

## Business - How to thank your customer?

The biggest mistake that a business can make while investing in marketing is that the most efforts are done in attracting new customers and forgetting about past customers. You should remember that your current and past clients are the foundation of your business because your business would not exist without them. It is expensive to acquire a new client than to retain an existing customer for a generate business.

By showing appreciation for your clients, you can set you apart yourself from your competitors. In this way, you can increase loyalty and improve retention of your customers.

You can also inspire sales and even build relationships that last a lifetime. By reaching out to your clients, you have also an opportunity to remind them that your business exists. Through effective marketing, you can force the customers for repeat exposure.

Showing appreciation to your customers is an affordable and effective way to keep your marketing wheels in motion.

Here are some client appreciation strategies that you can follow to cultivate client retention.

### Personal Notes

By sending the thoughtful and unexpected thank you notes, you can increase the loyalty of the customers. You can send this note after client appointments and following a purchase. It is easy and quick to send an e-mail, however you can make a better impression by sending a note in the mail.

### Greeting Cards

Joe Girard, a car salesman from Detroit, is listed in The Guinness Book of World Records as the world's best salesman. He sold 18 cars in a single day and he earned this honor. He sends 12 cards per year to every single customer and prospect. And this is one of the secrets of his success.

### Small Gifts

By sending small gifts such as flowers, books, a mug full of candy and other token items, you can increase the loyalty of your customers. You can send these gifts on special occasions such as birthdays, holidays or anniversaries.

### Food

You should consider sending cupcakes from your local bakery. You should provide a catered lunch at your client's office or drop off a tray of cookies.

### Invitations

It is important to recognize all of your clients; however you should pay extra attention to your top clients. By spending time together outside of the office, you can cultivate the relationship for a long time.

### Gift Cards

You should also send gift cards for items or places your clients will enjoy and these things can have an added benefit.

In these ways, you can appreciate your customers. By sending the doing small things, you can increase the loyalty as well as the retention rate of your customers.

## About the Author

Thomas helps small business owners to find the best hosting companies. He writes articles and guides how to find really cheap php web hosting and [special offers on web hosting](#).

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