

# 9 Creative Ways to Stay Connected with Customers



The key to establishing – and maintaining – long-term relationships with your customers is by keeping in touch, but in a hyper-connected world filled with marketing “noise,” how do you stand out from the crowd? **Here are nine ways to connect with customers and be top of mind when they’re ready to make a purchase:**





# 01. Have a Party

Host an annual event to honor your customers. Choose a time of year that's important to your industry, such as tax or back-to-school season, or celebrate the anniversary of your launch. Provide food, fun and prizes, and get ready to mingle.



## 02. Send Thank You Cards

Don't underestimate the power of a handwritten thank you. Make a habit of reaching out to customers after they've made a purchase. A card in the mail will be a nice surprise, and it will let them know you appreciate their business.

## 03. Partner with Other Businesses

If there are companies in your area that offer complementary products or services, team up and promote each other with special offers. This will give you a reason to contact customers, and it will add more value to your relationship.







## 04. Adopt a Cause

Show current customers that your company is an important member of the community by supporting a charity, and reach potential new customers in the process. Choose something that relates to your business or find out what's near and dear to your customers. Then volunteer not only your money but your time.



## 05. Reach Out to Longtime Clients

Let regulars know you appreciate their repeat business by checking in with them from time to time. Ask how you can better serve them in the future. And consider giving them a sneak peek at upcoming products and services.



## 06. Give Free Help

Offer customers complimentary tutorials that are related to your field. Host demonstrations online, in your store, or in your office, such as a workshop on new tax credits if you're an accountant, or a cupcake-making class if you own a bakery. The more you show you care for your customers, the more valuable to them you'll be.





## 07. Support Your Local Sports Teams

Sponsor a customer's baseball or soccer team. You'll get your business name on the jersey, and you'll strengthen your relationship, making them more likely to speak highly of your business to others.





## 08. Establish a Customer Advisory Board

Form a group that reviews your new products and services before they're launched to the public, and ask existing customers to join. You'll get great feedback that you can use to tweak the offering before it goes live, and your customers will feel like exclusive members of your team.





## 09. Remember Special Dates

If you collect personal customer data, use it! Send a card and a free gift on your customer's birthday. Or keep track of a customer's anniversary of doing business with you; sending an email that recognizes the milestone will foster loyalty.



# TAKEAWAYS



## Advice

Remember, people do business with people they like. Give customers a chance to get to know you; it could lead to a long-term relationship.

## Action

Decide which one of these creative connecting tools is the best fit for your business.

## Inspiration

*“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.”*

– Jeff Bezos, founder and CEO of Amazon.com



**For more creative ways to connect  
with your customers, visit the**

**Staples Business Resource Center.**

