

New York Dzine It, Inc. Says That Businesses Must Listen to Their Target Audience to Achieve Success

Web and content marketing expert says that a business's success is largely based on the information that it provides to existing and potential customers.

NEW YORK, NY, UNITED STATES, February 13, 2014 /EINPresswire.com/ -- Peter Crisafi, President of dzine it, Inc., a leading [New York website design](#) and website development firm with clients across the country, says that in order for a business to successfully build brand recognition, trust and respect, it must offer its target audience relevant and useful information. However, it is also important that business owners listen to the information that their target audience provides to them.

"There are many successful [content marketing](#) techniques that encourage interaction between site owners and audience," says Crisafi. "There is a lot of valuable information that can be learned through this type of communication."

According to Crisafi, this sort of open interaction gives potential customers the opportunity to better understand what a business has to offer and the business owner can learn more about his or her target audience.

"Information like this can not only help a business run a better campaign, but run a better business too," says Crisafi.

For example, Crisafi says that many website owners don't consider the feedback that they receive in emails to be important, but notes that they can actually be quite significant.

"Anything that gives a business insight into how it is performing can be extremely useful," says Crisafi. "Compliments can let a business owner know what the company is doing right and complaints can highlight weaknesses."



Crisafi says that businesses should encourage feedback from their customers through blog posts and social networking.

"When it comes to developing a successful website, as well as a successful business, website owners must give relevant information to their target audience," explains Crisafi. "However, they must also know when to listen to and use the feedback that is given to them."

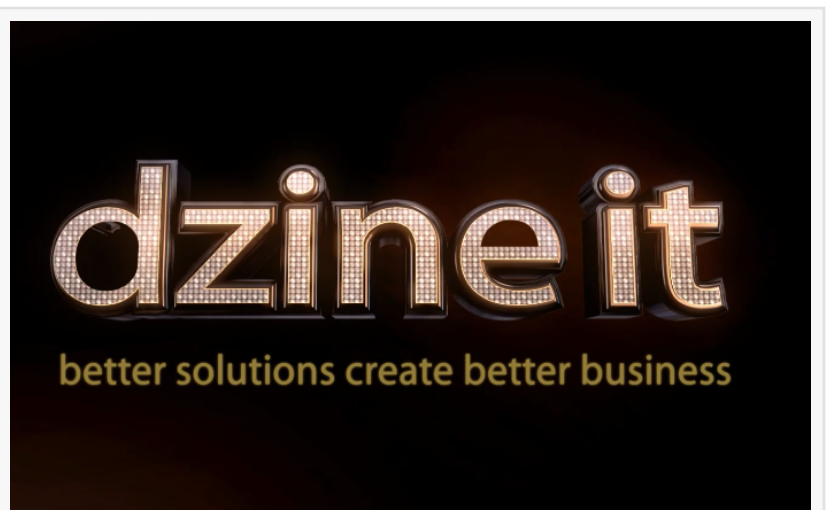
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