

Stay Top of Mind: Frequency Marketing Campaigns

How do you practically stay in touch (and stay top of mind) with your most important clients? You know the need to maintain and develop good relationships with them, but time is precious. A good frequency marketing campaign can save time and help grow profits. The best programs are ongoing and the communications arrive at regular intervals. They are designed to help increase the value of your company in the mind of your clients, over a period of time, as you carefully build and develop quality relationships. Full-scale email or direct mail programs are terrific, but handwritten notes or even greeting cards can supplement more formal marketing programs. They can serve suffice as a simple, even spontaneous way to keep your name in front of the A-list prospects. Many savvy sales professionals even prefer them to less personal approaches. Unlike broad reach campaigns, content for a handwritten note should be more personal than a conventional direct mail piece. Just consider all of the possible reasons you might reach out to a customer or prospect. Thank you notes. Theyre not just for gifts anymore. Consider: * Making a valuable introduction over drinks * Donating to my schools auction * Staying open past regular hours for me * Inviting me to speak to the Rotary Look beyond the obvious (babies, promotions, weddings). Celebrate and congratulate: * Putting the last child through college * Winning the school construction project * Chairing the successful hospital expansion drive Surveys show that people DO like to be remembered on their birthdays! Even cards from companies and business acquaintances are welcomed - not just from th einurance agent, either! Keep in mind: customers recognize sincerity. Since you want to cultivate honest relationships, never confuse a keep in touch note with a sales pitch

About the Author

People love to receive greeting cards with sincere, heartfelt messages. Let the Roswell Card Lady, Anita Hampl, show you how you can improve client relationships with her simple on-line system: [click here to try it out for free! customer service-keep in touch](#)

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