



# Relationship Marketing Checklist

## Plan and prepare

- Collect customer contact information and preferences (do they prefer email, text or phone calls?)
- Keep notes on your customers such as special dates (anniversary, birthday, first purchase), purchase preferences, or anything you think they would appreciate you remembering about them.
- Consider using an online tool to help you stay organized.
- Set up a content calendar to help you plan communications ahead of time.

## Take everyday action

- Check your voicemail regularly and return calls within 24 hours
- Check you email regularly and return emails within 24 hours
- Reply to customer reviews, both good and bad as soon as you can (within 24hours or less).
- Set aside time at least 5 days a week to engage with your social media audience. Don't just post and leave. Make sure to go onto your followers pages to like and comment on their posts. (remember that people are on social media to be social, not to be sold)
- Highlight VIP customers on your social pages and emails to show appreciation.

## Stay in touch

- Send a monthly email with educational information, announcements, or celebrations.
- Send a monthly email with a special offer.
- Snail mail, text, phone call, or message your customers to thank them for their purchase.
- Send birthday and holiday cards by snail mail or email.

## Ask for feedback and referrals

- Send out surveys to get feedback on your customer's experience.
- Apply that feedback and showcase the changes you have made.
- Ask customers to share their experience with a review or referral.

For more help creating a Relationship Marketing strategy, schedule a FREE\* 1hr consultation at [www.staysassymedia.com](http://www.staysassymedia.com) or call (508) 665-7553

[melissa@steadyseasmedia](mailto:melissa@steadyseasmedia)