

## [Building Solid And Lasting Customer Relationships](#)

It really makes no difference what type of business you are involved with, customer relationships are crucial to your success. It should be pretty high on your priority list. You see, even if you conduct your business online, your customers need to be able to feel like you and your employees care about them, whether they are visiting your actual store or visiting your website.

As a business owner, it is extremely simple to become caught with all of the tasks, schedules, and elements of operating a business, because of this, you may also find it extremely easy to forget who is really important in your business, your customers. In this article, we will discuss five different methods that you, as a business owner, should be using to assist in building and increasing the trust and relationships that you have with your customers.

### Email Is Today's Phone Call

With the increasing use of email today, it is no wonder that your business should be jumping on the bandwagon. By creating a mailing list of customers and potential customers who share an interest in what you have to offer, you are building business relationships. Many people do not have the time to take a phone call today, so they would much rather read an email.

With an email list, you are working to keep in contact with your customers, giving them helpful information, sales, special pricing, and new additions. You might be thinking, but what if I do not have a website? What you need to know is that even if you do not have a website, keeping in contact with your customers via email is crucial to the success of your business.

### Build Trust, Create Customers with an Ezine

An ezine helps you in several different ways. For instance, it can actually help in building your email list. Those that are interested in what you have to offer will sign up, using their email address to receive a subscription to this ezine via your website. Of course, if you do not have a website, you can also ask for permission to send the ezine directly on your order forms.

With an email ezine, you can close communication barriers, build trust, and built loyalty from your customers. It is yet another form of advertisement, but at the same time an extremely useful avenue for your customers.

Of course, you have to make sure that your ezine is created in the right manner. You have to focus on different elements, of which pertain to your business, and provide more than just sales and prices. You want to provide information that is useful to your customers, like ideas, tips, hints, discounts, articles, and other such elements. Make it fun, easy, and enjoyable to read for your customers.

At the same time, while providing this information, you should also include your latest promotions, special offers just for subscribers, or upcoming sales. You might even consider offering a special coupon just for those who subscribe to your ezine.

### Newsletters Taking The Place Of The Newspaper

With a newsletter, you are essentially providing your email customers with the latest happenings within your business. This might mean new services or products added, things that may be discontinued, special events, and so forth. You might be thinking that it sounds remarkably similar to an ezine. This is true, it is similar. However, you want to make sure that you are only using either a newsletter or an ezine to contact your customers, not both.

### Marketing With Autoresponders

What is an autoresponder? It is an extremely useful marketing tool that allows you to automatically send your email ezines, newsletters, sales, promotions, and campaigns to your customers or email list. Every business owner should have this, particularly because sending these elements could take a great deal of time.

If you choose to use an autoresponder for your business, you want to make sure that you are using a software program that is professional and helpful. You might want to consider GetResponse or Aweber autoresponder software. You also want to make sure that you are providing your customers with a way to sign up or opt-in to receive these elements, it is a good idea to avoid buying leads that while may claim to be fresh, generally are not so fresh.

It is also best to avoid the free autoresponders. The reason for this is that they typically include advertisements, why else would they be free. These advertisements will be embedded into every campaign you send, something you do not want. At the same time, the rate of deliverability drops with free services as well, you never really know if your customers will receive your email.

### Marketing With Articles

If you have yet to find out the power of articles on the internet you are really missing out. This is considered one of the best ways to market your business, at the same time it's the option that costs the least as well. Those with websites should definitely be taking advantage of article marketing. The key to success in this area is to make sure that your articles surround some topic that relate directly to your specific business and niche.

The search engines will take notice, which means more potential customers are seeing your business, which then means more traffic and ultimately more sales.

### Wrapping It Up

We have discovered several different methods of marketing and promoting your business. It is extremely important to keep in mind that your customer is number one. Without them, you would not have a business. It is up to you to use everything to your ability to build great relationships, trust, and excellent service. Remember, price isn't everything, but customer service is.

### About the Author

Kevin Sinclair is the publisher and editor of [Be Successful News](#), a site that provides information and articles on how to succeed in your own home or small business.

Source: <http://www.onlineearnings.net>