

10 Tips for Making Your Communication Count

Everyone is looking to have more meaningful interactions with their customers, to have more opportunities to communicate with them, strengthen relationships and to make them more loyal to you and your brand. There are only so many times you can go in and do face to face meetings while still respecting their busy schedules. Here are ten tips for making the most of your communication.

1. **Know your customer.** How do they get information, how do they like to be trained on new products? Utilize the information to drive your communication methods
2. **Do the research.** Dig in and ask the questions about what causes them headaches? Listen and see what their current issues are and then give thought to what you have to offer that can help with those issues.
3. **Be purposeful.** Don't send an email just because you decided you would send weekly emails, send emails because you have something to say that your customer would want to hear. Have an overall strategy for your email campaigns.
4. **Keep It Simple.** Solid content with clean headlines and easy to read format
5. **Utilize Variety.** Change up topics – have themes, add a giveaway, product promotions. Add in videos, photos and some customer testimonials
6. **Two Way Communication is Key.** Make sure you have good correspondence both ways, be willing to ask for feedback from your customers.
7. **Be willing to Change.** If something isn't working, change it up – don't get stuck repeating something that isn't working.
8. **Don't Give up to Early.** Give it some time to gain a following.
9. **Have a Strong Headline.** Make the subject line clear, concise and attention getting
10. **Maximize Content.** Utilize your content on printed materials and social media posts, one communication email can turn in to multiple LinkedIn or Twitter posts.

There isn't a magic number of emails to send out, people, industries, types of content all vary so be aware of what is working with your customers, what isn't and stay creative. Creating a communication plan that is specific for your business and market will provide direction for your communication efforts.

Chord Marketing Services is a B2B Marketing firm that specializes in creating communication plans and executing those plans. The founder, Stacey Felzer has 20 years of experience in manufacturing and distribution, in marketing, business development and sales leadership. We round out our team with folks that have super creative minds designing amazing websites, social media posts, print and digital materials. [Email us](#) or call us at 404.822.4870 to schedule a free consultation to discuss your communication plans and identify gaps.