



How Do I Begin Marketing to Past Clients?

Although this topic may seem elementary in focus, it is so important for all of us to step back once in a while and simply get back to basics. Often times executing basic principles like this can increase your business substantially.

What are you doing to keep the customers you have worked so hard to get?

In any industry it is imperative to outline strategic marketing efforts to effectively market to the audience you have successfully captured in the past. Your past clients are your best resource for new clients, so marketing to them should be one of your primary focuses. The relationship doesn't stop at the closing table, so remember your clients year round, without fail. Post closing follow-up and consistent contact have the potential to open up new doors to your business.

In an article by Craig A. Shutt titled "How to Say Thank-You" Jim Strite, president of Strite Design and Remodel in Boise Idaho says "after-the-fact activities help us build strong, long-term relationships." Strite has built his business on the simple fact that going the extra mile, no matter how minimal you may think it is, can make an impression on your client that will prompt them to remember you when a friend or family member is in need of your services. As a result of his follow-up efforts and the company's strong service, approximately 70 percent of Strite's business comes from referrals and repeat business.

Will your clients really see YOU when they receive your marketing?

Thanks to the nature of human emotions, your past clients have developed a personal connection with you, and have put their trust in you as a professional who will handle them with care. It is important to continue to make your clients feel special through consistent, personal marketing and not just a once a year holiday card. According to the book "Get Clients Now," by C.J. Hayden, the average person is exposed to some 4,000 marketing messages on a daily basis. When planning your effective marketing approach, be sure to take time and evaluate your personal style. It should be displayed throughout your campaign to your clients, as including it will have the potential to make more of an impression once received. If you love to cook, and your clients know it, send them a Recipe Postcard each month. If you love landscaping and the outdoors, send them a Landscape Tips Postcard each month. Take the time to choose what best fits you, your personality and style of service so your message will stand out in the crowd.

Number six in the article titled "Ten Tips for Long-Term Client Retention" provided by Dr. Rachna D. Jain, a sales and marketing consultant, is "Position yourself as a resource for life." Dr. Jain continues with, "Let your customers know you will be around long after the sale. Let them know they can come back whenever they need. This can help differentiate your company from your competitors, who may just be in it for the short term." By just taking action on this one tip, you have the ability to establish yourself as the professional your clients can count on for life.

How do I maintain or develop my database?

If you currently have a past client database, be sure to keep it updated. By doing a simple double check on your records and removing double entries, or clients that wish not to receive marketing from you, you'll save money in postage for your future marketing efforts. If you don't have an active database to work with, gather contact information from as many people you know - friends, family, or other professionals you have a relationship with - and place them into a database. It is a great start, and word of mouth is one of the strongest forms of marketing there is. Let the people who know you best start marketing for you!

Other Resources:



Book: "Get Clients Now:- By C.J. Hayden

Website Article: "How to Say Thank You" by Craig A. Shutt

Website Article: "Ten Tips for Long-Term Client Retention: by Dr. Rachna D. Jain

Web Link: <http://www.allbusiness.com/sales/customer-service/3878-1.html>

© 2008 by *In Touch Today Corporation and its licensors. This article may be reproduced only in its entirety.*

In Touch Today is a marketing company based in Denver, Colorado, that assists professionals in increasing their repeat and referral business as well as building professional referral sources and prospecting new clients. www.intouchtoday.com