

How Do I Connect To My Clients?

Written by Doug Kruhm
Monday, 26 March 2012 -

Last week we asked the important question where do leads come from? We determined that the majority of leads come from referrals or sphere of influence.

This means that it's vitally important to keep in touch with your customers and clients. So I then asked the class the next all important question.

In what ways can you keep in touch with your clients?

This time the blank stare pause shrunk significantly and the class responded:

- facebook
- twitter
- pinterest
- blog
- web site
- email
- texting
- actively involved
- google+
- linked in

Right... now we are getting somewhere. The way people get information has changed dramatically over the past decade. In the past, people would get information by newspaper, magazine and cable news.

Those options are still available (at least sometimes) but their effectiveness is dwindling. Readership of newspapers are down 30% year over year. Many mangazines, including my favorite *Fortune Small Business*, has ceased printing. Cable news seem to be nothing more than outlets for PR companies and others who can pony up the cash to have the "news company" do a story on them in exchange for advertising, a modern day *payola*

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When people want information they do one of two items. Either they look it up themselves, usually on Google or another search engine. Or they ask someone they know. Asking can be done in person, through Facebook or through Twitter.

The point is, if someone is looking for information about you, you need to have information there for them to see. Either they are going to see what happens to be there or they are going to see the information you want them to see.

Are they going to see information of your past weekend dinner spots? Recent partys? Recent vacations? Or are they going to see information about real estate?