



## Keep your customer

**Did you know it costs around seven times as much to gain a new customer as it does to keep an existing one?**

In that case, shouldn't you ensure that you make the most of the customers you already have? Are you spending valuable time and money trying to attract new customers when you should first maximise your marketing to your existing customers?

**Ask yourself the following questions:**

- Do you keep a record of your customers contact details and purchases?
- When did you last contact your customers?
- Do you have anything new to offer your customers?
- Have you told them?
- Have you thought of an exclusive offer or discount you could send to existing customers?
- Do you send emails or letters to thank your customers?
- How will they know about the benefits you could give them?
- Have you asked how your customers heard about you?
- Do you ask your customers for feedback about your products and services?

You have a potential goldmine in your existing customers and all you have to do is access it: If you develop a customer database, whether it's done with pen and paper or digitally, you can keep records of who buys your products or services, where they heard of you and how to contact them. It's well worth

the effort because it means you can send them details of new products, regular offers and special discounts, follow up a sale with a 'thank you' and ask for feedback.

Why is this important? Because building relationships with your customers means they're more likely to buy from you again - in short, you will make more money. It also means you can measure which of your promotions are the most cost-effective, for example if 75% of your customers found you in the local paper, you know it's a worthwhile ad spend.

Remember that personal recommendation is one of the most effective forms of advertising, so if you nurture your relationships with your current customers, not only can you sell more to them, they're also more likely to recommend you to their friends - which means your business benefits twice.