***How to create customer evangelists***

Businesses grow faster when they create a base of “customer evangelists.” When customers are excited about a product or service, they tell others about it in comments on their own websites and blogs.

When customers like your product so much that they want to tell the world about it, they start an informal “viral marketing” campaign. Customer evangelists can grow into a powerful volunteer marketing force for your company.

How do you create customer evangelists? The key is to build a community of satisfied users around your website. These tips will help you get started:

* Get feedback from your customers and act on it.
* Share your knowledge and expertise with customers.
* Create a forum where satisfied customers can interact and share their experiences.
* Focus on continually improving your product or service.
* Start blogging. Blogs help to build a community of users, and bloggers are often the best customer evangelists.
* Create press releases.

Continual feeds to media outlets in your field or industry with news of product launches and updates can drive thousands of unique visitors to your website in search of more information. When a press release carries a link to a sales page for a specific product, it can generate revenue—and potential customer evangelists—in a matter of minutes.