**Inbound Marketing**

Inbound Marketing is a technique for drawing customers to our products and services via content marketing, social media marketing, SEO and branding.

**Marketing and Trust**

Building a long-term relation with the customers is as important as the presence of wheels in a well-modified luxurious vehicle. Owning a resource-rich business but having very few customers will bring you nothing but *atychiphobia* (i.e. the fear of failure). You can never attain a successful market until and unless you haven’t made long-term customer relation.

A certain level of trust must be maintained to build a strong and long-term relationship. You must have your customer attached to you directly or indirectly, so they can refer your business to their acquaintances. This trust comes from the following factors:

* **Expectation**: It is said that expecting too much from someone hurts. I second this. Never let your customer expect too much from you, this will only reward you guilt and regret. On the other hand, don’t be a very little hope for your customer, this will end your marketing journey sooner than you thought. Play moderately, this will going to be the best scenario for you and your customer. Always try to delight your customers rather than just satisfying them. You have no idea how much value you can obtain from your single customer if you keep letting the flux smooth.
* **Reliability**: Being reliable must be your one of the most prominent traits in trust building. Your customer relies on you more than you rely on your customer. To have someone’s trust, you must show consistent honesty throughout your professional career. It takes weeks and months to build a strong relationship, but a single fissure between you and your customer’s relation may lead to loosing of numerous customers, as it’s all about building reputation and trust.
* **Transparency**: Always be transparent and authentic in your business. Never hide anything about the products and services you offer. By doing this, you strengthen the bond between you and the customer. And allow your customers to leave feedback, as this will be your hub of recommendations.
* **Understanding**: You must have deep understanding of your customers. The understanding of your customers’ base will lead your business towards success. It is extremely important to know your customer’s taste, nature and behavior towards their buying. Dig more information about the customers via social media (Facebook, Twitter and Instagram).

As you all know, marketing is not an easy task. People tend to spend years and years to make their business completely fruitful. But unfortunately, there always comes a time when your competitors beat you and leave you for nothing. To avoid these situations, marketing experts suggest to have an impeccable marketing strategy throughout your business.