

How to Access Potential Customers In the Digital Age



Brian Rees, Media Relations Representative, Newnex

The digital age has been a terrific thing for business success. Businesses in the past didn't have the diverse marketing options that are readily available to them nowadays. The introduction of the Internet in the past few decades has made business marketing easier and more convenient in many ways. If you want to use technology to get access to your target audience members, the Internet can be a big asset for you. Spreading the word about your business online can indeed be convenient, realistic and effective.

Recruit the Assistance of Your Customers

Your existing customers can help you get access to more customers, interestingly enough. If you want to reach more and more people, you need a solid social media presence. Interact with your customers using social media platforms such as Twitter, Facebook and Instagram. Request that they share information about your business with others. It can be wise to ask customers to retweet your news items on Twitter. It's also critical to make sure you post information that's compelling and interesting. If your posts are boring and seemingly pointless to customers, they won't feel the desire to share them with other people. That's exactly why your goal should be to post content that catches peoples' attention. Visuals can

be excellent tricks for businesses that want to post engaging content. If you want people to take notice of your postings, adding a picture or short video clip may help significantly.

Set Up a Blog

Blogging is a critical component of online marketing in this day and age. If you want to attract people to business and to all of its available services and products, a blog can be extremely helpful. A solid blog can put your business' finest qualities on display for the entire world to see. It can also give customers another way to find your business website using search engines. Don't worry if you don't have a lot of time to devote to writing detailed blog posts, either. An interactive blog can be just as effective as any other. If you lack the time to pen a blog for your business, consider asking your existing customers to lend a helping hand. Send a message to a customer who posted a positive review on your business' Facebook page. Ask the customer if he wants to post a blog that discusses what he likes the best about your company. If you do this on a regular basis, you should be able to build up a blog that's informative and useful.

Regularly Ask People to Post Reviews

Strong online reviews are essential for businesses that want to reach potential new customers. If you want positive reviews for your business, it can be a good idea to ask your customers to post them. Social media "calls to action" can be excellent for this exact purpose. Use a Facebook call to action to ask your customers to head to your Yelp page to post reviews. If you have an email list with subscribers, you can also request reviews this way. Make sure your most loyal customers know exactly what they have to do to assist you. Legitimate positive reviews can often do wonders for businesses that want to access new customers on the Internet.

Team Up With Similar Businesses

“Power in numbers” is a concept that means a lot in the online marketing world. If you want to reach more people on the Internet, it can be smart to team up with similar businesses. Doing so can give you access to their customers. It can give them access to your customer base, too. It’s a win-win situation. An informative guest blog from another company may help broaden your business’ horizons.

About the Author: Brian Rees is a media relations representative for Newnex. In his spare time, he enjoys writing, music, and playing with technology.