

## Keeping an Eye on Your Customers

### Quiz

1. A Customer Relationship Management system will help me:
  - a. Keep track of vital customer information
  - b. Help me to build relationships with my customers
  - c. Waste my time
  - d. a and b
2. While marketing to my existing customers is important and offers the highest rate of return on my marketing investment, I still need to use up to 75% of my marketing budget to promote and market my business in efforts to attract new customers.
  - a. True
  - b. False
3. How can I be sure my emails are read?
  - a. Compose a subject line that is short and teases the reader about what is inside
  - b. Use the words free or cheap in the subject line
  - c. Contains content that is new, announced an event, contains an offer or is need-to-know information
  - d. a and c
  - e. All of the above
4. A coupon or offer doesn't have to give the store away, it should:
  - a. Be an incentive to buy from your business
  - b. Be of value to both the customer and the business
  - c. Be a small value that shows the you care about getting the customer's business
  - d. Be avoided as coupons can bankrupt a business
  - e. a, b and c
5. What are some of the ways that you can use to collect customer information? Check all that apply.
  - a. Customer conversations
  - b. Drawings or contests
  - c. Social media
  - d. Sharing customer information with other farmers
  - e. Website
  - f. Newsletter or email sign ups
  - g. Purchased data from 3<sup>rd</sup> party
6. Surveys are an important means of keeping the dialogue with your customers going. What are some of the benefits of surveying your customers?
  - a. Get feedback on your business and your products
  - b. Surveys annoy customers, so better not to do them
  - c. Makes customers feel good that you are asking their opinion.
  - d. a and c