

Hellloooo...Remember me?I am your old customer!

By Radhika Venkata

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Hellloooo...Remember me? I am your old customer!

The topic headline looks funny? Hope not...

Let's get in to the details then.

The purpose of your or my or anybody's web site is to sell products or services.(Leave the personal web sites or non profit web sites)

You have a web site.You have done your home work and now you have-

- *a good web site
- *paying PPC's to drive traffic
- *Keeping ads in ezines
- *Having online processing system
- *Maintaining a mailing list

Any thing name it, you have it.

You also have good conversion ratio with your web site.

But do you allotting time for your old customers?

Today you made a sale.Somebody by name John Smith bought your product.You spent money to advertise in an ezine.You know that this advertising should be done on constant basis. This will drain your pocket literally.You have to advertise repeatedly until you get a good response.When you sent a solo ad or put a sponsor ad in an ezine and can not expect sales from next day.Constant exposure is a must for a click thru in 50% of cases.

So John Smith saw your ad and responded to it. Readers response

depends on the effectiveness of the ad, need for your product, repeated exposure etc. So after John coming to your site he surfs and look at your product.

He doesn't buy in the first visit. (Ofcourse nobody does!) You should make him to come to your web site atleast few more times to make familiar of your product and web site.

For this to occur you maintain a mailing list and ask John Smith to subscribe. Well if he is interested he will join your mailing list. Otherwise what will be the chances of getting him to your web site again?

You will follow-up John Smith and give the details, benefits, offers of your product. Internet 'gurus' says that minimum of seven exposures leads to the sales.

So with your good effort, John Smith bought your product. OK... He was satisfied for buying a good product... You were satisfied for making a sale... Every one is happy.

What next?

You have to go through all this process to make another sale.

Or you can offer your other products to a satisfied customer like John Smith.

Which one is easy for you?

It will be easy and economical if you go with the second method:

== You don't have to spend money to advertise again to John Smith. If he subscribes to your mailing list, it will be much more easy to contact him.

== He already your satisfied customer. So more chances of he believing you.

This DOESN'T mean you could stop your regular campaigns and more concentrate on your old customers. I just want you to understand the potentiality of this method.

So DON'T FORGET your old customers. They are your gold pots, who already have developed trust in you.

Methods to contact your old customers

1. Immediately or after a week or so after the sale you can contact your customer asking his opinion on the product and whether it was useful for him. If you have guarantee, mention it. You can offer a discount on another product of yours telling him that he is a valuable customer of yours so you are offering this discount.

2.If he is not subscribed to your list remind him about the benefits of your mailing list.

3.Offer a freebie that will be useful to him but produce backend sales from it.

4.Offer free upgrades if you have any for your product.So that they will subscribe to it.

Golden rules to remember

Always provide good customer service.Don't exchange your mailing list with others.Think some more ways to generate sales from your old customers.

If you find any, email me:-)

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