

TECH TALES

PUTTING RELATIONSHIP INTO YOUR MARKETING

By Stephanie Wiseman
Sliddogg Marketing www.sliddogg.com

“Relationship marketing” is a term that has as many definitions as it does experts in the field. In its simplest form, relationship marketing is creating a long-term relationship with existing customers with the aim to build strong consumer loyalty.

But how does a company achieve this? First, your customers have to know you. Are your values clear? Is your corporate positioning clear? Second, you have to know your customers. What are their needs? Why do they use you versus your competitor?

If a little bit of fear, panic, and “I don’t know” has risen up in you, don’t worry! You can begin to find out the answers to these questions.

Computer Security 101

By Mary Ellen Randall
Ascot Technologies, Inc.

Virus, worm, Trojan horse are all threats, which can cause damage to your computer and hurt your business.

As of April 22, there were fixes for over 70 of these damaging threats released so far this month!

Newletters

Whether in print or on the web, newsletters are the best way to keep in touch with your customers. Through newsletters you can consistently communicate to your customers.

Provide them with information on everything from your latest product or service to what’s happening in your industry. Newsletters are a great way to connect you to your customers—and them to you.

Also, note that newsletters are a great place to include surveys and incentives.

Surveys

The best investment you can make is to get to your customers. A well-planned survey can pro-

vide you with information beyond just names and addresses. In the very least, it can help you create newsletters that are applicable to the customer. At the most, it can help you fine-tune your product to better serve your customers. If your customer feel heard and understood by you, they will return to you.

Any relationship worth having needs maintenance. By paying attention to your customers and their specific needs, and by adjusting your creative pieces to reflect what you know about them, you will foster their loyalty toward you and your product.

Newsletters and surveys may sound simple but they are useful! Your investment in them is an investment in your customers.

sonal information (identify theft).

People can also steal your business information: contacts, strategies, etc.

Look for REBATE

If you are looking for a **KYOCERA 7135** smartphone, check with your Verizon representative **before the April 30th deadline**. Some folks are eligible for **\$100 to \$200** in rebates against this phone.

Don’t know who to call? Call Ascot Technologies, Inc. at (919) 388-1776 and we will get you pointed in the right direction! Great for Nextel customers too!

NEW ASCOTRE SOLUTION

Would you really like the convenience of **ASCOTRE**—wireless **MLS**—while you are away from the office?

Hesitant to buy a new phone? Well, here’s your answer!

AscotRE can also be used with a palm device and most cell phones, connected with a cable. Give us a call for more details at (919) 388-1776.

Basic Computer Tips

Keep your antivirus updated 2 ways:

- Make sure you run antivirus software regularly
- Make sure you update the virus definitions regularly

Use Firewall hardware or software to protect your personal and business information, for example:

- [Http://www.zonelabs.com/store/content/home.jsp](http://www.zonelabs.com/store/content/home.jsp)
Go to home/small business section
- For firewalls, never use the default settings

Do not request to be taken off spam list, unless you know the company is reputable.