

Look Through the Eyes of the Customer, Augusto Beato Advises Marketers

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Marketers should focus on the experience a customer has with their company, and how it can be improved or enhanced, Portland SEO's Augusto Beato reminds marketers.

He noted that most marketers start a campaign by setting goals on how much they would sell instead of on what customers want and how it can be provided to them.

"Look at the journey through the eyes of customers and let go of established perceptions," Beato pointed out.

Focusing on the customer experience will help the company improve its reputation and grow its clients.

Beato added that improving how leads are captured is essential to the process and that clients should feel valued at first encounter.

Businesses that wish to learn more about enhancing the customer journey should check out the Portland

SEO website by clicking here.

To learn more about retargeting strategies, visit http://remarketing.portlandseo.net.

"As the average person loses interest in a website within 10 to 20 seconds if nothing is found relevant, e-commerce firms must immediately establish that connection," avers Beato, who is the CEO of Portland SEO. "They should immediately give the impression that they are client-centric, responsive, and accessible."

No matter how clients made contact, whether it's online or by phone, the staff should be ready to exert maximum effort to acknowledge every customer inquiry and in giving a timely and professional response.

Companies should also ensure that updated technology is installed to guarantee that leads don't go unnoticed.

"After all, companies only get one chance to make a first impression," said Beato.
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Portland SEO

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