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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Creating Customer Loyalty For Your Business

By Chris Swemba

Creating Customer Loyalty for Your Business

Strategize and Plan For Loyalty!

These four factors will greatly affect your ability to build a loyal customer base:

1. Products that are highly differentiated from those of the competition.
2. Higher-end products where price is not the primary buying factor.
3. Products with a high service component.
4. Multiple products for the same customer.

1. Market To Your Own Customers

Giving a lot of thought to your marketing programs aimed at current customers is one aspect of building customer loyalty.

When you buy a new car, many dealers will within minutes try to sell you an extended warranty, an alarm system, and maybe rust proofing. It's often a very easy sale and costs the dealer almost nothing to make. Are there additional products or services you can sell your customers? Three years ago my house was painted, and it's now due for another coat. Why hasn't the painter called or at least sent a card? It would be a lot less expensive than getting new customers through his newspaper ad, and since I was happy with his work I won't get four competing bids this time. Keep all the information you can on your customers and don't hesitate to ask for the next sale.

2. Use Complaints To Build Business!

When customers aren't happy with your business they usually won't complain to you – instead, they'll probably complain to just about everyone else they know – and take their business to your competition

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next time. That's why an increasing number of businesses are making follow-up calls or mailing satisfaction questionnaires after the sale is made. They find that if they promptly follow up and resolve a customer's complaint, the customer might be even more likely to do business than the average customer who didn't have a complaint.

3. Reach Out To Your Customers!

Contact with current customers is a good way to build their loyalty.

The more the customer sees someone from your firm, the more likely you'll get the next order. Send Holiday cards, see them at trade shows, stop by to make sure everything's okay. Send a simple email newsletter to your customers—tell them about the great things that are happening at your firm and include some useful information for them. Send them copies of any media clippings about your firm.

Invite them to free seminars or exclusive events. The more they know about you, the more they see you as someone out to help them, the more they know about your accomplishments—the more loyal a customer they will be.

Recommended Tool: Loyal Email

The Loyal Email solution enables businesses of any size to communicate directly with customers via permission-based email campaigns which helps companies save time and money while increasing sales and customer loyalty.

This solution is geared towards companies whom want to harness the effectiveness and cost efficiencies of email communications but do not want the hassles of managing their own program in-house. Loyal Email is a 100% managed service which doesn't require any additional investment in hardware, software or personnel. They take care of everything so you don't have to. Get your own custom designed email marketing and customer loyalty program at

<http://www.loyalemail.com>

Wishing you great business success,

Chris Swemba Kinetica

Chris Swemba is the founder and CEO of Kinetica Media, an internet marketing company that develops and implements affordable internet marketing and website design services. Please visit

<http://www.kineticamedia.com>

for more information on our customer-generating products and services.

Establishing A Customer Loyalty Program

By Trevor Marshall

A lot of companies nowadays are coming up with various customer loyalty programs to ensure bigger profits for their companies. This may seem to be quite a worn idea already for a customer loyalty program but people, no matter how wealthy they are, actually enjoy getting freebies every now and then.

1. The Concept

Let's try to further discuss the concept behind this customer loyalty program. With a rewards-based customer loyalty program, the customer will have fun spending more on your company due to your company's promise that the bigger points the a loyal customer receives from their purchases the greater the rewards that they will soon get from the company. From having free expensive designer items to even an all-expenses paid grand vacation trip courtesy of the company. It really doesn't matter – the point is, it is a small amount to pay considering the years of loyal purchases that these customers have brought in to your company. Of course, this all sounds good on paper, but a truly excellent loyalty program doesn't just pamper customers, it entices them to continue patronizing your business, or even tell their friends about it, offering your business some invaluable word-of-mouth advertising.

2. Rebate Programs

A less fancy customer loyalty programs is the rebate program. This is wherein the customer will be able to get a percentage back from the amount of their purchases as coupons that they can use to pay for more stuff from your company. It really is a simpler customer loyalty program as compared to the rewards system. Not only will it be easier on your company's pocketbooks, it will also give your business some added profits because through the rebate customer loyalty program your customers will, in the end, end up spending more on your company because the coupons cannot be exchanged for real currency or used anywhere else. In actuality, there is no real incentive for customers to use the program.

3. Loyal = Profitable?

A lot of people still view being able to provide your loyal customers with great service does not automatically ensure a company that their customers will stay. This is why there is a great need for an effective (but still profit-oriented) customer loyalty program. While great customer service can result in a customer making a purchase more than once, a well-designed customer loyalty program will ensure they wouldn't even ever dream of going to your competitors, and in fact, would even recommend friends to use your services.

4. The What If's

The biggest concern that most CEO's have is thus: a strong customer loyalty program can keep customers that are already loyal loyal, but what about the next generation of shoppers? And even worse, an ill-planned loyalty program, built with little or no data about your existing loyal customers, will be doomed to fail. Find ways to collect this incredibly important data months in advance of launching your program. Invest heavily in a statistics specialist, and ensure he has the latest statistics software

such as SPSS. Remember, even if you have an abundance of data, it will be completely useless to you if you can't make sense of it. Worse still is having data that wasn't collected scientifically to be an accurate representation of the population being sampled.

For more great customer loyalty related articles and resources check out

<http://www.loyalty-resource.com>



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