

Better Business Bytes

Experts answering questions to help grow your business.



Growing your Business through Customer-Centric Marketing By Sue Ginsburg

Q: Is the message that your brand delivers consistent across all customer communications?

A: A brand is everything anyone thinks of when they hear your name. Perception drives reality, and how your customers *perceive* your brand is a result of the emotional connection they have with it. Strong brands do three things: they provide a credible identity; they communicate a compelling message; and they give people something to remember. Your brand needs to consistently communicate what you have to offer, why your products/services are unique, and how buying from you will benefit the customer. This is what a customer needs in order to make their decision to buy products/services from you, or from the competition.

Q: How are you building customer relationships that will earn their loyalty?

A: Knowing your (potential) customers is the key to a strong business. By knowing what your customer needs and expects from your products/services, you can deliver what they want. Getting to know your customer involves engaging them on a deeper level than just their current purchase. Why do they buy from you? What image do you convey to customers? Is buying from you user-friendly? Gaining insight into customers' perceptions of your business helps make you smarter about what your customer wants, and allows you to continue improving their customer experience so that they will buy from you again and again.

Q: Are you aware of what your customer's experience is at every touchpoint with your business?

A: Customer experience includes everything the customer goes through while buying your products/services. Each interaction--or touchpoint--with your company leading up to, during, and after the sale, is all part of the customers' impression of doing business with you. Calls and emails returned promptly? Misspelling a word or name? Listening to customer feedback? By consistently delivering a positive experience in ALL the interactions your customer has with your business at any level, you are creating an emotional connection with your customer that builds loyalty and retention. A positive customer experience entices customers to buy more from you, and to buy more often.



The MRCC B2B group provides information in a different area of expertise each issue of the Business Briefing. For more information on how to grow your business through customer-centric marketing, please contact Sue Ginsburg at sue@growthlynx.com. All published articles in this column will be archived on the B2B page of the MRCC website.

If you have a question for the B2B group, please email it to b2b@minneapolischamber.org. You will receive an email reply by the appropriate expert within 5 business days. Selected questions may appear in future issues of the "Business Briefing" magazine.