

5 Tips to Help You Stay in Contact With Your Customers

Here are 5 tips to make sure you are making it as easy as possible for customers to contact you:

1. Contact Information on Promotional Materials

Make sure your contact information is on all materials you hand out (ie: brochures, newsletters, catalogs, business cards). Your materials should have at least your name, company name, email address and website URL. I discourage putting your cell or home phone on your business materials. Unless you have a business number to include instead.

2. Business Cards

Have business cards on you at all times. If you have smaller brochures, pamphlets or something of that nature you can pop in your purse, bring those too. Find yourself a business card holder to carry with you or better yet- make one yourself. These make the best impressions in front of your customers.

3. Signature Lines

Utilize signature lines. It's a super-easy method that can be used with little to no effort. Check out your email program to find out how to set one up.

All you really need is a catchy little tag-line and add your website URL. I've also seen signatures that look like a business card. It includes their name, business name, email address and URL. I do not however, recommend the business card graphics in your email. Don't forget that there are some who don't allow html in their email and they take up way too much space. They're almost as bad as using fancy stationery on your email.

4. Reordering Information

Include a business card, pamphlet, catalog or something of this nature in every order you send out. You already have the customer now make it easy for them to reorder.

5. Return Labels

The next time you buy return address labels, be sure to include your website address. This can be a simple oversight.

For example:

MyWebsite.com

123 Any Street

Any Town, Any State 12345

Use these labels whether you're sending out your next order or paying your electric bill.

The above are only a few ideas that can be done with little to no effort and inexpensively. Use your creativity - it can be your best friend. Think about the things that you're already doing and alter them just a bit to your businesses.

XO. Katie