

NEW YORK, NY, August 17, 2014 **/24-7PressRelease/** -- It's important for any new start up business to understand the costs involved in attracting new customers. Obviously in the early days of business these costs are unavoidable in order to build a customer base and spread brand awareness. Sales and marketing firm

[CroMex](#)

understand the importance of customer acquisition and help a wide variety of businesses identify new leads and increase their customer base. However the firm believe that

[small businesses](#)

with limited funds should shift their focus to retaining their existing customers and encouraging them to share their experiences to gain word of mouth referrals

About CroMex: <http://www.cromexusa.com/behind-the-scenes/>

It was reported recently by digital business solutions provider Huzzah Media that repeat customers and word of mouth referrals accounted for 80% of small businesses revenue. This has allowed small businesses to flourish in the current market, in an unstable economy where consumers are always on the lookout for the best deal, personal experiences are seen as a highly reliable source. This has meant that many reputable small businesses have been able to increase their customer base without spending a large amount of their budget on expensive mass media marketing campaigns.

CroMex believes that loyal customers can help a business grow; loyal customers are far more likely to spend more on upgraded products and services than single purchase customers. Thanks to the popularity of social media it's also now easier than ever for consumers to share their experiences with others, and it's those experiences that influence their friends and followers to use the that business's services themselves. CroMex think that more businesses should utilise the power of word of mouth marketing, and have offered 3 pieces of advice aimed to increase businesses word of mouth potential.

Customer ExperienceA positive customer experience drives customer referrals. Businesses should be constantly aware of every stage of their customer service process and understand the customer experience. By providing excellent customer service businesses are encouraging customers to share their positive experiences with others.

RewardsRewards are a highly effective way of increasing word of mouth referrals. Offering rewards to an existing customer for recommending their services to others encourages customers to actively and willingly seek out people who would benefit from their services. Many businesses offer rewards and discounts to these new customers which gives a positive

impression of a company who cares and appreciates their customers.

Feedback Businesses should always be aware of customer feedback and where to look for it. Keeping an eye on social media can be a great way for businesses to track how customers view them, and knowing how to respond appropriately can help to build a positive brand message. Whether the feedback be good or bad, it's important for businesses to respond quickly to show customers they are appreciated.

CroMex are a sales and marketing firm based in New York. The firm help businesses increase their brand reach and attract and retain a strong customer base. Their enthusiastic and experienced sales team help businesses build long lasting customer relationships and offer customers with the opportunity for open and honest communication with a brand that other marketing solutions often fail to provide.

CroMex is an outsourced sales firm located in New York. The firm runs personalised and unique campaigns designed specifically to tailor their clients' needs. These campaigns are then taken directly to the consumer which generates a high ROI for their clients.

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