



Marketing: How to Build a Relationship with Your Customers (Marketing Volume 2)

Patrick Bunker

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Today's advancements in technology have made it possible for anyone to effectively market a product or service with little to no budget. You do not even need to have your own company to market something. There is no need to pay someone to market your product or service when you can learn to do it yourself. This is the second volume in the Marketing Series. In this volume you will learn about communicating and building relationships with your present and future customers. You will learn about the four major customer profiles. Then you will learn how to use the most effective method of communication for each different customer group. Building a great relationship with your customers requires a certain level of trust. One of the most important skills that a marketer can have is the ability to establish trust with their customers. Building the right relationship with your customers can mean the difference between getting a few purchases from them, or having them as a lifetime customer. The goal of this series of books is to teach everyday people how to market their own work in an ethical way. It is possible to use the information in these books to deceive your customers. This might bring you some success in the beginning, but it will be short lived. If you make it your mission to provide life enhancing value to your customers, you will have the ability to manifest enormous profits. Marketing is the perfect tool to provide value for people today.

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