Meraki Rose unveils how to create a fanatical customer base

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Meraki Rose share their tips on how to create a fanatical customer base in 6 easy steps.

Meraki Rose, a successful sales and marketing company, believe the key to the success of the big market players such as Apple are their fanatical customers and the following and support they offer. Companies need returned customers to create a strong brand that promotes itself, and Apple is a great example of this, guaranteed when there is a new product launch there will be queues around the block, everyone desperate for their hands to be on the Newest 'must-have' gadget available. Social media updates will be in a frenzy and there will be mass media coverage and this is all free advertising for the product. Apple created this by knowing their target customers intimately, then gave them a product that exceeded their expectations in four dimensions: innovative technology, simplicity and design and features that ignite conversation. In return, customers flocked to product launches and became brand evangelists.

About Meraki Rose: http://www.merakirose.com/#about

Meraki Rose share how to grow an enthusiastic fan base:

1. Seed your initial customer base. Your first group of customers is the foundation of all future growth, so know who they'll be, why they'll rave and help them tell your story. They'll first act as role models and then as advocates to help spread your mission, so make locating and engaging those core customers a priority. This is especially important if you're introducing something completely new to a traditional industry.

2. Share your goals early. Get your first group of customers excited about your mission by reaching out during the design process. Get the customers involved, make them part of the mission.

3. Make engagement a part of your routine. If you only seek customers' advice in focus groups, you'll lose touch with their interests and priorities. Instead, engage directly with customers every day. Social media groups and other message boards are great, but don't overlook engagement with customers when you're out and about.

4. 'Wow' them in seven seconds or less. To become brand evangelists, consumers need to experience a feeling of amazement within seven seconds of handling your product. Find a guinea pig customer and share information on the product in 20 seconds? Impressed? If not head back to the drawing board.

5. Never accept mediocrity. Not all products developed should make it to the customer. Developers are proud of their not to market products as they are a sign of progress and a step closer to 'that' crowd pleaser.

6. Practice random recognition. Passionate users love to hear that they're contributing to your brand's success. Re-tweeting a positive review personally or responding to personal tweets that are positive encourage others to share their experiences. Richard Branson is a great example of someone who practices random recognition.

Meraki Rose is a determined and ambitious direct sales force that links Fortune 500 companies to their future consumers. They develop innovative ways to promote their clients' products and services and establish lasting customer relationships. Meraki Rose is eager to grow rapidly across the UK and further.

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