

## 7 Essential Principles For Successful Relationship Marketing

For anyone that is an online business owner it is important that you understand relationship marketing. This is a method of marketing that allows you to turn your potential customers into lifetime customers.

There are 7 principles that are imperative for using this marketing method successfully. Here are the principles that must be used.

1. You must learn more about your potential customers. Learn what they need, what answers they are hunting for, where they search and anything else that would be useful to them and you.

The more that you learn about them, the more you can provide them with and this will support them start to trust you more. Just be sure that you are giving the quality, no matter what is you are providing them with.

2. Show that you have the skillfulness that they need. Let them know what you have in the niche you are involved in.

People like to know that you have the skillfulness because then they start to see you as an expert and trust you more. Don't shove it in their face, but let them know what knowledge you do have because this will support them see how you can support them.

3. Start communicating with your customers. You have to establish the line of communication with customers through email, forums, your newsletter, your website, blog or any other way that you can find. Communication is the key to trust.

4. Always follow up with your customers or subscribers. Send them emails informing them about products but also send them free eBooks, software, articles and anything they would find useful. The more helpful you are the more loyal they will be.

5. Good customer service is a must. Customers won't continue to do business with anyone that doesn't move to their questions, problems or concerns. Always get back to customers promptly.

6. Educate your customers and subscribers about the niche you are in and that they are hunting for information for. The more you support them learn the more trust and loyalty they will have. People are hunting for a mentor, so become their mentor.

7. Only recommend or sell products that are of good quality. If you don't, you will lose customers and money faster than you can imagine.