

## **Maintenance Marketing**

There is a statement of irony that says “not enough is being done for the apathetic”. Tudog often uses this statement to point out to clients that they need to market not only to new and prospective customers, but also to their existing customers. We call it maintenance marketing.

We all have what Tudog calls “quiet clients”, that don’t require a lot of attention. More than simply taking them for granted, we assume that their silence is an indication that all is well. Not always. Sometimes customers are unable to find the time to demand attention. They are sort of apathetic, and such apathy is the first warning sign that the client is at risk. It’s your job to create programs and mechanisms to engage the client on a consistent basis (and not only when you have something new to sell).

It’s not easy to market to existing customers. First of all, you feel like your energies and efforts should be going to client recruitment and not retention. Also, you need to develop new programs and materials because what is important to an existing client is not relevant to a prospective client. We understand the annoyance factor. We just aren’t very sympathetic.

Maintenance marketing is a good solution. It creates scheduled communications with existing clients just to maintain the relationship. Communications can include updates on your company, express appreciation, show an interest in the client’s well being, or even state “just keeping in touch, we’re here if you need us”. Customers appreciate your communications, as long as they are timed well, sincere, and aren’t always trying to sell something.

Building relationships that last requires consideration and the occasional expression of interest. Business relationships are no different. Staying actively in touch with your clients goes a long way. In other words, you need to do more for the apathetic.