

27 Days to Incredible Internet Profits - Day #8: Back End Marketing

Back End Marketing has nothing to do with the posterior end of any animal. lol Rather it is the art of turning a one time buyer into a repeat customer.

Sounds pretty easy right?

You sell something to some one and then have them come back to buy more.

But why?... Why should anyone come back and buy from you? What incentives do you have to make them want to return?

People will buy things the first time for many reasons.

- * Curiosity
 - * Looks
 - * Emotional appeal
 - * Friends recommendation
 - * Social pressure
 - * Price
- etc.....

But they will only come back for "1" reason... It made them feel good!

In some way or another your product must meet that criteria via price, service, social standing, support or any other means.

If I buy a product and the seller contacted me as as a trusted friend I will feel good about my decision in having bought from them.

If the seller contacts me to offered me a discount on future purchases, a product to compliment or enhance my original purchase, a questionair and gift for filling it out or any other reason, I feel good

Because the important thing is that "I have been noticed"!

Nothing like a good ego stroking. :)

This is where the autoresponders we talked about in the last lesson come it to do the work for you.

When you have the AR set up to say welcome to your new buyers, to talk to them, to ask them for feedback, offer incentives or bonuses or just educate them.

You are creating a good feeling in them and turning them into customers that can be with you for life!

Recap...

- * People buy things for many reasons
- * People become return customers for only 1 reason
- * Use Autoresponders to fulfill the customers needs

Next week we cover "Setting up the website"

The "Original" Marketing Maven

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