

Bloggng Practices

Respect Your Customers

- ❖ Respect your customers. Treat them as people. Make an effort to strength their feelings towards the company and have them evolve towards becoming the company best ambassadors.

Work on turning them gradually into evangelists towards the company products and services.

Reply Directly

- ❖ Reply directly to your customers avoiding formal texts and indirectly replies via an automatic software.

Replying indirectly via an automatic mechanism won't be effective in creating some sort of passion as replying directly. Many customers tend to value and even show off when it comes to getting a direct reply from a company.

Passion

- ❖ Try to evoke an emotional response. That would be the first step towards becoming passionate evangelists.

Even a disappointed customer can turn into an evangelist that serves as the best ambassador for the company.

Value Your Customer

- ❖ Show your customer you value his remarks and show how important he is for you.

Meaningful Compensation for your customers following their complaint might turn their energy in the opposite direction towards becoming highly satisfied customers.

Blogging Strategy

- ❖ In order to succeed with using blogs in your company it is important to set a strategy that includes ways through which it would be possible to determine whether the blogs implementation has succeeded... or not.
- ❖ It is also highly important to set the one who will be in charge of the various blogs.
- ❖ Setting company guidelines for writing comments and replying comments received from customers is highly important to ensure a smooth operation of the blogs.

Search The Web

- ❖ Search for your competitors blogs. Check their moves.
- ❖ Search for relevant information about the market state.
- ❖ Search for negative comments about your company.

Blogging Practices

11/30/08

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