

Building Relationships Online

Friday, 19 October 2007

Internet Marketing Tips - Building Relationships Online

Potential customers should be subtly convinced that having a commercial relationship with you is in their best interests because you understand their needs and can offer them solutions. It is much more difficult to build commercial relationships online than offline. Remember, this has nothing to do with personal relationships such as making new friends.

You cannot compare a close friendship to the relationship between you and your local fruit and vegetable store. However, there is a relationship. Chances are you support and will continue to support your local fruit and vegetable store if you have any type of relationship with them. Maybe the sales lady is very helpful, friendly and greets you by your first name. Maybe you have been dealing with her for years.

Many online marketers try too hard to sell before building a relationship with their potential customers. By trying too hard people will invariably question your motives. They may think things like "He is so friendly. I wonder what he wants from me" or "This guy is obviously only after my money". It is very easy to try too hard and to scare potential customers away.

Online selling and relationship building needs a subtle approach. Most people hate ending up on a website full of ads and flashing banners. In fact, you need to be very gentle not to scare customers away. Make it clear to them that you understand their problems. Offer them some useful advice and only then inform them that you have the right solution.

Tip: Building a commercial relationship has many similarities with courting!

You have to court your customers. Identify with them. Make them feel special. "Sell" yourself before you try to sell your product or service.

Francois du Toit is a full-time internet marketer and the author of "Digging For Gold Nuggets"