

Small Business News & Notes

Stronger Customer Relationships Spur Business Success

(NAPSA)—One important secret to business success may involve asking yourself a pivotal question: If your company's only product were the customer relationship itself, how good would your product be?

In today's world of digital tools and online services, entrepreneurs and business owners have the opportunity to understand, communicate with and relate to their customers as never before. Building the most successful customer relationships calls for effective use of today's online tools—many of which are geared specifically for small businesses—while also demonstrating business and customer savvy.

Small-business experts from Constant Contact offer some tips on nurturing customer relationships and building a lasting, successful business:

1. Understand the relationship factor: Recognize that the individual relationship is your single most important asset. Great relationships will change the way your business grows and how many times customers refer you to friends.

2. Know your customers: Know what your customers want and how they want you to communicate with them. Connect with them using cost-effective and personalized methods. E-mail marketing is one such tool that can help you build stronger relationships with your customers and result in big cost savings.

3. Ask and listen: Listening is the heart of every successful relationship. Establish an authentic exchange by using tools such as



The relationship a business has with its customers is its single biggest asset and should be carefully nurtured.

online surveys to stay in touch with customer needs.

4. Earn and protect customer trust: Above all, people value trust in their relationships. Earn your customer's trust and keep it by continuously working to maintain the integrity of your customer relationships. Use engaging e-mail newsletters to build familiarity and trust.

5. Share your expertise: The exchange of knowledge turns trust into loyalty by allowing your customers to tap into your expertise. E-mail marketing campaigns can feature your knowledge and serve as an ongoing resource for your customers.

The secrets to growing great relationships are simple, but the more creative and resourceful you are in applying them, the stronger and more valuable your relationships will become.

To learn more, visit www.constantcontact.com/emailmarketing/index.jsp and www.constantcontact.com/survey/index.jsp.