




Marketing Tips

- Communicate with your customers in several different ways at least quarterly.
- Listen to your customers. Then act. 
- Happy customers are active customers. Keep them happy.
- Periodically ask your customers, "What can we be doing better or differently for you?"



Some of the North Star team expressing client appreciation

**NSM Friday Afternoon
Email Survey Says...**

Relationship Marketing

When people think of relationship marketing they often think this means being friends with your customers. At North Star we believe it is more than that. To enhance a relationship with your customers it's important to realize that a relationship is developed over time not by single unconnected events.

The best way to create a good working relationship with customers is to keep in touch. Many times this gets put at the bottom of the to-do list. Sending our World's Smallest Newsletter seasonally lets our customers know what's new with us, provides marketing tips and allows us to touch base with clients and alliances we don't get to talk to every day. It's important to stay in touch because staying in touch = staying in mind.

Remember it is 11 times more costly to gain a new customer than to retain a current one. Take the time to get to know your customers and enhance those relationships. It is well worth your time.

Happy Marketing,

Thirty-three (33%) of businesses said that they are in contact with their customers daily and nineteen (19%) are in touch hourly. 