to reward your customers

When was the last time you simply thanked your customers for choosing to do business with you? Or offered them an exclusive special deal as a reward? Even sending a Christmas card can be very effective. All this serves to build up your relationship with your customers, and makes them feel valued and special.

#### 3. Position yourself as a source of information, a 'trusted adviser'

It's a very good idea to give away as much useful info as possible without de-valuing your business. This elevates your status in their minds, and they'll value any communications they get from you.

#### 4. Much more effective use of your marketing resources

Too many businesses rely on reactive advertising – they stick an ad in a paper or magazine, or have ads on the sides of buses, or embark on a radio campaign. All of these can be an effective part of a marketing campaign, but they do rely entirely on you crossing your fingers and hoping that the right people happen to see or hear your ad, and that a decent number of those people decide to take action. All a bit hit and hope.

However, if you have your customer contact info sorted out and managed properly, you can take a much more pro-active approach to your marketing. You can deliver your message directly to their in-box, or their mobile phone, or through their letter-box. You can also tailor the info to suit each customer's preferences or requirements, and really focus your marketing with laser-like precision.

#### 5. E-newsletters - a gentle reminder that you still exist

E-newsletters are a great way to stay in touch with people. Provided you're giving information that's genuinely useful and interesting, you can gently and regularly remind them of your business name while demonstrating the depth and extent of your services. We reckon that's a far more pleasant alternative for everyone to a regular sales call.

**Remember...** *We can handle all your customer communications for you, by email, text message or mailshot. All you have to do is come up with the ideas and we do all the work. Visit our website for examples of work done for some of our clients.*

**Disclaimer:** *This information is intended for guidance only. You should consult a suitably qualified lawyer on any specific legal matter.*

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