



“Leveraging The Internet To Grow Your Business”

André Larabie

A favorite marketing strategy with many online marketers is to put customers on a “list” or in an online database that contains their email address and periodically send them messages with updates about your products and services. This method can also suffer from the same problem as with physical mailings.

Many companies are migrating more functions to the Internet and creating blogs, which are interactive and allow customers to read about recent events at the business, or new product offerings or other things that a customer may find of interest. This may ultimately increase the frequency of orders for a customer.

Companies are also creating Twitter accounts that allow their customers to stay in constant contact (so to speak) and see “tweets” (like a text message) from members of the business that give some indication about happenings and developments in the business. This is a form of constant contact and probably represents the most up-to-date method of staying in contact with a customer. The drawback here is that some people just don’t have time to follow a business around and get short messages about every single thing that is happening throughout the day. It becomes sort of overwhelming for many customers.

However, any of these forms of communication benefit your business because they give the impression that you care enough about your customers to reach out to them—whether they respond (or not) to whatever communication method you use.

Keeping a high profile relationship with your customers also makes them want to come to you when they need products and services, mostly because they are more familiar with you.