

# Business Impact

# Company Customers

- The customers are the company assets. How well a company serves, supports and interacts with its customers will eventually reflect in the company success.

Customers can be categorized into the following five categories in accordance with their satisfaction of the company products and services::

Evangelists

Normal

Reluctant

Suffers

Sabotages

# Company & Customers Interaction

- Using blogs you can talk directly with your customers, improve their positive experience and transform the way they look at your products and services.

Blogs can be used as a marketing research tool in addition to the common focus groups and surveys tools.

- Using blogs you can get a one-to-one human interaction with your customers.

The challenge over time is to know how to deal with your customers' feedback on your blogs. Getting the feedback it self is relatively simple.

# Customers Interaction Success

- In order to succeed in your interaction with your customers and achieve an effective communication you should focus on listening to what they say, understand their thoughts, show that you value the information they provide you and eventually provide them with an added value feedback.

Listen → Understand → Value → Feedback

# Customers Engaging

- Running a blog we should engage with our customers instead of just delivering out our data.

The main difference between running a website and running a blog is the different required mind set.

# Business Benefits

- Though it does consume time having a conversation one-to-one with your customers, your business can enjoy the following benefits:

Build Customers Trust

Get Customers Feedback

New Markets & Opportunities

Create Evangelists

Thought Leader

Effective Marketing

Better Search Engine Rank

Direct Honest Relationship

# Business Benefits

Cost Effective Brand Building

Competitors Differentiation

Customers Relationships Personalization

Niches Exploitation

Reputation Development

Internal Efficient Management

Getting Great Teams

React to Negative Events

# Effective Branding

- A brand isn't just about the logo imagery. A brand is the impression the customers take with themselves.
- The brand exists within the customers' mind. As with a wild fire we can have each customer to spread the brand value to others. Value your customers and they will respect your brand and empower it via the other people they know.