

# NURTURING YOUR CLIENT RELATIONSHIPS

EASY STEPS INTO THE VIRTUAL WORLD

## SOCIAL MEDIA

Facebook, Twitter, Instagram, LinkedIn

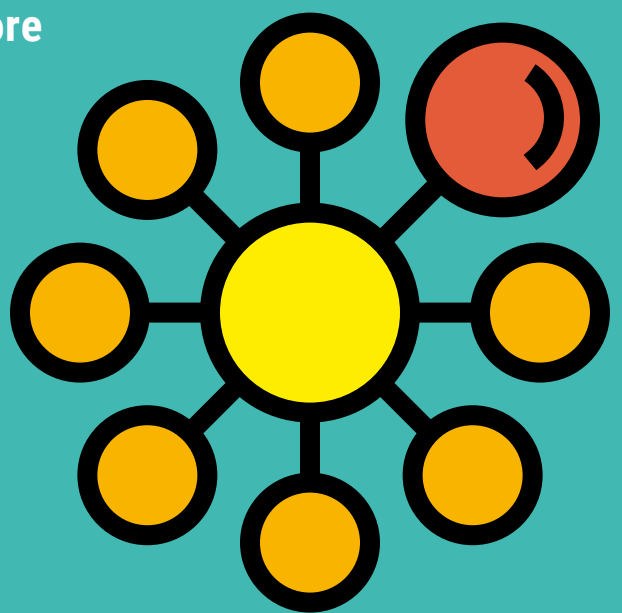


- Set up business accounts on the relevant platforms.
- Follow clients, competitors, and businesses of interest.
- Create a schedule with shared content, original content and hygiene content. UGC is also very effective.
- Keep track of analytics and learn your audience's preferences and interests.
- Always reply to comments, keep your audience engaged by engaging.

## CO-CREATING

Engage with your clients like never before

- Find out what your clients and prospects want by asking them.
- Involve them in your strategy processes and discussion.
- Invite them to a virtual living lab to facilitate strategic creative conversation and ideas.



## MAINTAIN EXCELLENT COMMUNICATION

Keep the love flowing



Always be ready to answer questions, ask questions, talk through issues before they escalate, ask for feedback, even give feedback.

Have a face-to-face relationship with your client, virtually or in person. This kind of personal connecting strengthens human connection, which is the bedrock of strong client relationships.



Want to learn more about how Alpha can help you keep clients?

Email us: [pmangell@thisisalpha.com](mailto:pmangell@thisisalpha.com)

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