

Are You Boring Your Customers

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The business world is changing and your company must catch up. Consumers are driving the quest for information and personality. Customers are demanding to trade their hard earned cash for prompt, reliable, trust worthy and friendly services. Clients yearn for the days when a company took care of them.

Is your company doing all it can to establish a regular, consistent, focused, friendly relationship with each and every customer? Are you delivering powerful content and information to your clients? Are you providing answers to their concerns and questions before they have to ask? Are you doing all of this through old-fashioned, out-dated and ineffective marketing techniques?

Forget about the postcards that remind your customers to get their oil changed or the weekly sales circular. That is not innovation. In today's business world those techniques are considered par. Your company should be doing something similar already.

However, your company needs an innovative, never-ending marketing campaign that leverages your database to its fullest potential. Your company needs to become the leader in your field; you must set yourself apart from all the others. You must put your company in front of your customer's eyes every single chance you get. Your company must thrive on customer service and attention.

Your client sees your competitors every single day. They get the same sales letter from 15 different stores. They hear the same jingles and the same promises. In fact, your clients are getting tired of it. Your marketing campaign could be back firing on you! Think about it. You could be losing money because your current marketing campaign is stale and boring. It's nothing special or spectacular. Are you spending tons of money just to be average?

Your company needs a fresh customer service campaign that delivers new and repeat business. It needs to be a lead generating machine and it needs to educate your current customers about your company and your services. You do not need to pay thousands of dollars to do this. You do not need to hire the world's foremost marketing firms and you certainly do not need to spend all of your time creating new ideas.

It's time businesses realize what their customers really want. They want honest answers from you. They want you to solve their problem. They want you to

be the expert in your field. They want to trust you. They want to know that you have their best interest in mind and will do whatever it takes to make them happy.

The most successful businesses are taking advantage of the Internet revolution. They are building content focused websites for their current company, or they are starting brand new companies to fill a current market void.

You can create a targeted, lead generating, consumer focused website that delivers the goods for less than the cost of one yellow pages ad. These days you do not even have to learn HTML or some other seemingly foreign language. The web is exploding with do-it-yourself websites. The trick is finding one that produces results for your company.

Doing a quick search engine query on 'work at home businesses' or 'Internet businesses' and you will be floored with the results. The latter search brings back over 147 million results. How do you know which one to proceed with? More importantly, how do you know which ones are legitimate?

Do your research. Creating a website is the easy part these days. The forward thinking business owners of today are focusing on content. No, they are focusing on creating great content that ranks well at Google and other search engines. They are creating web pages that answer their customer's questions.

It's one gigantic cycle. A stranger searches for hybrid cars on Google. She sees your listing in the first page of the search results. She clicks to visit your website. You provide her with tons of amazing hybrid car content. She begins to trust you because she feels as though you are the authority on hybrid cars. You offer her a free ebook or free report. She knows trusts you enough to purchase your full length book on hybrid cars.

Do you see the cycle? A stranger becomes a raving fan of your business because she learned to think of you as the leader of your field. You gave her freebies and opened the door to communication. She trusted in you and traded her hard earned cash for your knowledge.

This concept works over and over again for any type of business. Have a local restaurant? Build a website that provides the menu, the daily specials, the option to order dinner online, a monthly contest and so much more. The ideas are only limited by your imagination.

Have a personal training studio? Build a website that offers online personal training, provides exercise photos and descriptions, offer recipes and weight loss tips. Create a monthly ezine that talks about the current health trends.

Offer more than a plain old online brochure that states boring information. Give more to your customers!

It is these types of innovative businesses that are now leading the new Internet and business era. Consumers now seek friendly, trust worthy advice from your business. They want more than a lousy sales circular. They demand more creativity. They demand more attention and are willing to pay for it all. Trash your stale campaigns and dive into the world of Internet marketing and profitable websites. Sure, it's scary at first, but doing your research will leave you fascinated with this thriller concept.

Lynn VanDyke's website now ranks in the top 1% of all sites in the world. Her Alexa ranking is 115,146 of over 56 million websites. For your free step-by-step guide to starting your own online business or work from home business visit: <http://strength-training-woman.com/sone.html>

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