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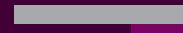


How To Make Your Customers Love You All Year Round



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How To Make Your Customers Love You All Year Round



Bonjour & Ni Hao Humans,

It's Valentines Day today, but since we're dogs we don't really get Valentines Day. We dogs show our love 365.25 days a year by; chewing your slippers, snoozing on your lap, cleaning your plates and licking your face in the morning.

While our Humans were busy getting last minute cards and replacing the gifts we've eaten (oops), we were busy putting our brains together to create a guide to help you get your customers to love your business all year round.

Getting your customers to love your brand is important to help you create brand trust and create loyal customers who are more than happy to bark about you, your products and your services.

How To Make Your Customers Love You All Year Round

Know Your Target Audience Well

It's important for any business owner and marketer to know who their target audience are. If you know your target audience it's much easier to communicate and market to them effectively.

Knowing your audience will also help you to understand where peak times of the year will be for your product or services and what you can do make people buy from you instead of your competition.

Say Merci

Obviously you would only say 'merci' to your customers if you lived in a French speaking country, but our point is that whether you say; thank you, merci, danke, grazie, xie xie or something else, make sure you take the time to thank your customers and make them feel appreciated. At the end of the day, without your customers your business would not exist.

Showing your gratitude can be as simple as including 'thank you' on the bottom of receipts or ensuring your staff are friendly and polite. Or you could go the whole hog (mmm food) and thank your customers with personalised e-mail or printed Christmas, Birthday and occasion cards.

Encourage Loyalty

It's estimated that it costs roughly 5 to 10 times more to acquire a new customer than it does to sell to an existing one. Once you've got a customer you want to keep them hooked and keep them coming back to your business time and time again.

One way this can be achieved is by encouraging and rewarding loyalty using a customer loyalty scheme. This doesn't have to cost the earth and there are plenty of things you can do to create a loyalty scheme, here are a few suggestions;

- Sneak peeks and the ability to pre-order new products
- A points system which can be used to save money on future purchases
- A stamp type scheme where the customer gets a free product or percentage off after buying from you x amount of times.
- Percentage off or a free gift on the customers birthday

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Customer Service – Go The Extra Mile

Everybody enjoys good customer service; they like knowing that the business they're spending money with are going out of their way to make sure their customers are happy and satisfied with their products and services.

As with loyalty schemes, this really doesn't have to be expensive, it can be as simple as;

- Making sure your staff are knowledgeable, helpful and friendly
- Replying to any queries quickly
- Doing what you say you can
- Filling customers with hot drinks and biscuits when they visit your office
- Or having two lovely dogs around to entertain your guests, not sure where we got that idea from...

Do What You Say You Can Do

No one likes being let down, we should know; the amount of times we hear the word 'leads' in the studio and it doesn't 'lead' to a walk is disappointing, so make sure you do what you say you can do.

This is much more than being honest in your product descriptions, it also extends to the service you provide. If you say that a product will arrive in three days time, do your best to make sure it does.

If for some reason the product won't reach the customer on time, get in touch with them as soon as you're aware of the problem and let them know and work to resolve it as fast as you can.

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Listen

Your customers may provide you with feedback or things they think could be improved. Take the time to read their thoughts and implement it where you can.

For example; if you constantly receive feedback saying 'your email customer support was good, but it would have been nice to be able to pick up the phone and talk to someone to resolve my issue faster' it would be worth investing in telephone customer support.

While there may be some costs involved in implementing suggestions, it may help you in the long run as your business gets recommended and people choose you over your competitors based on your excellent customer service, or whatever it is that you change.

Not only will it help you to gain new customers, it will also keep your existing customers happy because they know you are listening to them and improving your service to benefit them, which will keep them coming back.

Be Ethical & Honest

Making sure you run your business in an ethical and moral manner is very important.

People don't like to think that they are doing business with a company who are doing bad or immoral things.

For example;

- Some people will only buy Fair Trade products
- Some people won't support brands who manufacture their products in sweat shops
- Some people won't buy products tested on animals
- And in the UK, some people won't buy Findus lasagneigh, oops we mean lasagne.

A good example of how being naughty and dishonest can affect your business is the situation here in the UK at the moment where it has recently been discovered that some beef products contained horse meat, rather than beef.

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(Be Ethical & Honest continued)

This has caused a lot of damage to the brands involved since customers no longer trust them or their products.

Although the brands themselves were probably unaware of the situation, customers feel more should be done to ensure the customers are getting the product they should be getting.

Whether there is a health issue or not, quite simply the public want to know what they're eating. (Fussy, us dogs eat anything going, we don't even care if it's edible)

Have a personality and engage

People like brands that have a personality and share the same traits and values as them. The easiest way to get your personality across is in your tone of voice, advertising and by using social media.

As we mentioned earlier, people also like it when brands listen to them and they like it more when they engage with them and reply to them.

Let's use the example of Skittles, their tone of voice and advertising comes across as fun, silly and childish and it almost always brings a smile or a laugh to your face. They engage with their fans on Facebook by having competitions like the 'Greatest Fan In The World Contest'.

Not all social networks are right for your brand, so make sure you have a strong presence on the key social networks where your customers are.

Keep In Touch

Don't let your customers forget about you by keeping in touch with them regularly, whether that's by email, phone or perhaps you're a fan of direct mail and send out fliers, leaflets or catalogues throughout the year.

Keep people coming back by ensuring your marketing material reminds customers why they should be buying from you and not your competitors; whether it's because of your fast shipping, selection of products, great customer service, customer loyalty programme or something else.

How To Make Your Customers Love You All Year Round

Getting your customers to love your brand is an ongoing process and you need to be doing all of the above constantly to keep your customers happy and keep reminding them about your brand.

If you need help with your marketing; whether that's your marketing material such as **fliers, catalogues or brochures**, or help improving your e-commerce website, show our humans some love and call **The Marketing People on 01543 495 752.**

Got to dash, someone's left some flowers unattended, we should probably play with them.

Paws and licks,
George and Chops.

