# 5 WAYS TO CONNECT TO CUSTOMERS ONLINE

Since the very first business was created, every business owner has faced the challenge of connecting with potential customers . Here are 5 ways to make it easier to accomplish this goal:

1. Offer free trials to new and potential customers

This is a simple yet highly effective way of getting people to give your brand a chance since there isn't any commitment involved. It's also an excellent way to collect testimonials and feedback you can use on your business website.

2. Add calls to action on marketing   material
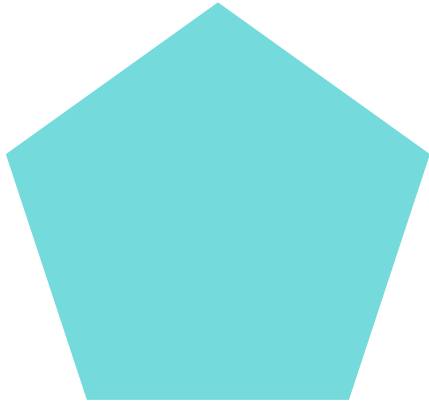
Anytime a customer views your website, instagram posts, blogs, or any other marketing material, you must add a call to action that clearly states how customers can do business with you.
For example, adding a "Call Now" button on every Instagram post, or adding your businesses phone number is a great way to attract new customers and turn them into return customers

3. Increase social media activity

Posting regularly (daily or bi-weekly) will constantly remind potential customers you exist. They might not need your brand right now, but when they do, you'll be the first one they think about. Social media also allows you to directly communicate with potential customers. This lets them view behind the scenes a bit, easing any possible reluctance to do business with you.

4. E-mail marketing

An E-mail is one of the most valuable things a customer can give to you. In fact, recent surveys demonstrate that 54% of people are more likely to have a positive attitude towards companies that send them e-mails, and 74% always remember e-mails sent to them by these companies. You can send e-mails about new products, sale and promotions, after purchase recommendations, and helpful information to keep customers interested.

5. Utilize each engine optimization

Google can basically promote your business for you, using machine learning and user behavior to produce accurate and quality results for searchers. Adding relevant keywords to specific places and industries and having more words on your website are two ways to be placed higher in the results list, but there are many more. Check out Are You Getting These 21 SEO Basics Right? (How To Do SEO if You Are a Beginner) for more info