

Why a thank you is good marketing



Thank you for reading this post, and thank you for reading my blog. I probably haven't thanked you before, so I apologize, because this post is about how thank you is really a marketing tool.

We've all heard of customer appreciation. Often, it is a deal available to new customers. Sometimes it is a gift with purchase. In many cases, the customer has to do something additional to get appreciated—sign up for a new service or buy more.

What about customers that just use a service, like a gym, cable, phone and have been using it for years. Do they ever

get thanked? No, they often don't. Why? Because companies take the bulk of their customer base for granted. They imagine that if they are providing the service, and there is no problem, the customer will remain loyal. But in fact, customers are not always loyal. They will switch for lower prices, or better service. They may also switch because a company does not seem to appreciate they have a choice in service providers. This is why more banks and customer service agents start any conversation with you by saying things like "thank you for banking with us."

The bottom line is that saying thank you is about expressing appreciation. And most everyone likes to be appreciated. And yet, thank yous are sometimes hard to come by.

In your personal marketing or personal branding, saying thank you may be even more important. Think about it: What are you saying when you don't say thank you? You are communicating that you are uninterested, unappreciated, or that you take the gesture for granted. It makes you seem rude and self-involved. Some people will claim they are too busy to respond. Are you too busy to make sure that you are perceived properly?

Remember, no one is forced to be your customer unless you are a monopoly. And no one is required to help you out unless he or she wants to. It is simple to say thank you. Saying thank you boosts the perception that you care, that you are aware that what the customer or friend has given you has some value.