



Customer Marketing 101

Lure those new customers In!!

Find out what techniques will fit your Brand Personality

This listing to our guide to keeping your business strategies in tact. It should serve as a reminder. This is a working list so as updates change, we will change the list and redistribute.

1. Make sure your images are engaging.

When people look at your office space online (your website) they want to feel like you are invested into your own business.

2. Make sure you have a clear vision of success.

Visualization is a great mental tool. Use it often.

3. Make them feel important.

When they walk into your business (enter your website), they need to feel like they are the only ones in the room.

4. Be obsessed with your reputation.

Remember that word of mouth is still the greatest form of marketing, so protect your reputation from point of entry until delivery.

5. Make sure to show love for loyalty.

Your online business needs to have a loyalty program. Make sure you have one implemented before you launch.

6. Do a visual window check every 30 days to your business.

You may think it looks okay with your original look, but sometimes you need a systems check.

7. Don't be Pushy!!!

All your marketing messages cannot be sell, sell, sell.

8. Build a relationship.

Everything now is about building long term relationship. Build and then engage in selling.

9. My Way or No Way

Be extremely careful with making the customer adhere to your rules without bending. You are going to have to bend your rules for your customers (at least some of them).

10. Solve a problem.

Use your products to solve a problem. If you sell clothing, use your product to solve issues women have with clothing in their daily lives.

11. The Power of Compliments.

You can never go wrong with this. Compliment your customers in or using your products. One thing to do is to have them share their images with you and tag you in it. This again is a great way to engage with your audience.

12. Become a YES person.

Remember you are solving problems, so try to be the YES business woman. Building trust in the relationship is essential.

13. Build trust.

Become an expert in your business and share information with your target audience (your customer). They have to trust that you know what you are talking about.

14. Respect your customers' time.

The whole buying and communication process should not take long. We have the power of automation now, so things should be a little more instant. Spend time and make your processes more efficient.

15. Find out your customer interests and preferences.

Taking the time to collect information about your customers will help your business grow. It will also help in future research of new products to create for that same customer.

16. Be Authentic

Please, please, please let people see who you are as an authentic brand. It will show one way or another. I mean we are live streaming for our business now. Please make sure you are being authentic. (Did I say please enough)

17. Zero Defects

Have you ever heard the saying, "It's cheaper to keep her!" Well, the same goes in retail. It is absolutely cheaper to keep the same customers than it is to try and get a whole new slew of them every month or every cycle

18. Fix The Problem

If there is one lesson I have learned in all my years in business, it is to do whatever I have to do to fix the issues. And possible give away a freebie to ensure complete satisfaction.

19. Try Something Different

Sometimes you are just going to have to put on that creative bedazzled hat and make fetch happen. Different is a good thing.

20. Customize, Customize, Customize

A little personalization goes a long way. Remember every day you interact with a customer, you have a chance to expose your brand. Find out ways to add customization to your brand.

21. Little Things With Big Payoffs

One of the most consistent things I do in my business is sending out a hand written birthday card for my customers. And there are lots more. This is just one of many. Find out what works with you and make it substantial.

22. Make sure you are connected.

We are clearly in a social digital age. Make sure you are present where you customers are.

23. Leave your customers a trail to follow.

Make sure that when customer receive products there is a connection to something else to purchase. It is called a funnel. You have to keep your customers in the funnel.

24. Have a great elevator speech.

No explanation needed.

25. Don't forget about the customers you previously lost.

Try to find a way to stay connected to customers whose business you lost. Make every effort to reel them back in.

26. Email Marketing

It still works. So don't let it sit in the background.

27. Keep up with technology.

Either do or your business will die.

28. Make it easy to buy from you.

Don't get extremely click happy. Customers want seamless online experiences. They will only search a little.

29. Bigger is Better.

Go big with all your customer service efforts. Make your customers to center of attention always.

30. Freebies are hard to turn down.

Its takes nothing to put a little token of appreciation in your packages as they go out. You can get them at almost every fashion marketplace. Pick something usable.

Thank You So Much for downloading my resource. I know that it will help you move mountains and create great streams of income for your business.