



What do you want to **GROW** Today?

➔ Five NEW Ways to Nurture

**Social Nurturing**



You might think social media isn't for nurturing but think again. Are you tweeting constantly but never engaging? Be sure to respond to comments, post things that encourage interaction (questions, surveys, etc.), and go to your followers' pages every once in a while to post something directly on their page or participate in their LinkedIn group. It's a two-way conversation. With nurturing, we never suggest getting caught up in measuring numbers. By all means note your activity – just don't make it the focus.

**Vendor Nurturing**



What? We expect you to nurture your vendors? But, they should be nurturing YOU! Well, yes they should but if you nurture them back – well, let's just say if you don't, it might be too late when you really, really need them (just like your customers). Send notes of thanks for a job well done, give bonuses for exceptional service, refer them to others and let them know you did (they will likely refer business back to you) – simple and thoughtful acts will nurture the business relationships that are so important.

**Employee Nurturing**



Oh geez...you just found out you have to nurture your vendors and now you have to nurture your employees too? Yes. It's normal for accolades to flow with a special achievement or when someone goes above and beyond, but what about when things aren't going so well? That is when nurturing is most important, and rarely considered. Nurturing doesn't have to mean just a praise session. It can also be a one-on-one meeting about challenges with a chance to give real input – it's your undivided attention that matters.

**Community Nurturing**



You might be highly visible in your community, or rent a tiny office on the outskirts of town. No matter your size or affluence – your community always needs help. The holidays are a popular time for charitable acts, but continue your philanthropy through the year when the other companies quit. Sponsor a school or charity function, assemble a team competition for a clothing drive – it's a win-win for everyone. The community gets the help it needs and sometimes you might get free or inexpensive advertising opportunities.

**Fanbase Nurturing**



Did you know you have fans? Sure you do. They already like you. They've already referred you. And they deserve some good 'ole nurturing. Don't just send them a note thanking them for the referral though – send them love all year long. Let them know how much you appreciate their thoughtfulness, their support and the way they have helped your business grow. Offer them incentives to continue whether it's a gift, a discount to share or a cup of coffee. Your fans are about the best investment you can make.

Marketing Services

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**FREE eBook!**

In the spirit of nurturing, we are giving away 10 copies of our successful eBook, **101 Business Love Letters** - an entire book of nurturing examples to use in your emails, letters and notes - already written for you!

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**Blog**

**Jim Cecil's "A Story of Black Bamboo"**

If you want to know anything about nurturing, who do you go to? The father of nurture marketing himself! This month we are featuring some of our favorite blogs by Jim to inspire you. [Read more](#)

**SURVEY**

*What is your favorite way to nurture?*

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and see what others think!

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