

Keep in Touch with your Customers

Have you ever lost touch with an old friend? At first, you talk to each other regularly, through email or on the phone. After a while, the phone calls stop, and the emails become less regular. A few months later, and even the emails come to a halt. Eventually, you stop thinking about that old friend. You did not keep in touch, so the friendship suffered.

The story is much the same in business. If you do not keep in touch with your customers, you will lose them. Eventually, they will forget about you, and move on to another company. You have to keep in constant contact with your market audience, just like they were friends of yours. In fact, what better friend does your business have than your customers?

To keep constant contact with your market, you have to maintain a steady and consistent marketing campaign. There are several cost-effective ways to do this. Let's go over some.

[Flyer printing](#)

Flyers are effective pieces of advertising literature, if placed in the right areas. And, relatively speaking, they are not expensive. Continue to design attractive, unique flyers throughout the year, even if you are not introducing a new product or having a special offer. You still have to keep talking to your customers, to let them know you are still around.

[Poster printing](#)

Posters are much like flyers, only they are usually smaller and, thus, even more affordable. Just like flyers, if you produce quality posters that effectively target your market, and place them in strategic spots, they can do wonders for your business.

Newsletter printing

A great way to keep in touch with your customers is to send them a newsletter every two weeks or every month. Newsletters are more than just advertisements, because you can include so much more information. And, you can further target your market because of the space available and the type of content you can include.

Business card printing

Business cards are often overlooked as a way to keep in touch with your market. But they can still be tremendously effective, especially for the cost involved. Print up a lot of quality business cards, and hand them out like crazy. Think of business cards as the "chain letter emails" you send your friends. They can be a great way to stay in contact with customers, old and new alike.

Radio and TV ads

Obviously, these are great for reinforcing your name in your customers' ears. But they are expensive. You should only run radio and TV ads regularly if you have a relatively large advertising budget. Otherwise, you will be better off sticking to the more cost-effective print techniques we mentioned above.

The point here is, no matter how you do it, stay in constant contact with your customers. You can't afford to lose them.

About the Author

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