

# Are You Keeping In Touch With Your Customers?

By Sonia Colon

Are You Keeping In Touch With Your Customers?

Sonia Colon  
customer care@jimsonproducts.com

Jimson Products <http://www.jimsonproducts.com>

Are You Keeping In Touch With Your Customers?

Hopefully the answer to that question is YES.

Keeping in touch with your customers is vital for your business. Not only will it keep your business up to date in their minds but will also show that you care about them and their needs. It will also generate more buyers because they will remember your business and your customer service.

Whether you keep in touch with your customers by mail, email, a telephone call or with your newsletter, it is imperative that you keep in touch period. Your customers are worth it and your business will continue to succeed.

However, make sure that your customers want to be kept in touch with. Keep in touch only when necessary. Customers don't like to be bothered with the small things. Also, ask your customers permission to be notified when a new product/service has been introduced to your business. Always, always have an option for your customers to opt-in to receive your notifications. DO NOT under any circumstance spam your customers. Although, they may have purchased a product/service from you, does not mean that you can invade their privacy whenever you want.

Good luck!

Sonia Colon owns and operates Jimson Products. An online specialty gift store. She is also a successful publisher of "My Jimson Products Ezine." An ezine that provide powerful marketing concepts and much more! Subscribe at <mailto:customer care@jimsonproducts.com> with the word "subscribe to ezine" on the subject line, and receive a FREE gift! Sonia Colon is also a successful ebay member at: <http://members.ebay.com/aboutme/jammi91/>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)