

# 10 Steps To Connect With Potential Customers More Effectively

## 1. Survey Customers

You won't be able to effectively connect with your potential customers if you don't have a customer in mind know who your customer is. Survey current customers, as well as members of your target market, to find out how you can better present your product or service, or what aspects might be missing from what you're currently offering. Using this wide net to capture those you think might be interested in your product or service, and using their data to shape your brand is a way that resonates with your target market in a better way. Once you know who your audience is, where they hang out on line and what they respond best to, then you can begin to fill their needs.

## 2. Research Your Competitors And Find Out Who Their Customers Are

An easy way to find out which kind of marketing campaign works and which don't is by researching competitors in your industry. Not only will this effort give you some ideas to follow for your own campaigns, it will also reveal dark spots in your competitor's process and present new directions for you to take your own marketing strategy and it's inexpensive and ultimately will help make your service and product better for their customers.

## 3. Target Ads

Far cheaper than most methods of advertising, Facebook and Google targeted ads prove that a little can go a long way. By investing in targeted ads and paying through their Pay Per Click or Pay Per Impression method, companies can see a significant bump in their user engagement, conversion and sales.

## 4. Smart Social Media

There's creating a presence on social media, and then there's creating a social media presence. People want information. Yet, far too many businesses use their accounts to simply promote their own company, while smart social media managers strategize relevant posts, link to cool articles, answer customer questions as soon as they're asked, and otherwise give on line surfers the impression that there's actually a human who cares. These are the companies who retain their customers, give users new ways to use their service or product and help solve problems that arise.

## 5. Respond To Every Email, Tweet, Facebook Comment, And Phone Call:

The point? Always answer calls, always care for your customers, and always fix problems as they come in — your customers will love you for it.

## 6. Affiliate Marketing

Affiliate marketing has been around since the early days of the Web, and it's still an overlooked but highly effective means to raise your brand awareness significantly.

## 7. Establish Trust In Your Community:

Publish User Reviews, Get Likes, Syndicate Articles to gain support. Companies first have to establish trust. More than 88 percent of consumers trust on line reviews as much as personal recommendations, so it makes sense to start by publishing user reviews and sending samples of your product for trusted bloggers to review.

## 8. Connect With The Right Influencers

Engaging with big players in your industry can be an extremely effective way to widen your audience. If you can get the attention of a thought leader or an influencer, you have the chance to capture their fans and friends, as well as establish trust and credibility. Reach out to appropriate bloggers or entrepreneurs at conferences or over social media, send them relevant and interesting blog content that might pique their interest, and once again — be a human being, not just your company.

## 9. Post Relevant Content On Blogs

Keep continually and diligently publishing relevant and original blog content to your blog. This not only helps keep your company shining in the warm Google sun, but it also helps potential customers truly get to know your company and where it's coming from. The content doesn't have to be self-promotional (and shouldn't be), but it should offer context into why your product or service is important, suggest the best ways to solve industry-related problems that arise in the everyday lives of your target demographic, impart some valuable wisdom, and generally inspire people to share your point of view. If you don't have enough resources or writers on staff to keep rolling out a constant stream of content for your blog, enlist the help of a content marketing platform like Content.ly or a virtual communications platform like Commeta.

## 10. Create An Engaging Newsletter:

One of the most time-consuming aspects of on line marketing is generating leads. A great way of nurturing prospects is with personalized email newsletters. That sounds like a lot of work, doesn't it? That's why companies like LeadGenius exist — to help you develop and nurture your leads without compromising your time.



*to expose your business to a whole new audience email:  
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