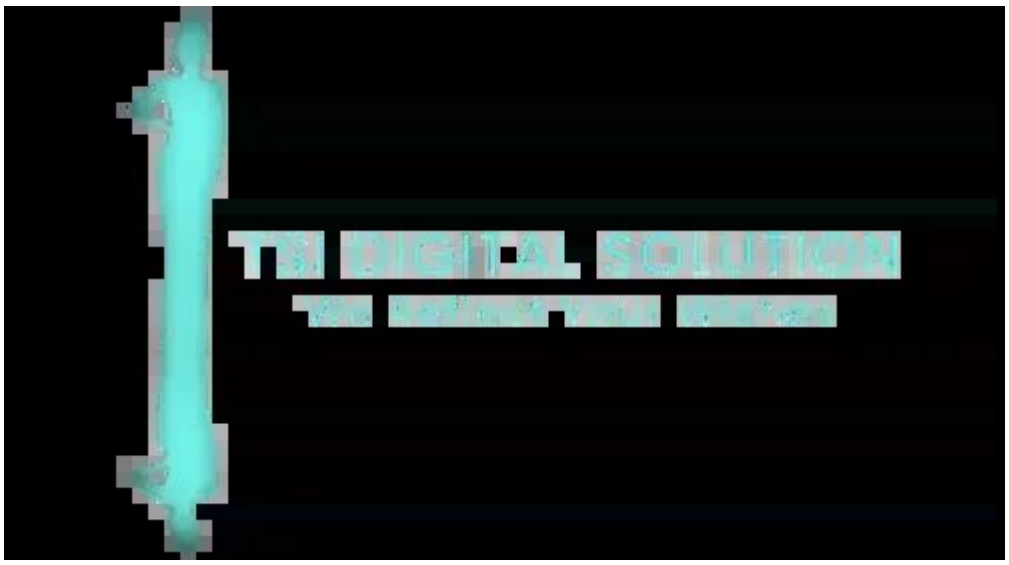
Client Communication in Digital Marketing

Category: Blog at TSI Digital Solution,Copywriting blog,SMM Blog,Websites Blog
April 27, 2025

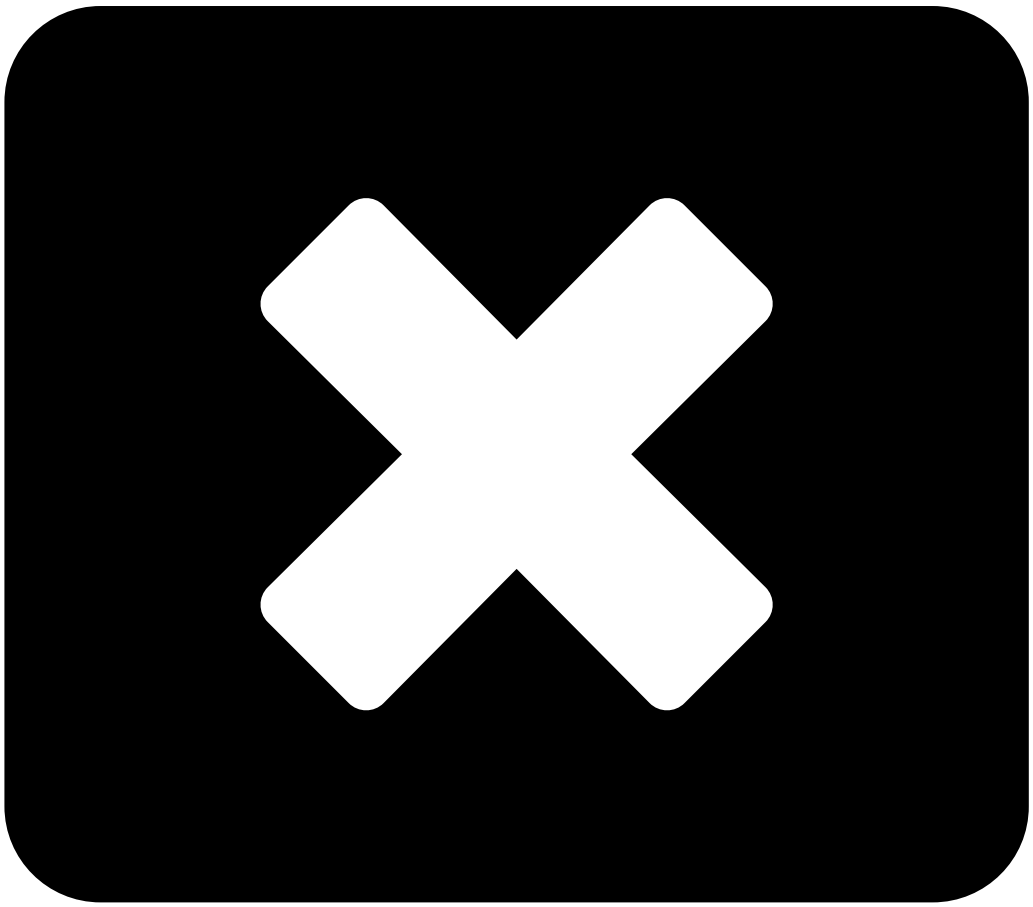




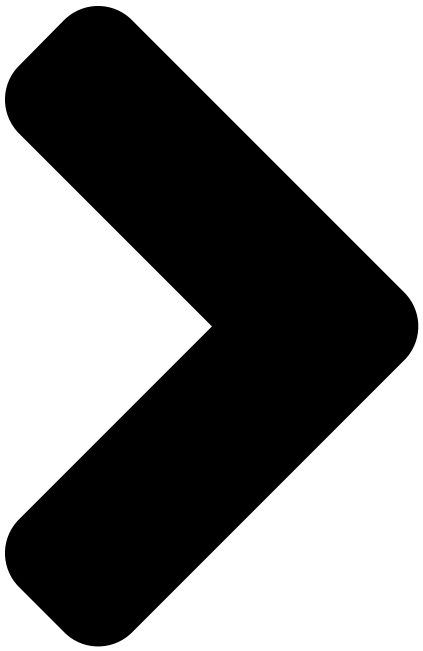






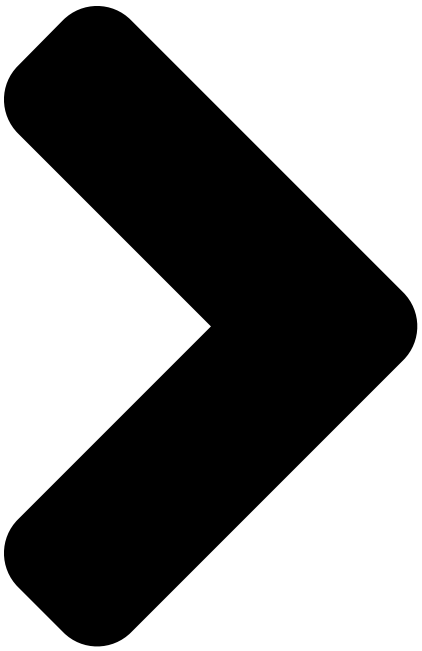


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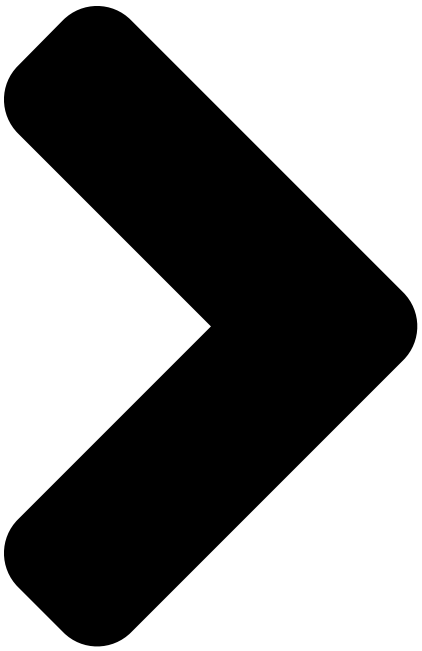


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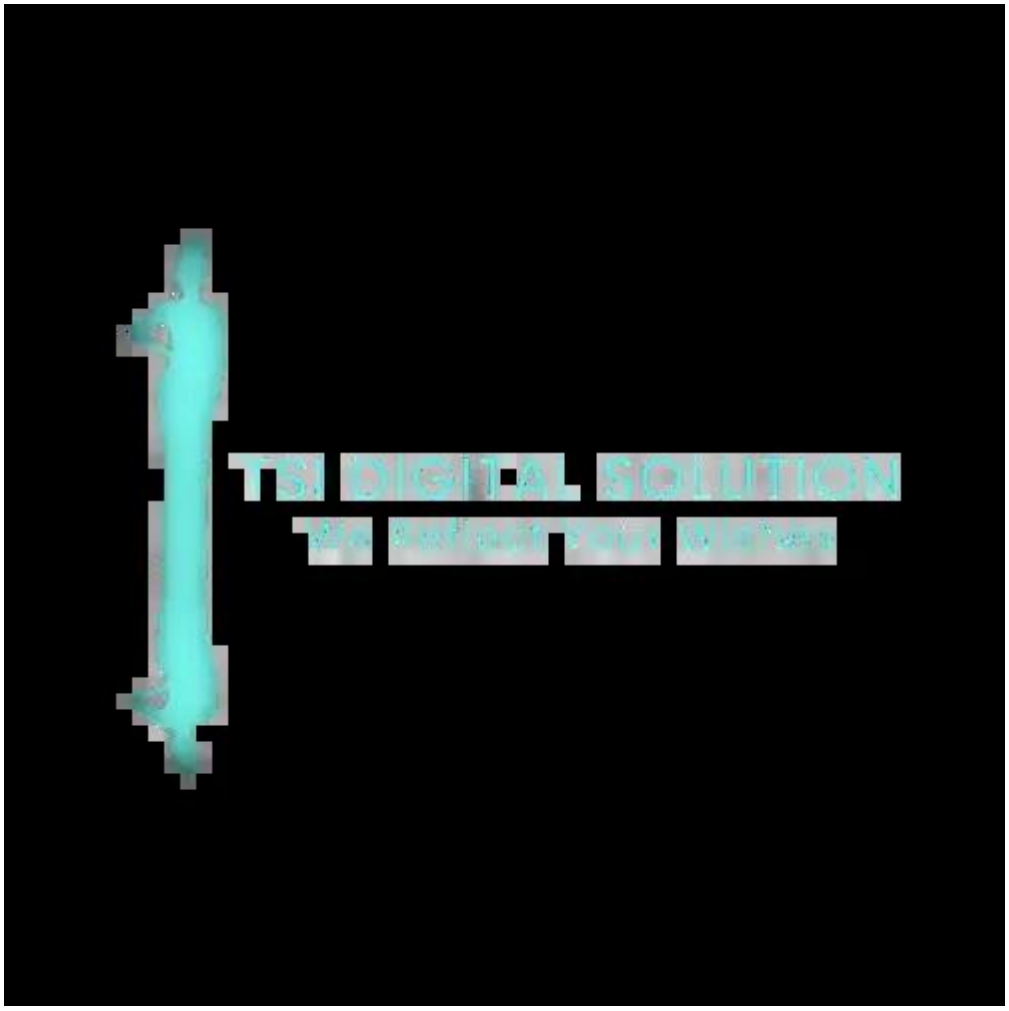
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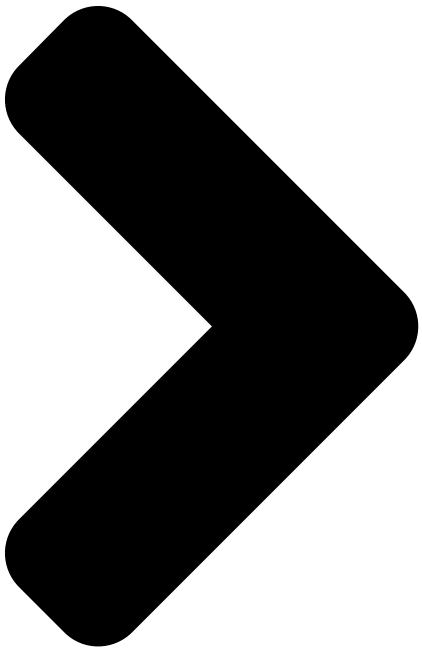


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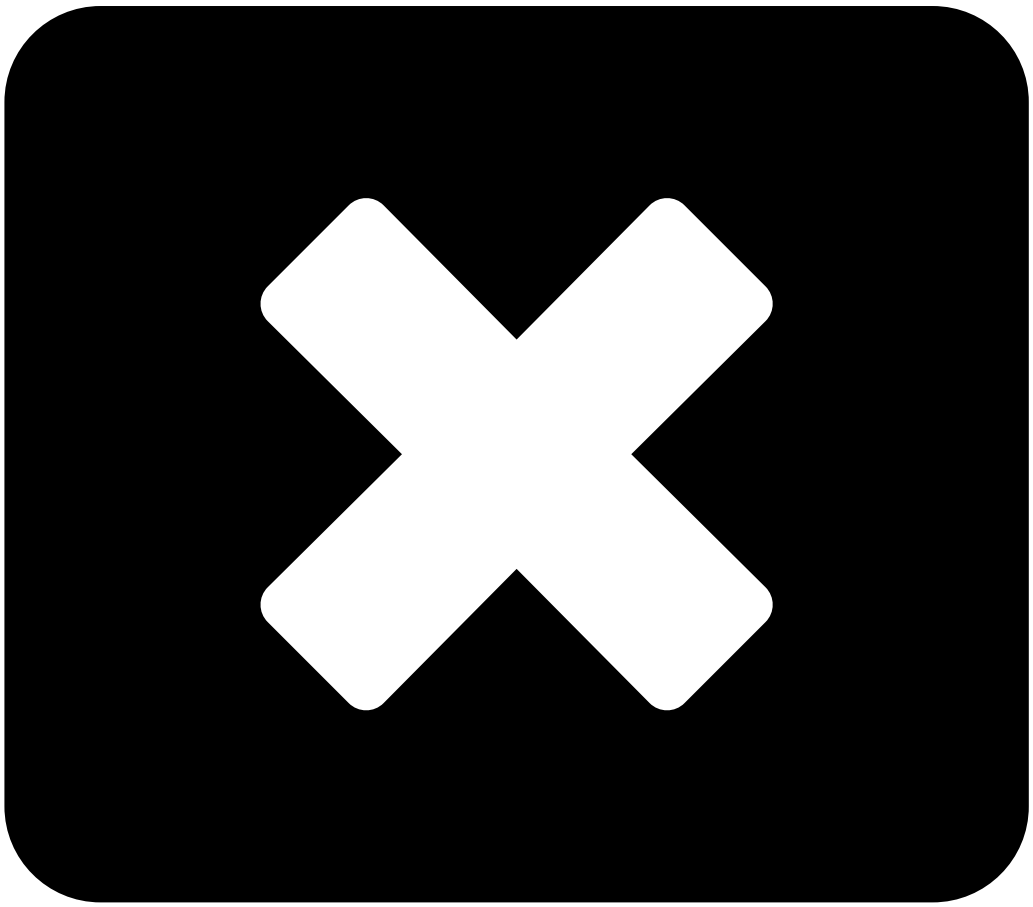
What we have realized


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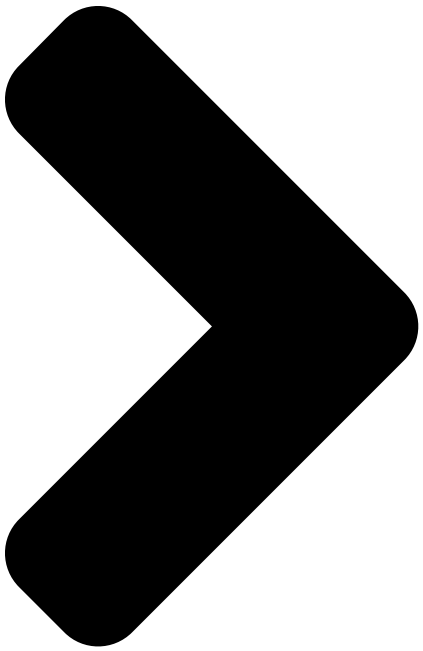


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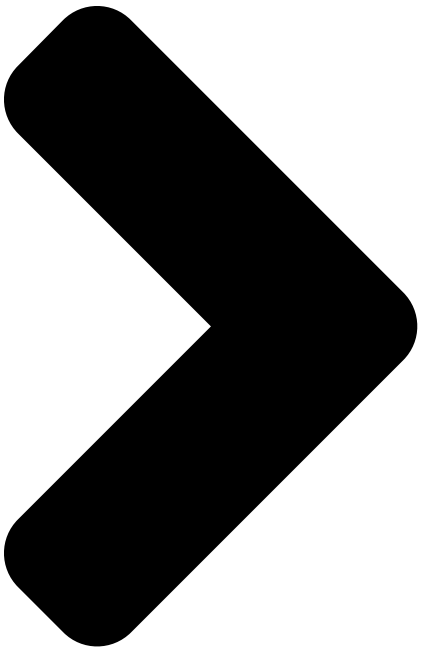


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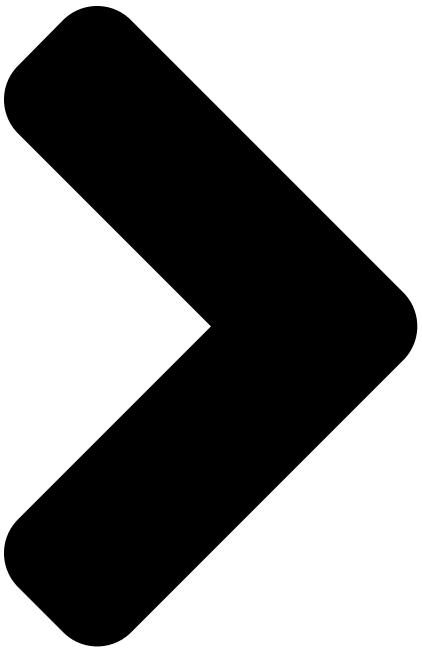


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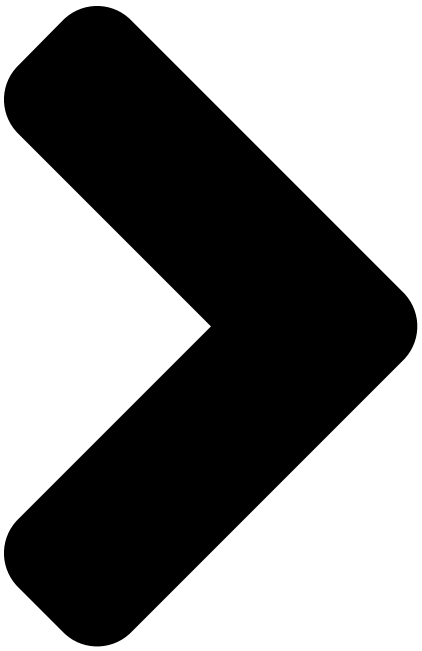
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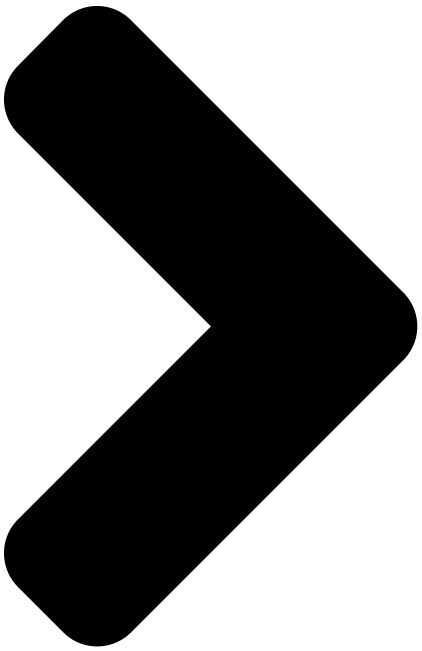
Web Design & Development



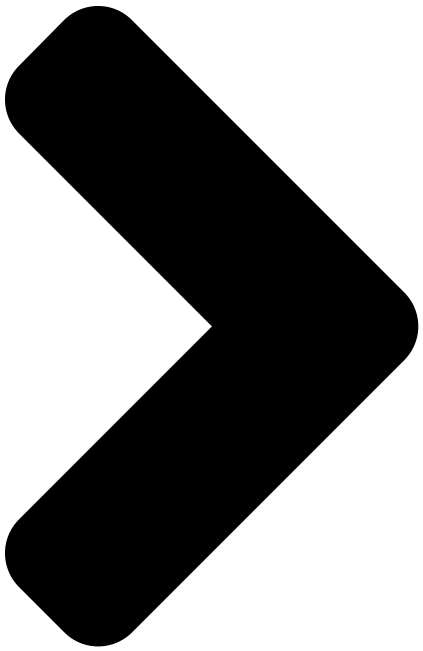
- Hosting



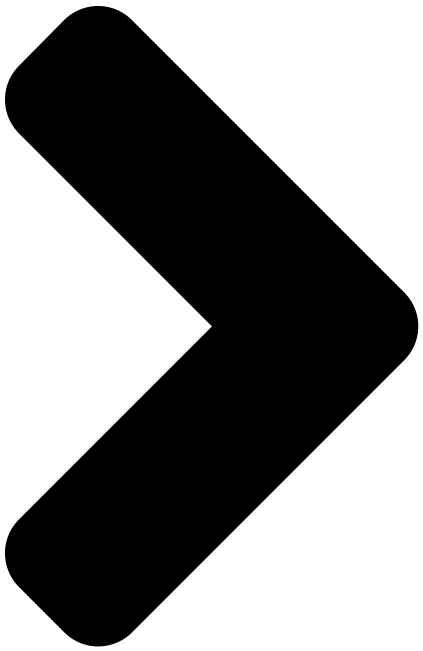
SEO/Ads/MGB/Speedup/Technical



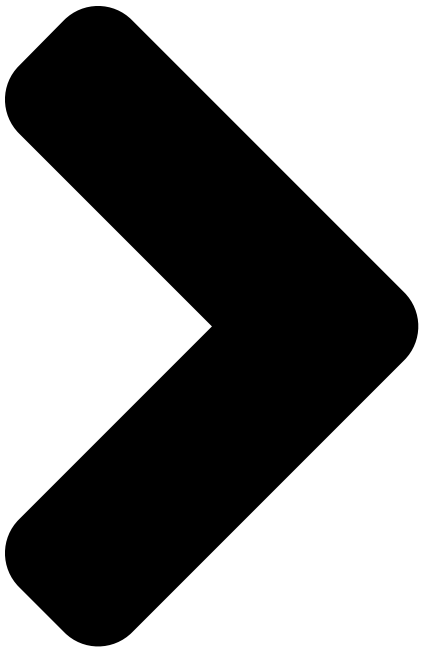
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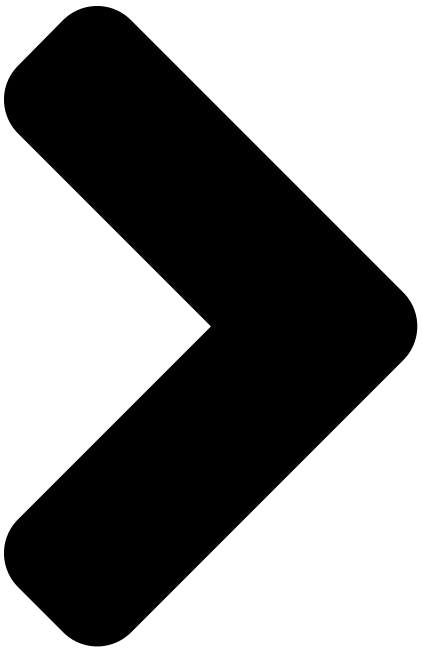
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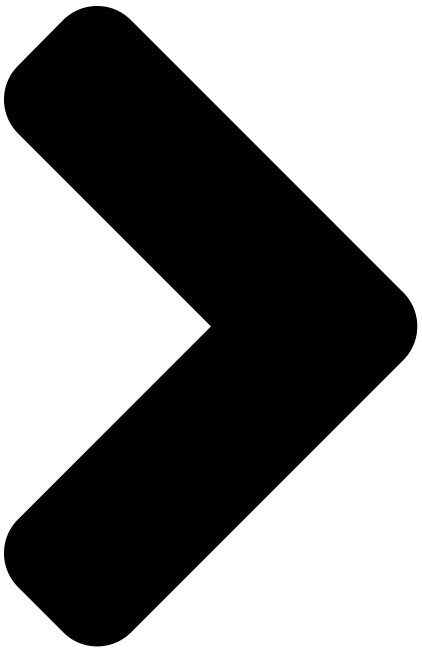
e-Commerce



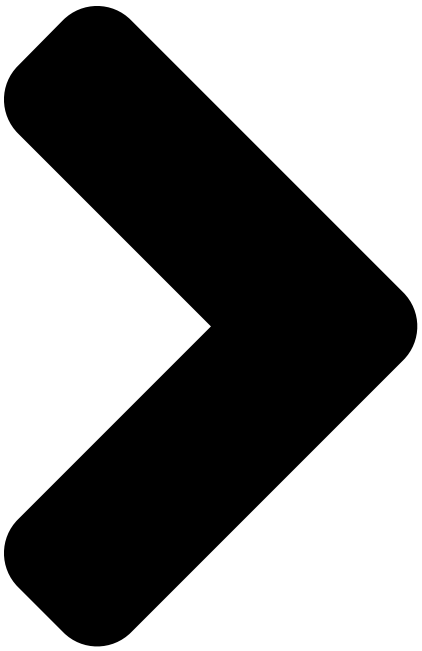
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

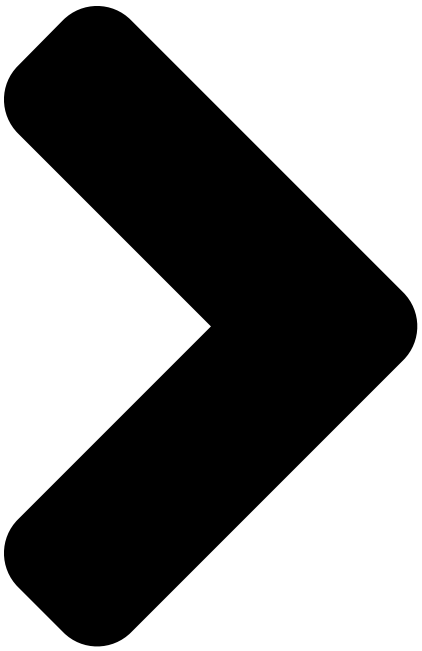
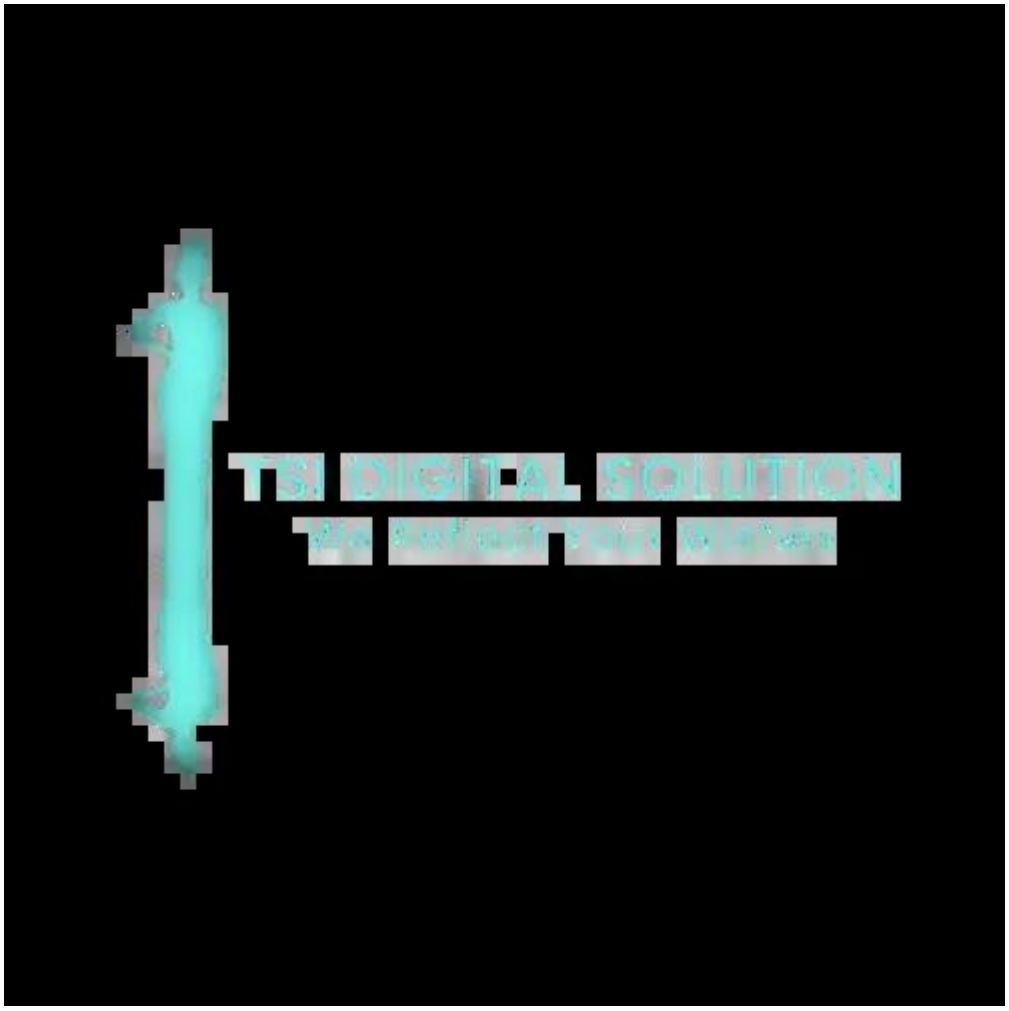
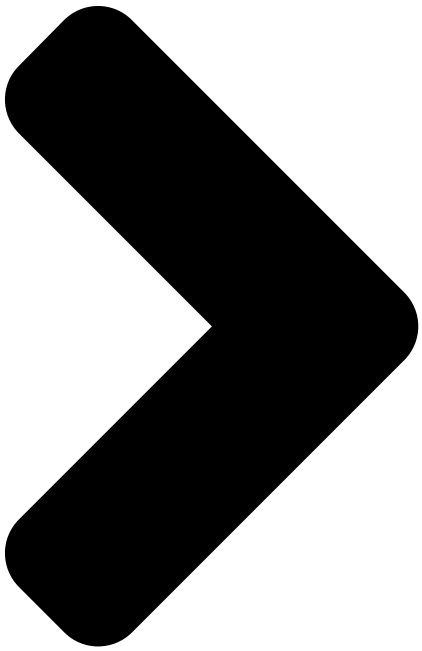


Photo- & Videography

Calculate the price online yourself

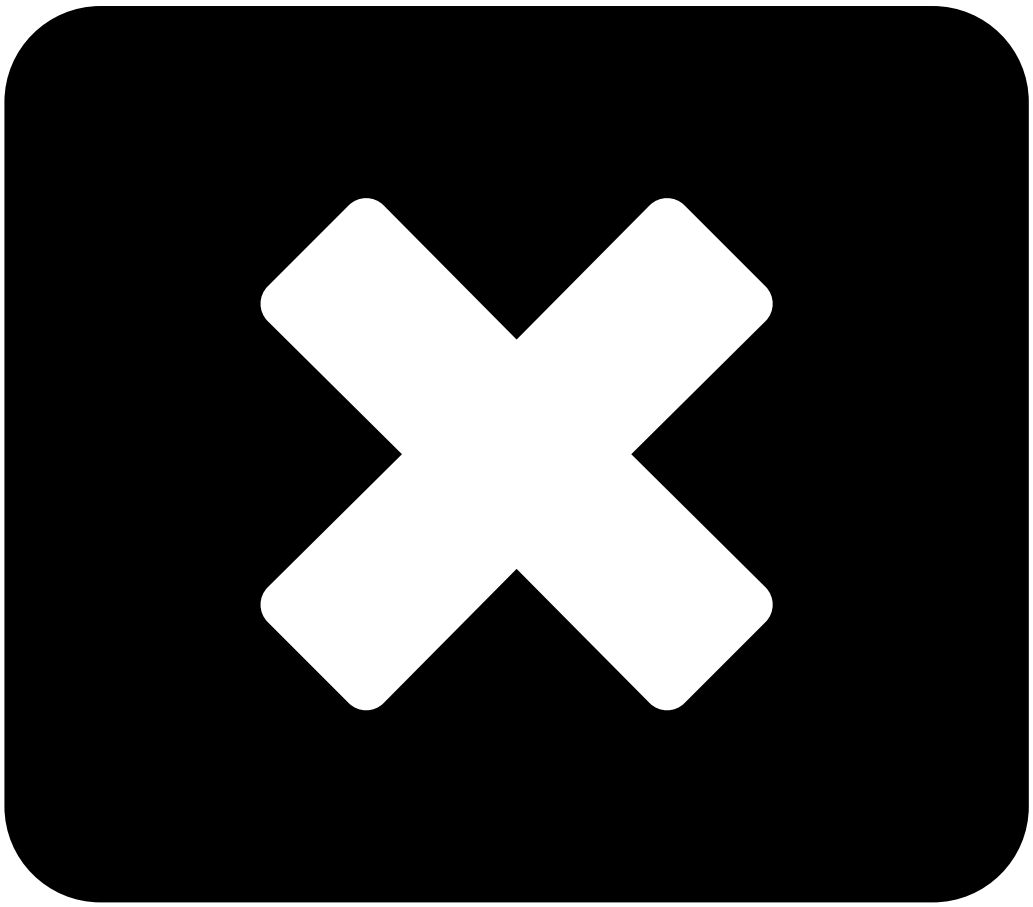
The way we work


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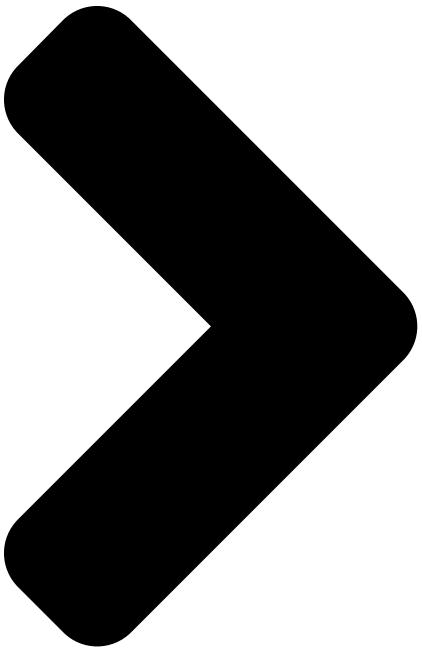


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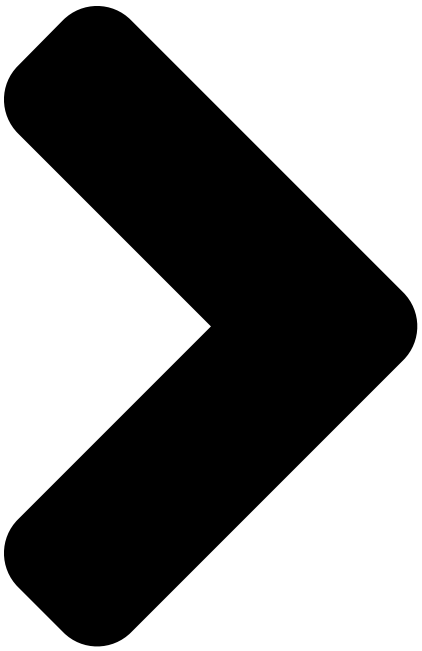
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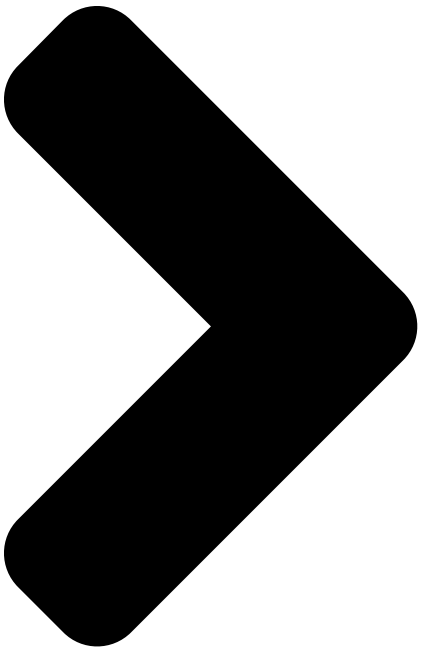
Realized projects

Calculate an estimate of your project costs directly online

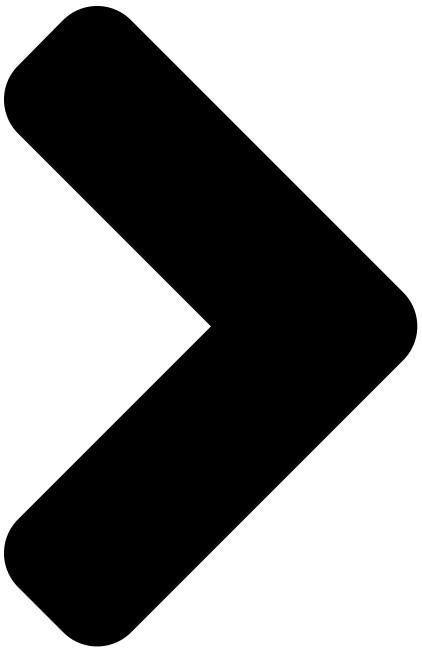
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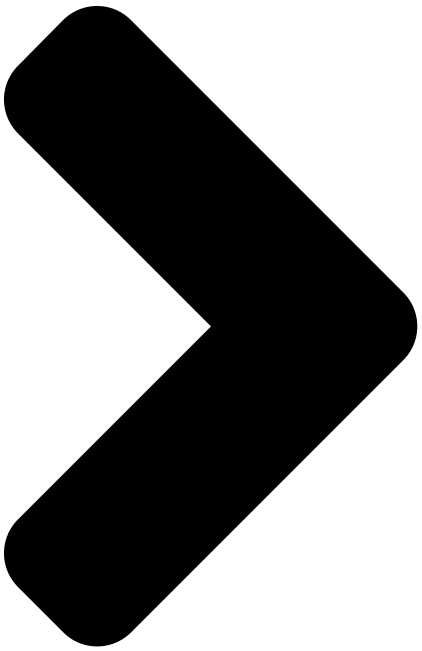
- Cost calculation for my website



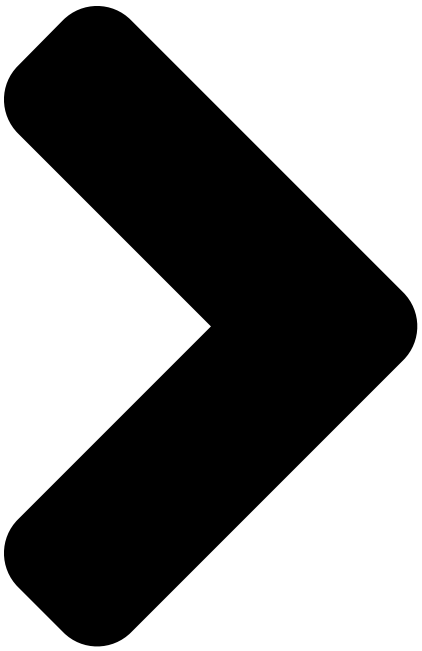
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



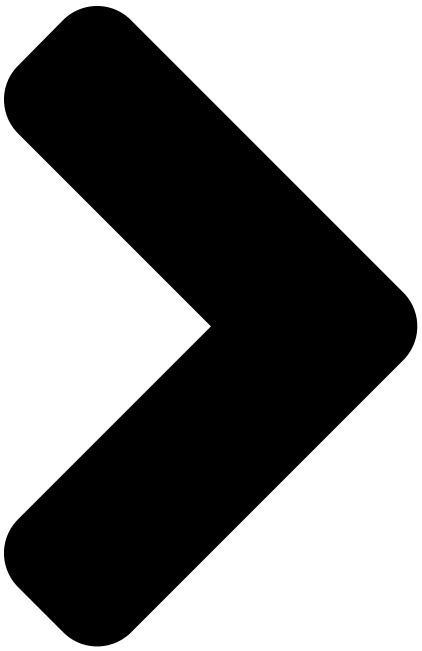
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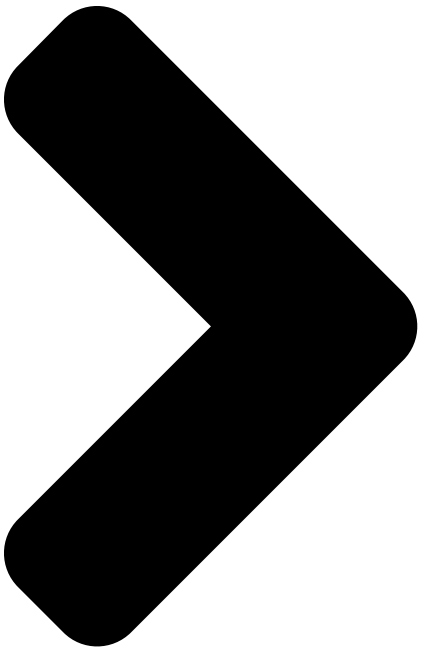
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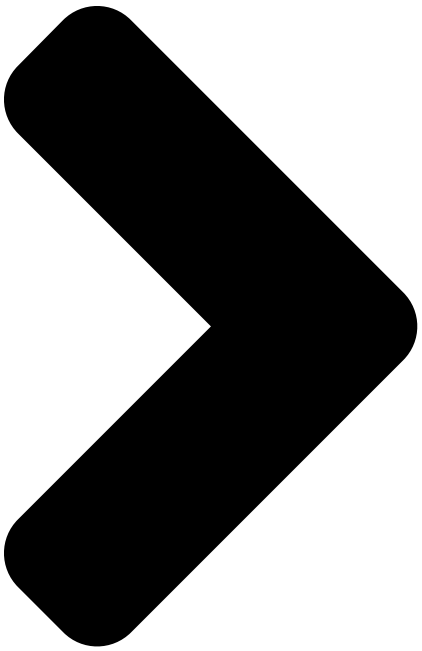
Cost calculation for an e-commerce shop



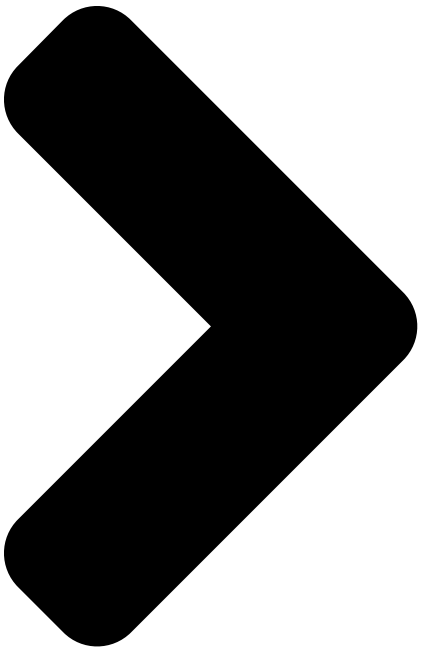
- Contact us for branding



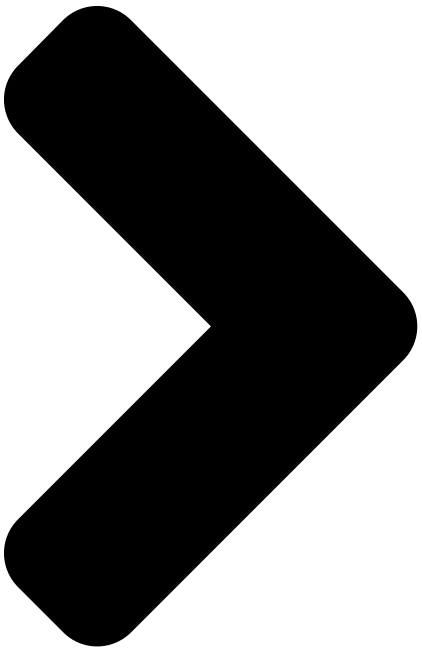
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



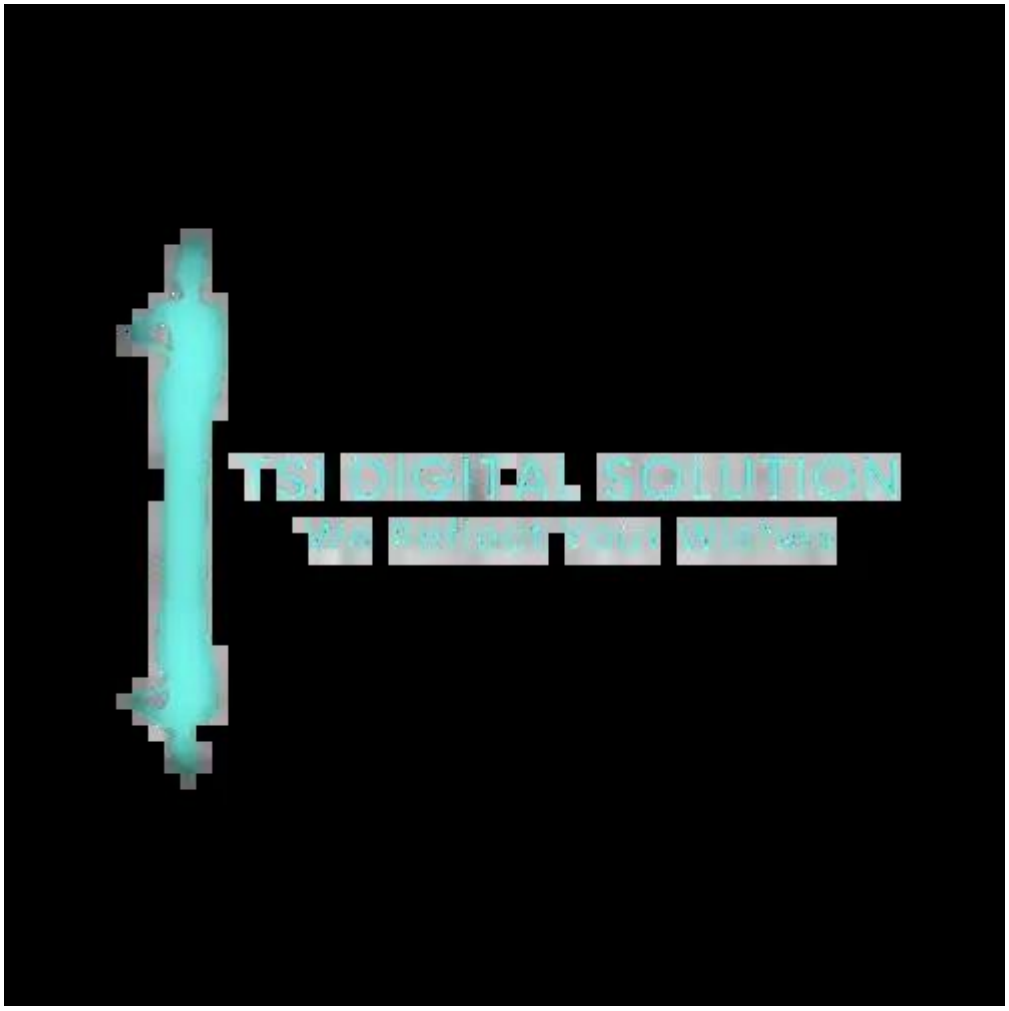
Cost calculation for Copywriting & Translations

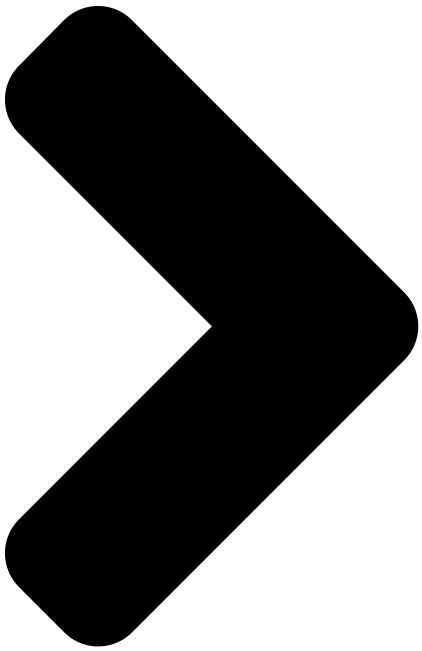


Cost calculation for Photo- & Videography

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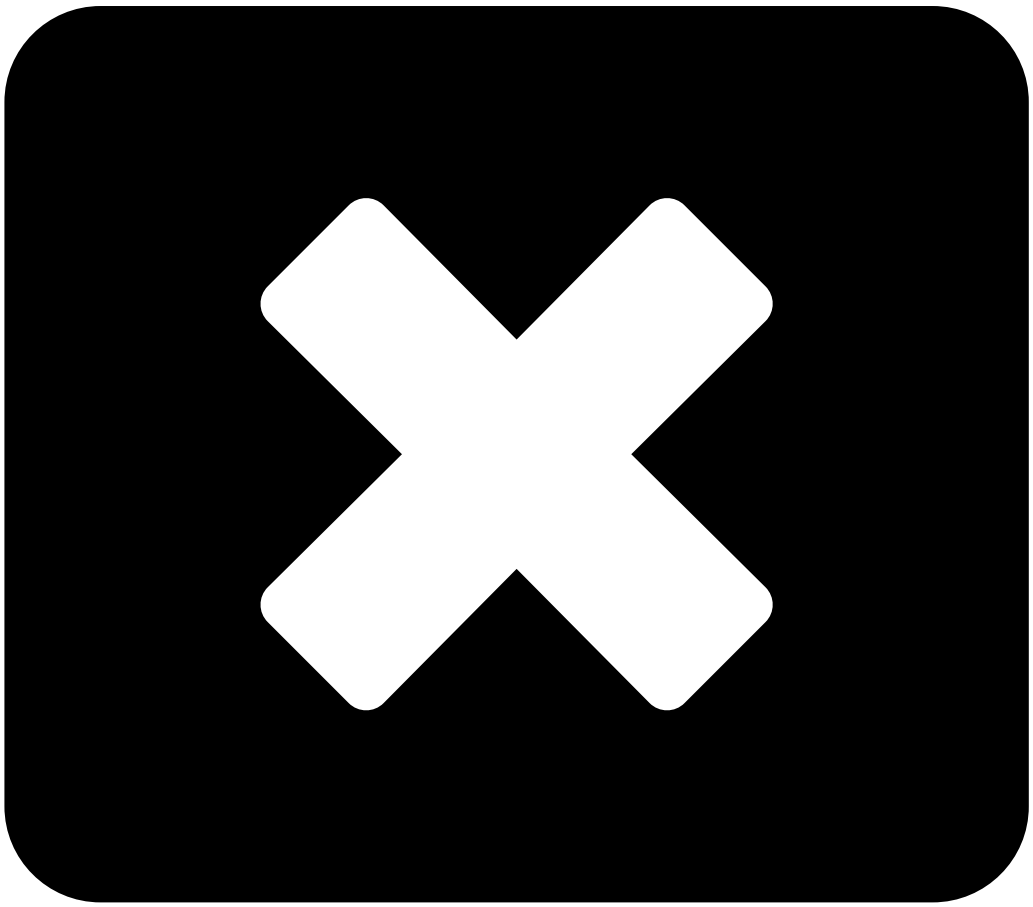
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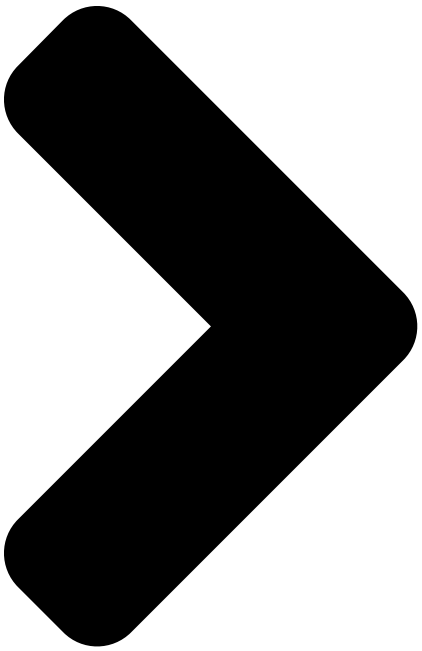


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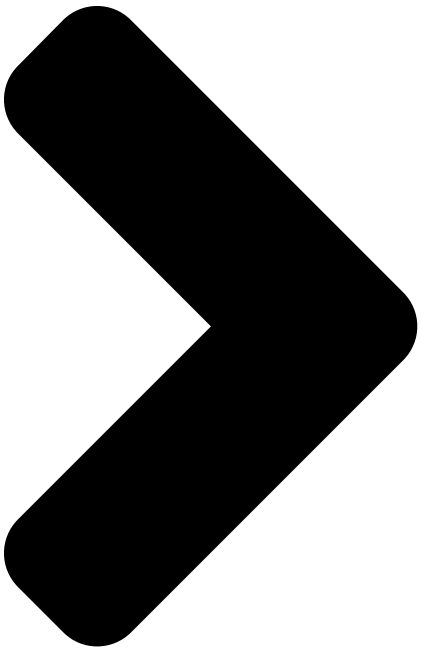
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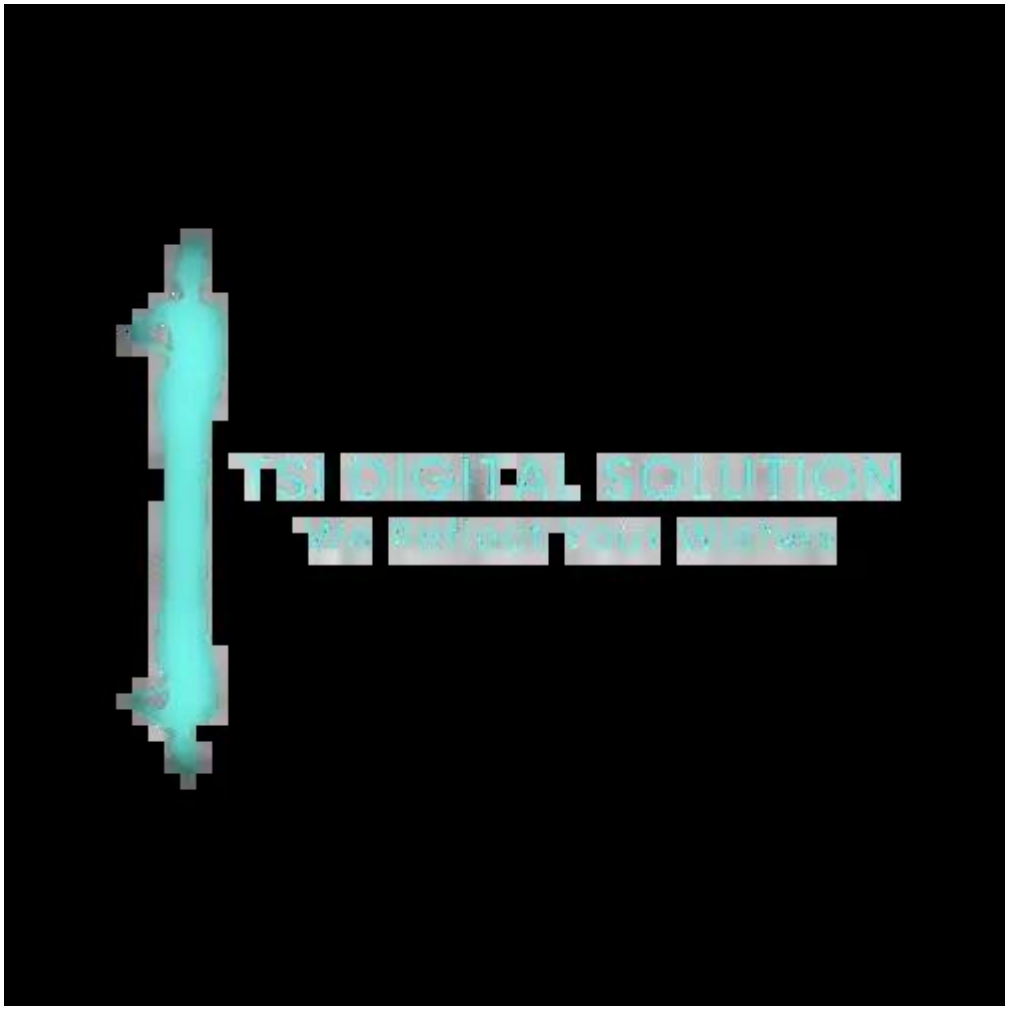
Blogs

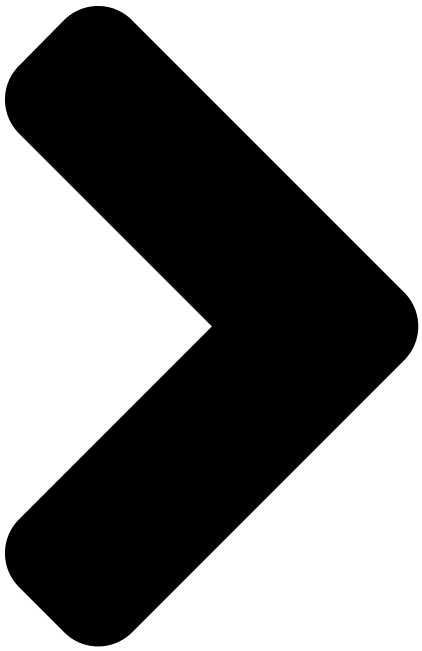


Demo

Just ask, we are here for you

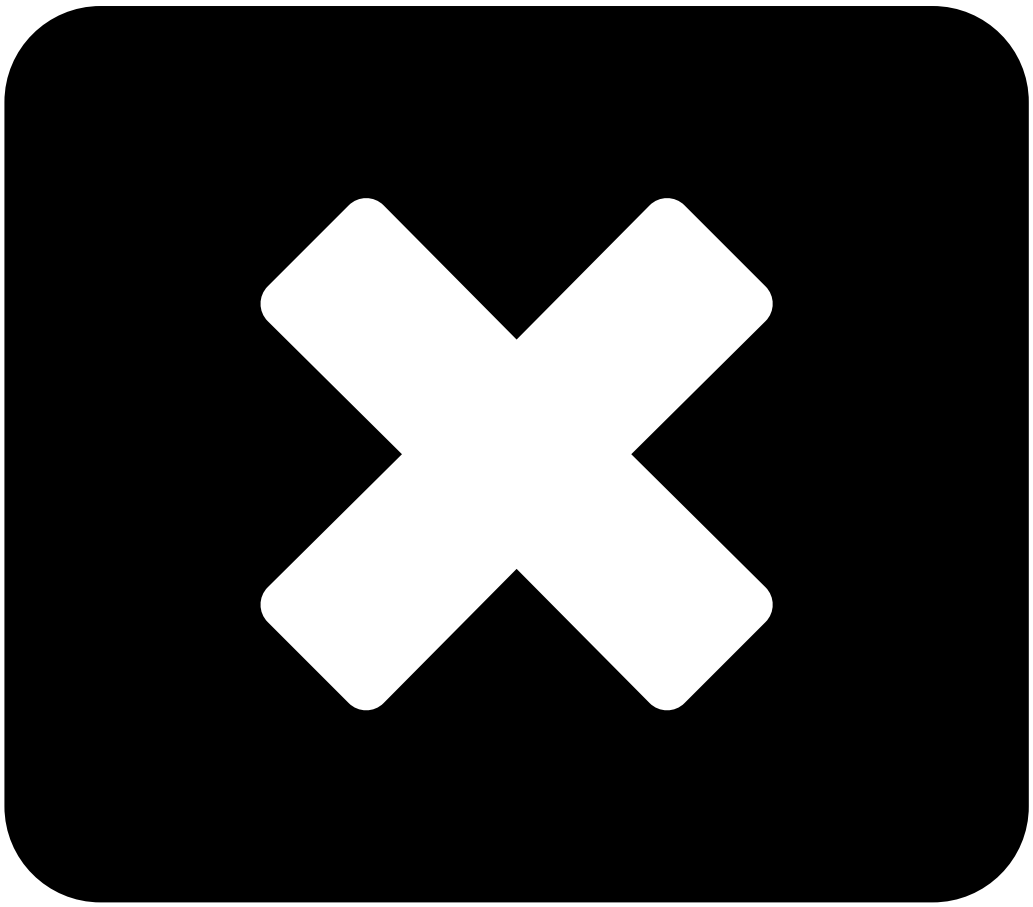
Who we are


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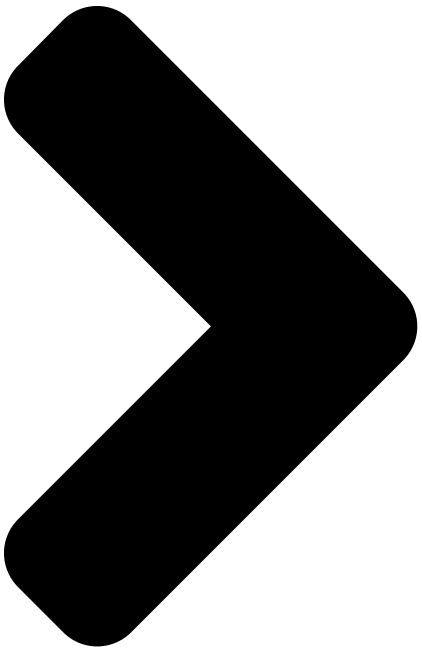


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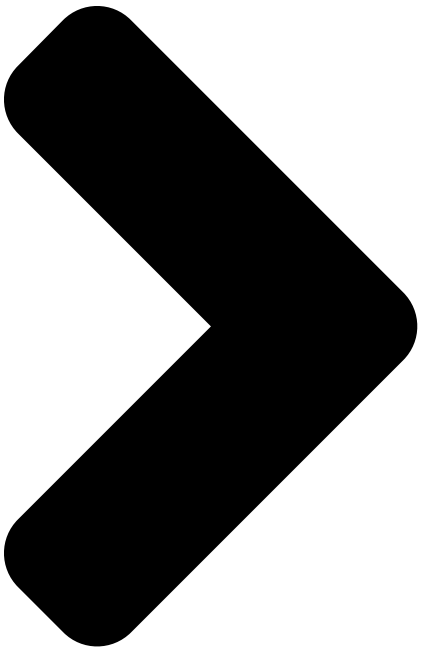


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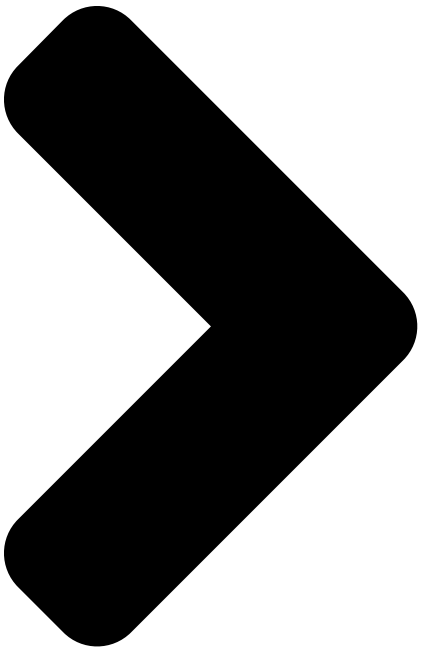
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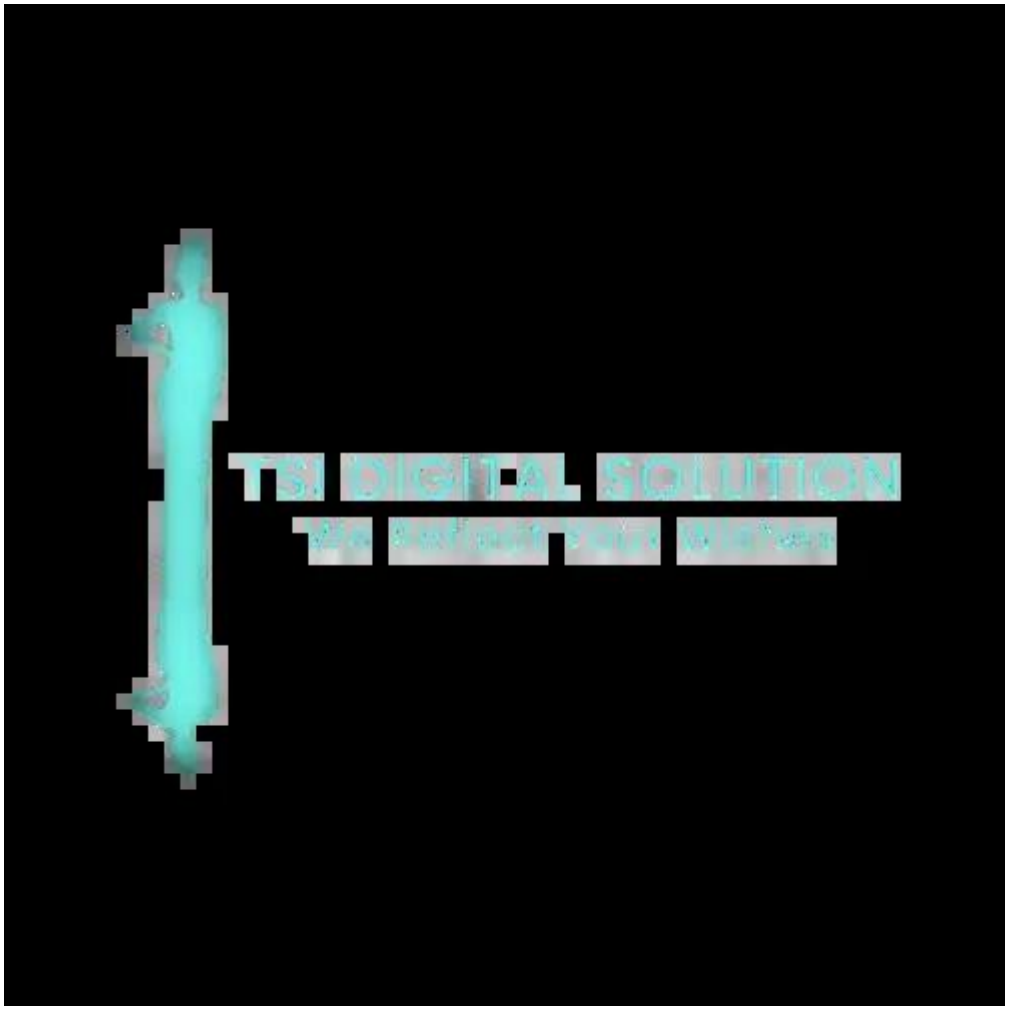
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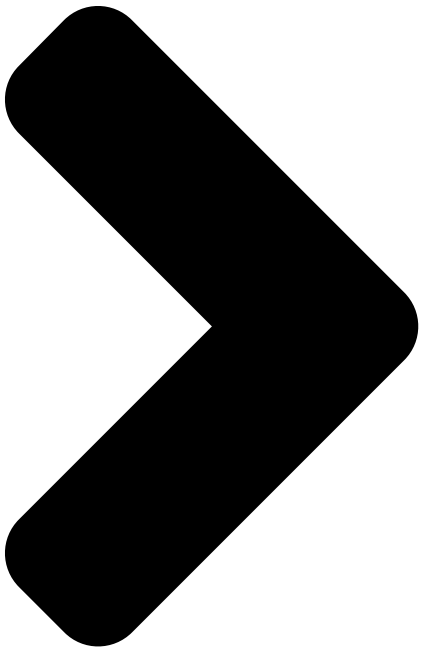


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Client Communication in Digital Marketing

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Good Communication With Clients

How Strong Client Communication Boosts Digital Marketing Success

Discover how good communication with clients elevates pricing strategies, conversions, trust, and loyalty in digital marketing. Especially in **digital**

marketing, where every click, comment, and conversion counts, building strong communication with your clients directly determines your success. Companies that excel in client communication report up to **47% higher customer retention rates** (Forrester, 2024). But what does good communication really mean, and how can it make a tangible difference in price settings, conversions, loyalty, and trust? Learn expert tips and future insights.

Why Client Communication in Digital Marketing Is Your Hidden Power

You can run ads, polish your SEO, and optimize your content all day, but without solid client communication in digital marketing, you're simply shouting into the void. Communication is the thread that weaves marketing tactics into real business value. It adds depth to your pricing strategy, clarity to your messaging, and certainty to your conversions.

Every email, ad, and chatbot conversation is an opportunity to build or break trust. And trust, once built, multiplies into loyalty, higher lifetime customer value, and brand advocacy.

The Link Between Communication and Digital Marketing Tools

Whether you're using social media marketing, SEO, paid ads, or even email campaigns, each of these digital tools benefits immensely from strong communication with clients. Here's why:

Price Settings: Building Confidence Through Clarity

Clear Client Communication in Digital Marketing helps businesses set expectations when it comes to pricing. It's essential to clearly articulate the value offered at different price points so clients feel confident in their purchasing decisions.

A misunderstanding around pricing can lead to frustration, abandoned carts, or lost trust. An online survey conducted by **HubSpot** found that **52% of customers have abandoned a purchase due to unclear pricing or hidden fees**.

Conversions: Turning Clarity Into Action

How many times have you encountered a website with confusing calls to action (CTAs)? If your message isn't crystal clear, users won't know what to do next.

Effective communication through website copy, landing pages, and even customer service interactions has a direct correlation with conversion rates. According to **Forrester Research**, **businesses that communicate clearly are 33% more likely to see higher conversion rates** than those that don't.

Mutual Understanding: Setting Realistic Expectations

In digital marketing, mutual understanding between business and client is the bedrock of success. When businesses communicate openly about challenges and opportunities, they are able to set realistic expectations.

This makes clients more likely to trust the process, appreciate transparency, and remain loyal.

Trust and Loyalty: Strengthening Long-Term Relationships

Trust is the foundation of any long-term client relationship. A well-communicated, transparent approach ensures clients feel valued and heard.

For example, during product launches or service changes, proactive communication keeps customers informed and reassured, which in turn strengthens brand loyalty. According to **Edelman Trust Barometer**, **81% of consumers make buying decisions based on trust in a company's communication**.

The Role of Chatbots in Improving Client Communication in Digital Marketing

One of the most innovative advancements in business-client communication is the use of chatbots. Chatbots are rapidly becoming indispensable for businesses seeking faster, better communication.

Instant Support for Real-Time Engagement

Chatbots provide immediate answers to customer inquiries, crucial for businesses operating in a 24/7 digital economy.

Personalization That Boosts Client Satisfaction

Advanced chatbots offer personalized recommendations based on previous interactions, significantly improving client experiences.

Scalability That Grows With Your Business

As your client base grows, chatbots ensure that service quality stays high without requiring massive investment in extra manpower.

Future Outlook:
Chatbots will become even more intuitive, managing complex conversations and offering even greater personalization. Businesses that adopt them now will stay ahead of competitors in client satisfaction and operational efficiency.

Communicating Through Content: A Key Digital Marketing Strategy

Good communication doesn't just happen through conversations. Your blog posts, social media updates, website content, and videos all communicate your

brand’s message.

SEO and Communication: Speaking Your Clients’ Language

When it comes to SEO, clear and value-driven communication ensures your target audience finds exactly what they are searching for.

Using the right keywords, addressing customer pain points, and focusing on real value, rather than empty sales pitches, dramatically improves search rankings and client trust.

Future Trends in Communication and Digital Marketing

The methods and channels of communication are rapidly evolving. Businesses must prepare for:

Hyper-Personalization

Using AI and data insights, businesses will tailor communication to individuals rather than groups, making messages more relevant and increasing client engagement.

Voice Search and Conversational AI

As voice search grows, businesses will need to optimize communication for natural, conversational queries rather than just typed keywords.

The Risks of Poor Communication

Despite its critical role, poor communication can derail your business efforts.

According to Salesforce, **60% of customers will switch brands after a single bad communication experience**. Misunderstandings, lack of transparency, or vague messaging can result in:

- Lost sales
- Negative online reviews
- Damaged brand reputation

Businesses that fail to prioritize communication will fall behind competitors who create more meaningful connections with their clients.

How to Focus Your Communication Efforts

Businesses that excel in communication follow a few simple, powerful rules:

- **Be Transparent in Everything**
  From pricing to deliverables, clear communication removes client doubts and fosters trust.
- **Stay Consistent Across All Channels**
  Whether via email, social media, chat, or calls—consistent tone and messaging ensure clients feel connected and valued.
- **Offer Multiple Communication Options**
  Not every client prefers the same method. Let your clients choose between email, chatbots, messaging apps, and calls.
- **Use Automation Wisely**
  Smart automation, like chatbots or auto-responders, speeds up service while keeping it personal and relevant.

Conclusion: Why Communication Is Crucial to Your Digital Marketing Success

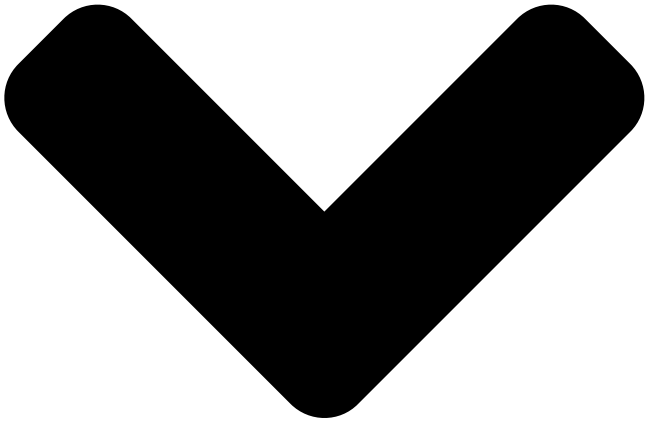
Good communication isn’t just another business skill, it’s the engine that powers every aspect of digital marketing. It impacts how you set prices, how you convert prospects, how you build trust, and how you foster loyalty.

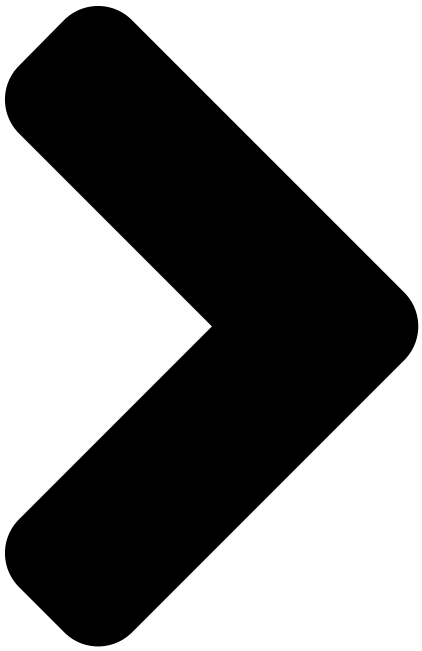
Businesses that prioritize **effective communication in digital marketing** are not only more successful today, they are better positioned for the future. Those who ignore it, however, will find themselves losing ground to more transparent, customer-focused competitors.

If you want your brand to thrive in the digital age, start by mastering the art of communication.

Frequently Asked Questions (FAQ)

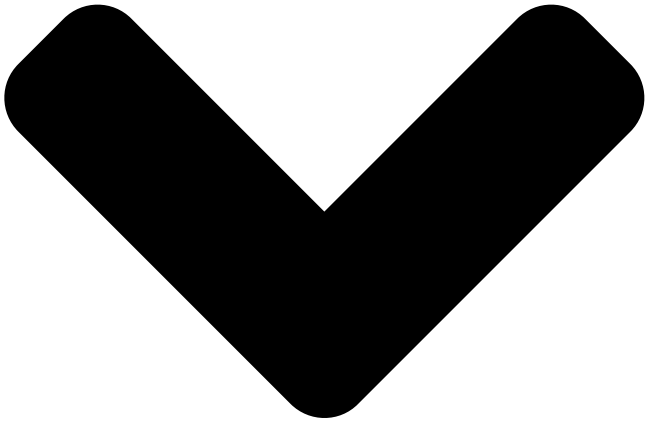
How does clear client communication affect my pricing strategy?

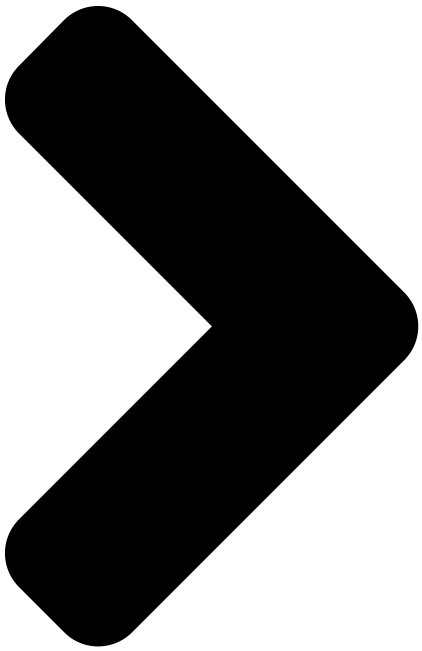




Clear communication builds confidence by articulating the value at different price points, preventing misunderstandings that lead to abandoned carts. A HubSpot survey found 52% of customers abandon purchases due to unclear pricing or hidden fees.

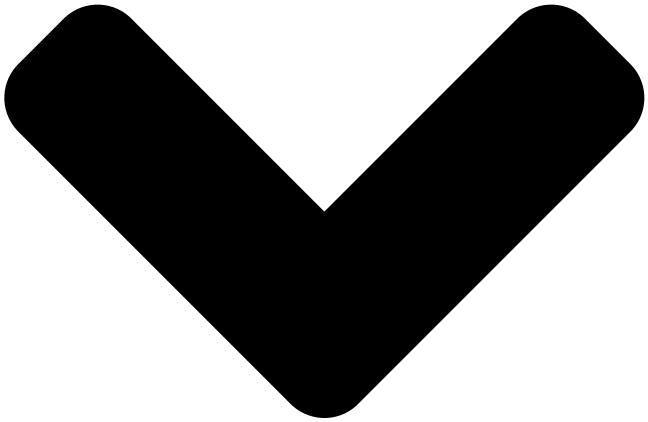
Can better communication really improve conversion rates?

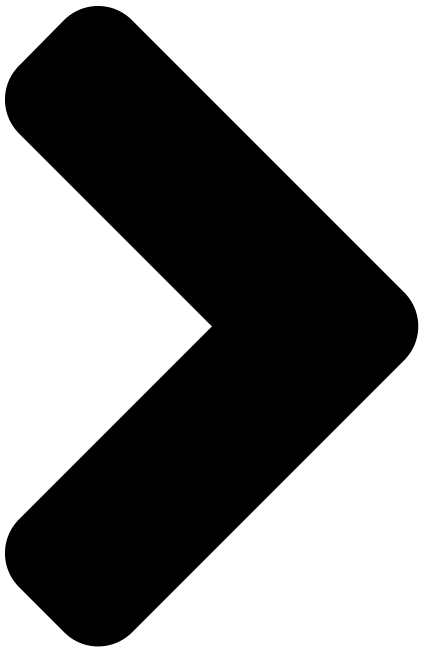




Yes. Clear messaging through website copy, landing pages, and service interactions directly boosts conversions. Forrester Research notes businesses that communicate clearly are 33% more likely to see higher conversion rates.

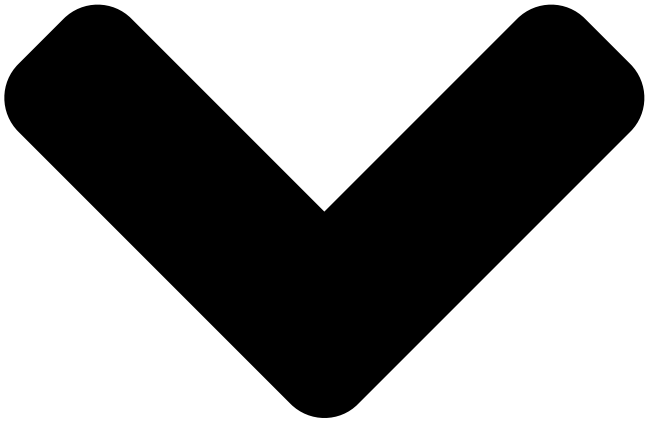
What role do chatbots play in client communication?

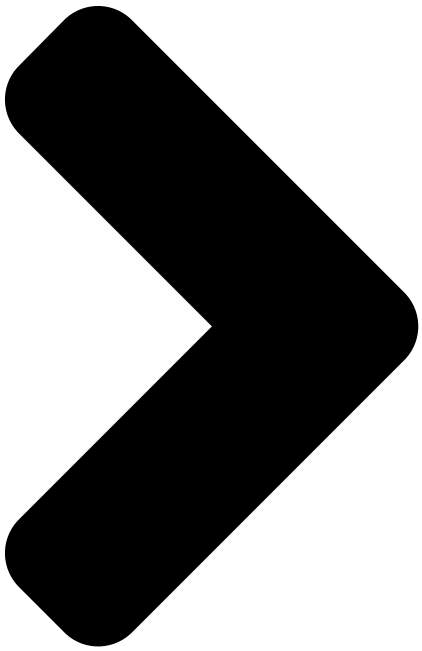




Chatbots provide instant 24/7 support, offer personalized recommendations, and help scale communication efficiently. They are becoming indispensable for real-time engagement and maintaining service quality as your business grows.

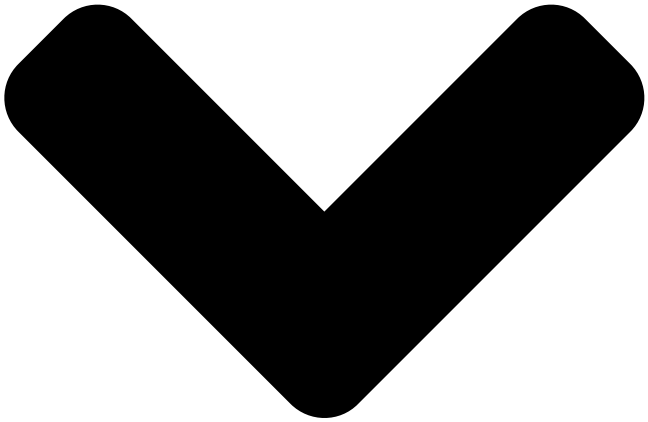
How does communication build trust and loyalty in digital marketing?

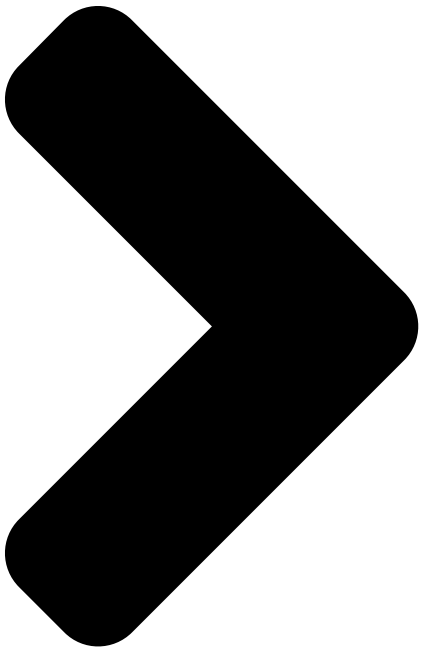




Transparent, proactive communication makes clients feel valued and heard, strengthening long-term relationships. Edelman reports 81% of consumers make buying decisions based on trust in a company’s communication.

What’s the risk of poor communication with clients?





Poor communication can derail your efforts. Salesforce states 60% of customers will switch brands after one bad communication experience, leading to lost sales, negative reviews, and a damaged reputation.

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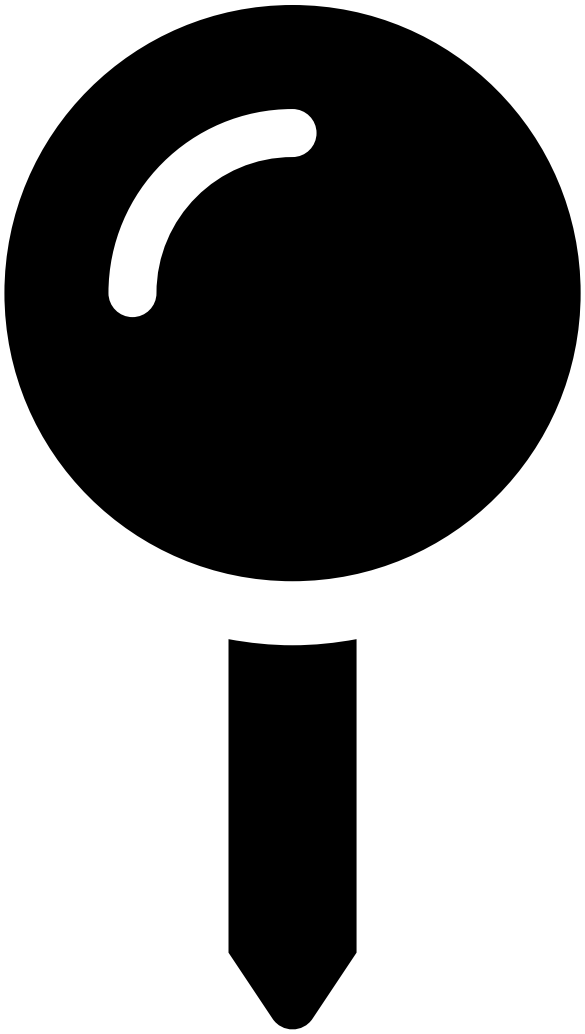
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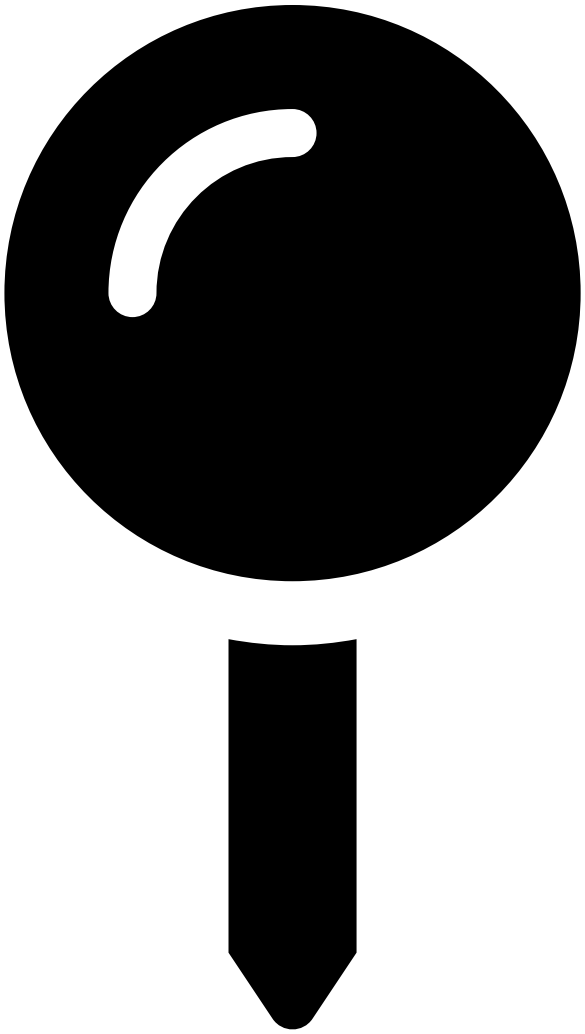
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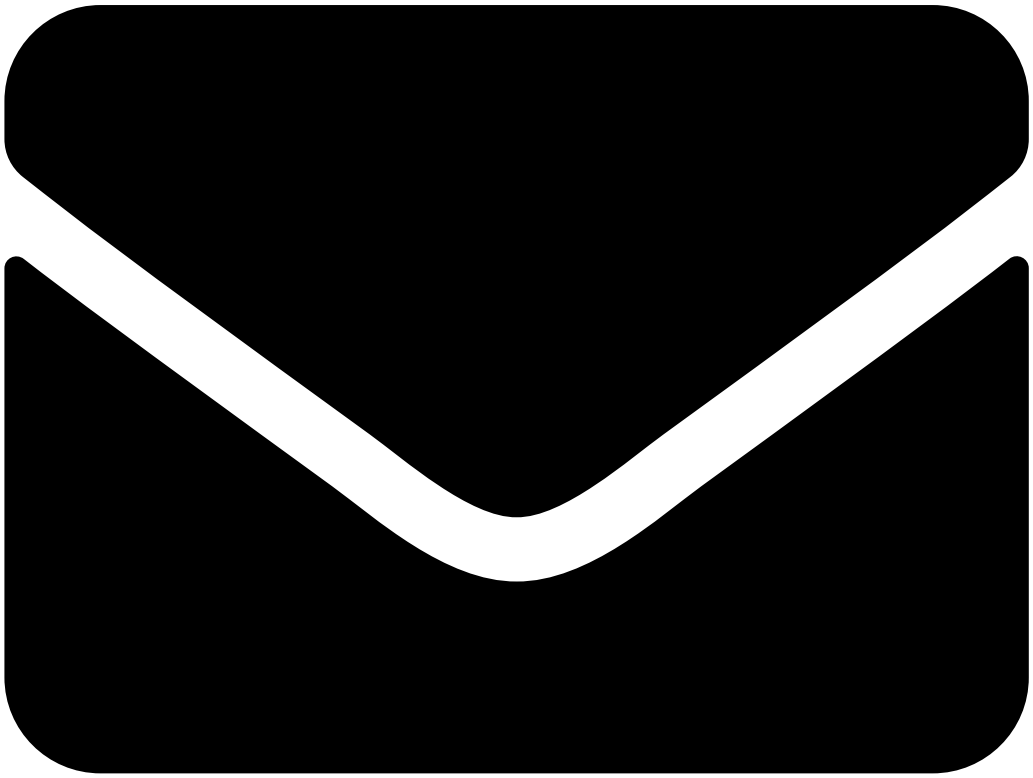


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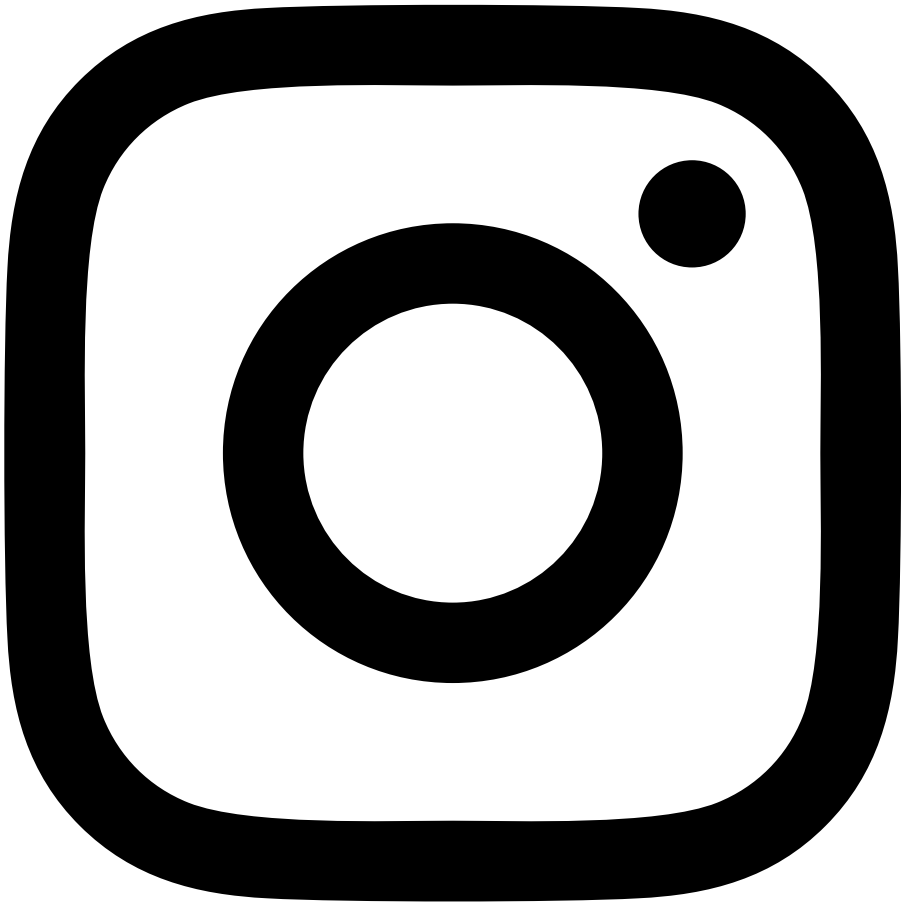
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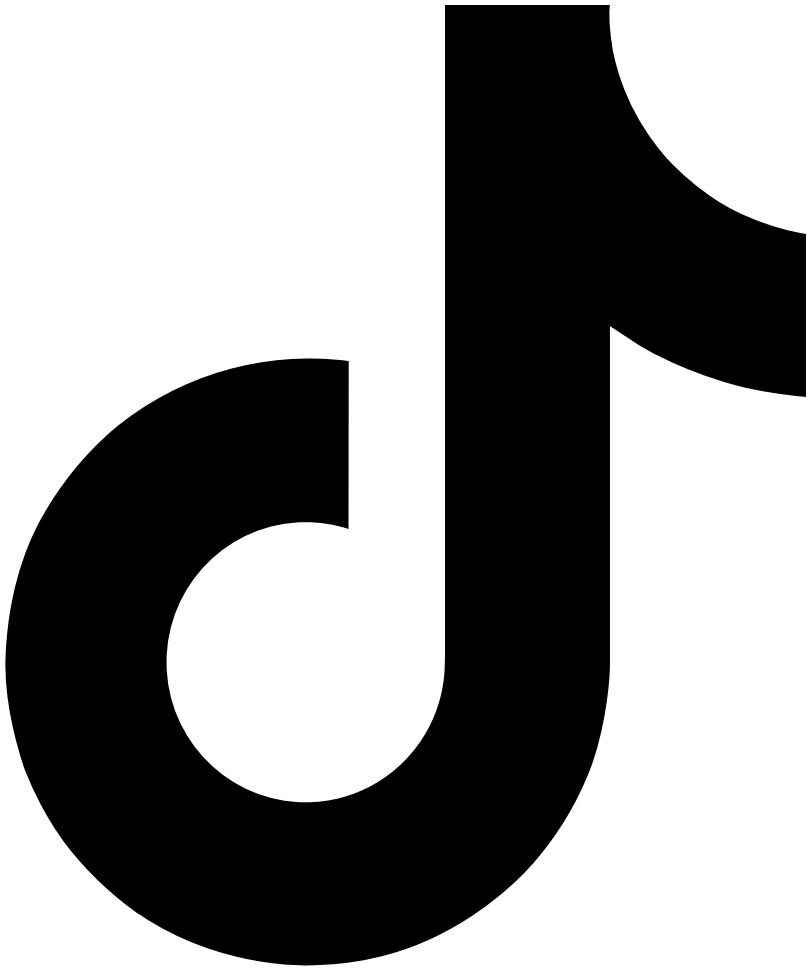
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