**MARKETING 3.0**

**CREDO 7: MEET YOUR CLIENTS, KEEP THEM AND**

**GAIN MORE CLIENTS**

By gaining a client, try to have with them a good relationship. Get to know them personally, one by one in order to know exactly their needs and desires, preferences and behavior. Following this, develop your business with them. These are the principles of handling a relation with clients. (CRM). It’s important to attract specific clients for you, that will continue to buy from you in view of the deep rational and emotional satisfaction of them. They can also become strong defenders of your company, through marketing of word by word.

Petsmart Charities saved the life of million of animals without being paid from centers of adoption created in its shops. The program attracted visitors to shops and improved sales of products of company. At the same time, in order to help animals, company attracted new clients and sold them products from point of sale. As company showed esteem for the animals, clients kept buying from Internet by becoming recurrent clients.

*Consider how your clients will become recurrent clients for the rest of their life.*