



Trend towards Relationship Marketing

The trend towards Relationship Marketing is on the rise especially in the B2B sector.

So why do B2B companies spend **more than 60%** of their marketing dollars going after new clients rather than nurturing, retaining, and maintaining the client relationships they already have?

- Repeat customers spend 33% more than new customers.
- Referrals among repeat customers are 107% greater than non-customers.
- It costs 6 to 7 times more to sell something to a prospect than to sell [it](#)

Relationship marketing is an ongoing process and aimed at developing **long-term relationships** comprised of trust, relationship commitment, mutual cooperation, and loyalty.

- How do you meet your clients' preferences for receiving communication?
- How effective are your communication follow up plans?
- In what ways do you collect data or get feedback from customers when you contact them?
- How effective is your Client Engagement Model?

It's clear that marketing dollars will go further if you use them to build, nurture, and develop your client relationships.

Robin, building these relationships means valuing your clients as partners and showing them that you truly care

Leading Matters – Loyalty *through* Partnership. Show your clients that you care.