

SAMPLE PORTFOLIO ARTICLE

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Topic: What are the benefits of exceeding your customers' expectations?

Target Audience: Adult professionals seeking to advance their skills.

Objective: The content needs to be engaging, valuable, and educational.

Word Count: 246

Exceeding Customer Expectations: Benefits for the Entrepreneur

What are the benefits of exceeding your customers' expectations?

Freelancers and corporates alike should aim to meet and exceed their customers' expectations. Like it or not, but customers are the lifeblood of any business. They have the power to walk away from your business. On the flipside, they can help attract more customers like them to your product or service. How do you encourage that? By exceeding your customers' expectations, of course.

Other benefits you will enjoy with surprise and delight marketing include:

- A unique brand voice and culture. This encourages deep connections with your target audience.
- Brand differentiation is much easier when you offer better service than the competition.
- Better customer service when your employees know what's expected of them.

When you exceed customer expectations, your company springs to mind first. They will mention you whenever someone needs your products or services.

But how do you do that? It's easier than you think. Surprise and delight marketing is as easy as being a joy to deal with compared to your competition. It starts with identifying your target audience and getting to know them and their needs.

If you stay on top of the customer journey, you can develop surprise or delight moments. We recommend that you provide one of these moments at various touch points in your sales funnel. Each interaction reaffirms your position as their number one choice in the industry.