

Five Ways to Say "Thank You" to Your Customers



'Tis the season for giving thanks. Later this week, millions will gather with their family, friends and loved ones to share a meal and express their thanks for the good in their lives. As a business, you have a lot to be thankful for, too! Without your customers, where would you be? Now is the perfect time to thank your customers for all they've done for your business. Check out five ways you can show your appreciation for your customers this holiday season and year-round.

Send Swag

It looks cool. It sounds cool. It IS cool! Sending company "swag" to your customers is the perfect way to show your appreciation with items like sweatshirts, coffee mugs or mousepads. Get creative! Think of something that your specific audience would use and love. From apparel to office supplies, there are a ton of items you can send, adding your personal touch and branding.

Pick Up the Phone

In a world of texters, be the person to call. Picking up the phone to say “thank you” with no other intention is a great way to make your customers feel special. Leaving a voicemail if they don’t pick up could turn around their day. If you can mention personal interactions or reasons that you’re thankful, it will only help further strengthen the relationship you have with your customers.

Offer a Discount

What better way to say thanks than with a reward for your customers? Send a special discount for your loyal customers, which will also help drive more business. You’ll want to ensure the discount you give is enticing enough to get your customers to come back to use it, but also not so much of a discount that you lose business. Think about what makes sense for your business.

Write a Letter

Emails are easy to send and can be done quickly, which will work to thank your customers in a time crunch. However, hand-writing letters takes a bit more time and can be even further personalized. Consider going the old-fashioned route and sending a written letter or a personalized direct mail piece to express your appreciation.

Offer a Loyalty Program

Loyalty programs are a way you can say thank you to loyal customers year round. For example, you could offer points for every dollar spent and offer rewards when a certain amount of points is reached. You could offer a punch card for each purchase with a reward when they receive a certain number of visits. Consider what makes sense for your business and run with it!

Don’t forget that this is the season to show thanks for all, including your customers. We’re wishing you a Happy Thanksgiving, and thankful for our readers! We hope you’ll find the time to say thank you to customers of your own.

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