

# How to Make Customers Love You and Your Business

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It's great to bring traffic to your [online business website](#). The question is: how do you turn traffic into loyal, returning, and referring customers? The trick is networking and interaction. By using your marketing skills as a business owner, you can attract certain people and get them to stick to your brand, because you have better people skills than your competitors and people want a company they can trust and rely on.

Here are 5 tips to make that happen.

## 1. Check out what people are saying about you

The most important thing you can do is thank people when you hear them saying positive things about you. If you hear negative things, ask why, and thank them for their suggestions and comments.

## 2. Have a blog and use it to solve your customers' problems

[Use your blog to address questions](#) your customers have posed. By writing how-to articles, or articles about additional information on the usage of your product, you can get people who are already loyal to your brand even more connected. You can also attract people who don't know much about your company, because you offer support and additional information through your blogs that competitors don't.

## 3. Have little surprises

It can be anything from a small gift to thank a reader for commenting, or birthday gifts to loyal subscribers, you'll instill positive emotions related to your business. Your customer experience will simply increase in positivity.

## 4. Start relevant conversations

According to Lisa Barone, Chief Operating Officer of Outspoken media Inc., it's important to use your blog, a

social media site like [Facebook](#), or a competitor's forums, to start conversations with qualified experts about topics relevant to your customers. Don't use these conversations to sell; just share your advice and act as a helpful member of society. If your customers want to know more about how you can help them, they'll know how to get in touch with you.

## **5. Be honest if you don't have an answer**

Offer to do your research, but avoid making up answers to questions you don't know the answer to. You can even ask your customers questions about your product, start a poll, or ask for customer feedback. Use the information to make your product better suit the people who buy it.

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