

DARE TO CARE

THE IMPORTANCE OF RELATIONSHIP MARKETING TO YOUR BUSINESS' SUCCESS

In life, your most successful relationships are often with the people closest to you. Why should it be any different in the business landscape?

Traditionally, many businesses have gotten into the habit of using a mass-marketing approach, with precision focus on driving conversions. Now, with a wealth of available communications tools providing service and adding value, companies are seeing the importance of building long-term and sustainable relationships with their customers.



THE PASSION AND VALUE FOR BUSINESS

Consider this:

64%



Of customers have a strong relationship with a single brand because they share the **same values**.



60%

Additionally, more than 60% of consumers believe that **passion** for a business or brand is a prerequisite for personal interaction.

5 WAYS BUSINESSES CAN SHOW THEIR LOVE

20% OFF

Reward customers' loyalty with discounts, coupons, or additional services.



Make it easy for customers to contact you. Remember: You're not trying to hide from them; you want to be available whenever they need you.



Make sure all email links and contact forms work so that customers will receive responses on time.



Stay on top of customer feedback from all channels, from Twitter to your customer service phone calls.



Conduct regular polls and surveys to prioritize your customers' needs.



38% of consumers abandon carts when delivery estimates exceed 7 days.

THE CHANNELS

In today's social age, 58 million Americans admit to having a "social habit," and more than half of e-commerce store visits happen while consumers are logged into Facebook. Relationships are built across numerous direct-to-consumer digital platforms including social media, mobile apps, and email marketing.

SOCIAL MEDIA

Social media outlets are incredibly effective in maintaining customer relationships because they allow greater communication on a timelier, more personal basis.

According to the 2012 Social Media Marketing Industry Report:



83% of marketers said that social media was important to their businesses.

59% of marketers use it for **6** or more hours weekly.



It takes time to build lasting customer relationships, but those who have put their time into fostering these relationships via social media see very positive results:



58% of marketers who have used social media for more than 3 years have improved sales.

More than **65%** of those who spend **30+ hours** on such efforts earn new business.



TWEET-TIP: Did a happy customer tweet something positive about your brand? **Retweet it to show that individual opinions matter.** Then follow the person, if you're not doing so already.

EMAIL

Email is essential to building strong customer relationships. With 97% of consumers checking their inboxes daily and consumers who receive emails from businesses spending 83% more, it is the leading text-based consumer communication channel.

Strong email communication furthers relationships by:



ANTICIPATING FUTURE NEEDS

Response to email updates and notifications can help track what users respond to most often to help further define their needs.

FREQUENT CONTACT

Frequent email communications shows commitment and makes customers feel more involved.

NEWSLETTERS

Recurring newsletters keep consumers updated on new services and events, making them feel more involved in an ongoing relationship.

MOBILE APPS

More and more consumers receive their email and marketing texts through mobile.



57% of consumers access their personal email accounts from their mobile devices.



20% of consumers get email updates using their mobile phones.



19% of consumers get SMS/text mobile marketing offers on their mobile phones.



AT 34%, CONSUMER SERVICES HAVE THE HIGHEST AVERAGE TOTAL MOBILE EMAIL OPENS — A RISING INDICATOR THAT CONSUMERS ARE MORE FREQUENTLY ENGAGING COMPANIES ON A MORE PERSONAL BASIS.

