

More than 5 types of customers you have to know their personalities

Introduction

Although businesses and organizations must constantly acquire new customers to thrive, it is important to remember that developing loyalty among your existing customers is also the key to the company's success and this is where relationship marketing comes in

We can define relationship marketing as a marketing philosophy that puts customer satisfaction first, and it has been proven that relationship marketing provides long-term and more profitable relationships between the customer and the company which is reflected in sales in a good way

The history of relationship marketing dates back to the 1980s, when retailers and service providers began to transfer marketing theories based on past transactions and toward relationships with, retention and lifelong customers

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Marketing customer relationship

Relationship marketing is also known as “buyer journey building” or

“custom marketing strategies,” as it focuses on building revenue through healthier customer relationships. Personalization is also the essence of relationship marketing

A close relationship with customers helps the company determine the type of experiences, products, and services that customers really want
A close relationship with customers is almost universally beneficial to business, creating new ways in which company and customer can interact, and allowing a company to explore a deeper and more meaningful relationship with the demographics of its audience. Relationship marketing theory is based on the idea that customer retention is cheaper than customer acquisition, and that satisfied customers will build value for the business
The importance of customer identification and satisfaction is the main objective of marketing because it enhances its being
Relationship marketing focuses on building customer loyalty. However, this requires the company to have an existing customer base
Businesses know their customers' preferences, including what products they enjoy and how they are used
Building campaigns to constantly engage customers with new or different products and incentives that are of unique value to them; These ultimately encourage repeat sales
A method for analyzing customer profiles and behaviors, noting unique patterns and characteristics
Once a business has a good understanding of who their customers are and what they want, they can then work on creating a strategic marketing campaign that revolves around their customers' unique interests and behaviors.
Once a company launches marketing campaigns that effectively boost customer loyalty, sales will increase
Relationship marketing should always be combined with other types of marketing aimed at acquiring new customers; This allows companies to constantly refill the sales funnel



The importance of identifying the target group in the marketing process

COST-EFFECTIVE: Relationship marketing can be part of any marketing campaign or customer communication, so it's something businesses already do - but perhaps not as strategically as it should be. It does not usually require a large financial investment to build relationships with customers, which makes it a cost-effective marketing strategy ,You may be interested in looking at analysis and measurement tools in digital marketing

Sustainable: Relationship marketing seeks to create long-term customers rather than short-term or one-time marketing campaigns. It also creates loyal customers who may recommend your business to friends and family, providing you with additional marketing at no cost

Increases customer lifetime value: Ultimately, relational marketing increases sales in the long run, which increases customer lifetime value. This increases profits without investing time and money in acquiring new customers



What are the five levels of customer marketing

There are five levels of relationship marketing: primary marketing, reactive marketing, responsible marketing, proactive marketing, and partnership marketing. Each level represents a different stage in relationship marketing. Basic is the simplest form that serves as the first step in relationship marketing, and partnership is the most advanced stage ,You may be interested in reviewing a set of necessary marketing steps for entrepreneurs

Here are the five levels of relationship marketing

Basic Marketing: This is the first step in marketing. It involves successfully

acquiring and directing customers through selling
Interactive Marketing: The second step is when the company receives feedback from the customer after the sale
Responsible Marketing: Similar to interactive marketing, but taken a step further, this is when a company reaches out to a customer for suggestions to improve their experience with the business.
Proactive Marketing: This is the stage in which companies actively work to improve their products and services, to provide the best possible experience for their customers
Partnership Marketing: Similar to proactive marketing, partnership marketing involves collaborating with other businesses to improve customer experience and satisfaction

Work should start with basic marketing to build a customer base, then work through the remaining steps to get to know their customers and provide the best possible product, service, and experience. This will eventually build loyalty

Types of customers and analysis of their personalities

unreal client

The unrealistic customer is characterized as having high expectations and hopes, as he wants to achieve many things and adhere to a specific time and budget, and can be dealt with by following the following ,You may be interested to see what are the best strategies for marketing through Tik Tok

Develop an initial plan in order to achieve the goal, the purchase process, or others

Verify the ability to achieve the desired goals

Create a timetable for achieving each goal separately, and indicate the time required to achieve the plan in full

Determine the dimensions in which the task can be accomplished using the appropriate tools

VIP

VIP clients always want to be distinguished more than others, to be the focus and the only attention, in addition to the fact that they constantly ask and demand permanent options, and they expect an immediate response, and therefore the employee feels that he is on the verge of losing his job if the options are not taking into account the established standards, and can Dealing

with them by following the following
Giving them priority or feeling that way, as well as giving them space to get other things done
Notifying him of the importance of their talk and projects, and this helps the employee to know their interest and provide the necessary
Commitment to deadlines for meeting or contacting this type of customer
Avoid dealing with this type of customer in the event that the employee feels that he is unable to meet his requirements or that he does not feel that he is below the required level

exact client
This type of customer is characterized by their love for minute details, so they try to stay with the employee throughout the process from start to finish, and verify its progress at the required level, taking into account the constant updates and fluctuations, some of these customers are difficult to satisfy, and they can be considered a type of VIP customer, and they can be Dealing with them by following the following
Professionalism in dealing with their affairs, and gaining their confidence by confirming your role as an expert
Hear all matters related to their plans and goals in order for the work to proceed in the desired direction and in an ideal manner

urgent customer
This type of customer wants to finish the required things and tasks immediately, quickly and in a specific time frame, and they can be dealt with by following the following
Make sure that the urgent matter is correct before starting to complete it and how important it is
In the event that the employee does not really feel the importance of the work entrusted to him, it is possible to agree with the client on a specific deadline for delivering the required

Genius customers
This type of clients is characterized by excellence and creativity, as they have a lot of creative ideas and great projects in many fields, but they did not have the opportunity to implement them due to the lack of organization or the necessary time, and they can be dealt with by following the following
Time management by agreeing on the topics to be discussed before the meeting to ensure the implementation of the required and discuss all matters at the time of the meeting and to avoid derailing the meetings

Take advantage of their ideas and develop them in order to put them into practice
Choosing ideas and implementation carefully and understanding, because this type of customer does not hesitate to criticize the employee's ideas presented
Create a schedule to determine the time period for the implementation of the required, and not to rely on this type of clients to achieve results; Because they tend to do several things at the same time

Clients are too late
This type of customer is characterized by a lot of procrastination, although it seems to be of the enthusiastic type, and it is often not present when you need it, and may not answer calls or postpone meetings, which leads to delaying delivery beyond the deadline, and they can be dealt with by following the following
Create a schedule showing the time required to carry out each task separately, with an emphasis on the need to adhere to it
Follow up with the customer without insisting, and this can be done by sending an attractive and interesting email
Continuously share the latest developments with customers with urgency nicely. Using email tracking tools to facilitate understanding for the customer

Fake client This type of client is characterized by comparing his work with other people, and he always seeks to be the sole decision-maker in the project; Because he sees that it will be successful once someone else has done the same, and they can be dealt with by following the following
Continuously searching for references and examples of previous work to present its results to the client
Explanation broadly about the inability to apply the same steps that are followed with other clients because they are not valid for his own project, as this helps the client to understand and find other solutions



Customer service goals
There has become an urgent need to allocate a branch in organizations called

Customer Service, or as it is called in English (Costumer Service); In light of the crowding of business, and the huge increase in the volume of products, goods and services offered by various companies at the local, regional and global levels, You may be interested in seeing the most important steps needed to create advertising campaigns on Snapchat

The objectives of customer service are
The main objective of customer service is to satisfy customers, gain their trust and their desire to continue dealing with the organization, to ensure the benefit of the financial returns obtained from them, in exchange for the goods and services provided by the organization, which is directly reflected on the sales force, and achieves a competitive advantage among other organizations that You work in the same sector
Respond to all inquiries raised by customers in a timely manner; Where it is answered with an appropriate response, with a high degree of credibility, accuracy and clarity
Providing services, delivering goods on time, and fulfilling the promises and commitments made by the company to avoid losing the customer's trust
Good, fair, and humane treatment befitting customers and their level, and not discriminating between them on any basis: ethnic, religious, or sexual
Providing goods and services of high quality, according to the required specifications, and within the specified cost, and ensuring honesty and high credibility in financial transactions in particular
Hiring an elite group of employees who are able to deal with people constantly and in an appropriate manner; Where they must be qualified for this profession, and it is required that they have high abilities to communicate and communicate with others
The ability to convince customers that this organization is the best, and the ability to read and predict their needs and requirements, and work to provide them as soon as possible
Presenting new offers and deals to the customer, in a tactful and appropriate manner, in addition to being able to attract him and gain his interest

Conclusion

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