



## Keeping an Eye on Your Customers

### Marketing Webinar for Direct Marketing Farmers

#### Session Assignment

You have worked hard to attract customers to your business. But now you need to keep those customers coming back to you week after week, year after year. Customer Relationship Management will help you track your customers, build relationships, and maintain loyal customer base. Let's look at creating your own Customer Relationship Management system.

1. Identify the information about your customers that you will want to track.
2. Create an excel spreadsheet with to record and track the data you have selected for tracking. (Or you can set up an Insightly account if you prefer.)
3. Choose an Email Service Provider to use for your business and set up an account.
  - a. Create an email template which is attractive, engaging and reflects your brand.
  - b. Begin to build your email list.
4. Set up 3 ways to collect customer data, including the means and methods for each.
5. If you do not have a Facebook page, create one now. Be sure the page reflects your brand.
  - a. Create a series of posts to use. The posts should follow the NEON principles and encourage customer engagement.