

# AdWise. The business builder

August, 2019.

## LOVE MARKS

With the day of love right around the corner I found it the perfect time to give thought to relationships. How are they truly built? Real relationships aren't built with flowers and candy or in a packed restaurant with back ground songs that are nowhere on your play list. That is how they are sparked. These romantic beginnings are frequent and plentiful. The vast majority lead to nothing, just a fleeting "hook up" and a face you will pass in a month as a ghost of a memory.

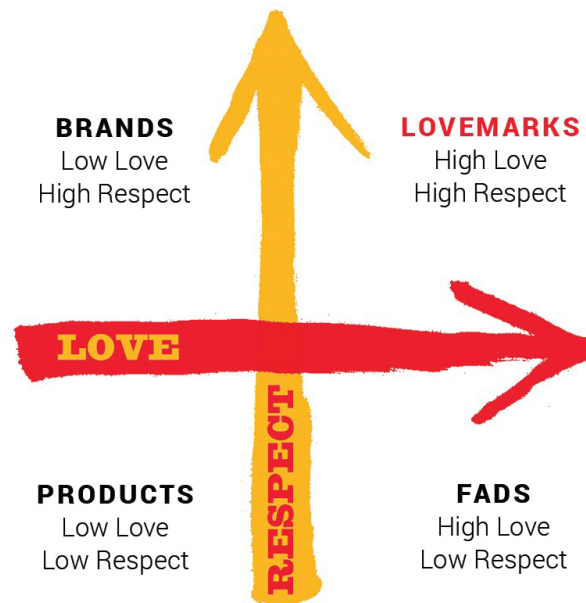
Long-term relationship may have their genesis with a quick attraction or a twist of circumstance but they are built and strengthened by positive everyday interactions. This is no different with the relationships between you and your customers. Your customers must not only be courted but you must create a strategy that will result in that "magic" all businesses are hoping to achieve with it's clientele.

**Follow these steps to transform that love affair into a marriage.**

### 1. Great Communication.

Great communication is a two-way street. As important as it is to effectively deliver your message it is equally, if not more important, to listen to your customers.

Your business has to engage your clients in a conversation and listen to their wants, needs and concerns. We are all in the business of solving problems, both real and imagined, but we can't solve what you don't know exist. If you are in the ice cream business you are solving the problem of your customers not having a creamy delicious treat or your customer being hot and wanting a treat that would cool them down. By listening to your customers you will know the flavors or innovations that they are seeking.



### 2. Going above & beyond.

Imagine you are told to collect a package in 2 weeks and it is delivered to your home in 1. You would be absolutely thrilled and you will become one of the biggest ads for the business responsible. Going above and beyond is not just great customer service but it also positions your business as your customer's new sweet heart. Sometimes, when your competition does not perform, you can make just simply performing as advertised,

seem heroic. Introducing new and innovative products and services, always seeking ways to save your customer's money and reaching out to them to make sure their experience was satisfactory will all build a relationship that can stand the test of time.

### 3. Care about what they think.

Not everything you do will be universally loved, but such is life. Going straight ostrich and burying your head in the sand is not the way to go. Your customers will respect you if you can take criticism, process it and create a better business because of it. The desire to be heard is not just for teens your customer wants to know their feed back is appreciated and respected. Listening to and acting (within reason) on their feedback gives customers a sense of ownership and a desire to see your company succeed.

### 4. Connect.

Social media is expanding everyday. Not only the number of people using it but the new apps and sites that pop up very often. Even the established social media giants upgrade and introduces new features constantly, especially where it relates to business. We can easily fall into the trap

of just throwing words at the world and hope they stick. Your customers are humans and like any other human they need a real connection. This connection, like in a romantic relationship, develops when our guards are down and the business world it comes when we communicate without the hard sell. Posting personal moments with your employees, for example, and responding to the comments with warmth is one way to truly connect with your clients. Remembering birthdays and anniversaries with simple, non-sale greetings will go a long way, while being creative and sensitive to your customers needs.

## 5. Show appreciation

That thank you message that once appeared on our shopping bags is perfect example of how businesses show appreciation for your patronage. Customers love little things that show you care. Sure having a sweepstake and giving away a prize to a lucky customer is great and in some ways fulfill the same needs but so does that calendar at the end of the year or making sure that long time customer gets free delivery, giving them a branded pen and creating loyalty programs are other things that let customers know what they mean to you and your business.