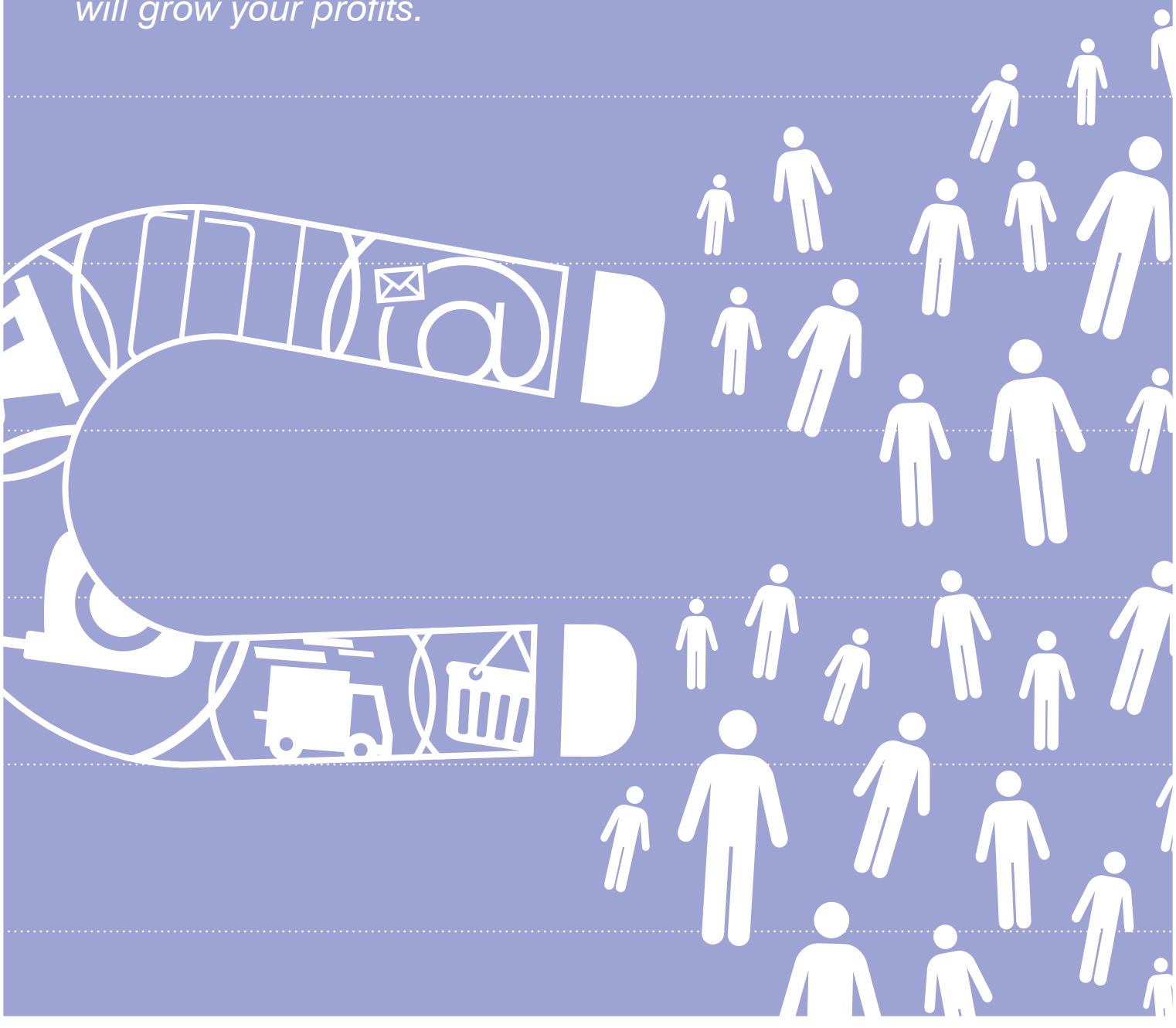
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ATTRACT AND KEEP YOUR CUSTOMERS: OUR TOP 6 TIPS

Find out how keeping existing customers happier will grow your profits.



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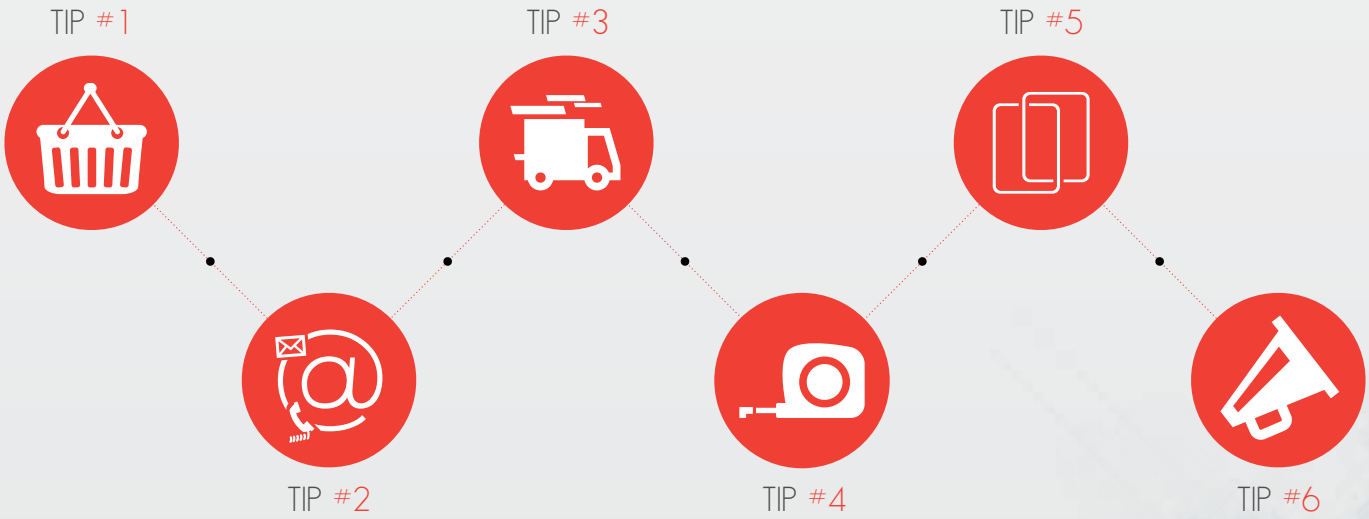


Even though it's long been known that it costs more to get new customers than it does to keep and upsell to existing ones, many sales teams still focus their efforts on winning new business.

But that is starting to change; and although every business still wants new customers, many are now paying more attention to maintaining and developing the ones they have already got. Lifecycle marketing is being used to encourage them to make both more and bigger purchases and also to promote businesses through word-of-mouth marketing - which has taken off in a big way with the rapid adoption of social media in the business world.

Wherever your business falls on the scale of cost for winning new customers, it's obvious that getting enough of them to replace the ones that leave is going to have a big impact on your bottom line. And not in the way you want it to.

So here are our ideas to keep your customers happier and stop them from leaving you for pastures new.



HOW TO UPSELL TO YOUR EXISTING CUSTOMERS

TIP #1 - USE PAST PURCHASE DATA TO PREDICT WHAT MIGHT BE OF INTEREST IN THE FUTURE AND WHEN

In the B2B world you'll already have a good idea of what your customers might need and want from you - but never assume you know it all. Mine your past purchase data to see what it reveals about your customers pains and what they are looking for from your products and services to resolve it for them. Tie in your sales and marketing efforts to their budget cycles too - many industries have specific buying patterns tied into their high and low seasons and by getting in at the right time with the right message you can hugely improve your chances of upselling.



TIP #2 - USE DATA FROM ALL CONTACT POINTS ACROSS THE BUSINESS TO DEVELOP TRULY TARGETED MESSAGES

Track what they do on your website and see what email marketing campaigns they've responded to and which ones they've ignored. Find out which social media discussions and updates they have engaged with and what conversations they've had with support and/or customer service. Then decide what this is telling you about what this customer wants and develop the message that speaks directly to it.

TIP #3 - DELIVER THE RIGHT MESSAGES IN THE RIGHT PLACE, AT THE RIGHT TIME, TO THE RIGHT PERSON

It's not just about developing the right message though - you also need to deliver it in the right way. Nowadays it's easy to just rely on email, but if the data shows that your customer responds better to phone calls, meetings or direct mail, then you need to interact with them in that way. Work with the marketing team to develop segmented lists that don't just speak to personas and business pains but respond to what past engagement has shown you about a customer.



TIP #4 - MEASURE AND ANALYSE THE RESULTS TO SEE WHAT WORKS AND WHAT DOESN'T FOR EACH CUSTOMER

Don't assume that things will remain the same. Yes, a customer may have responded one way in the past but it doesn't mean they'll respond that way forever. Everything that sales and marketing do has to be constantly measured and analysed to see if it's still working.

TIP #5 - REFINE WHAT YOU DO IN LINE WITH WHAT THE ANALYSIS REVEALS TO PERSONALISE YOUR SALES AND MARKETING MESSAGES EVEN FURTHER

Act on what the analysis reveals. There's no point in doing it if you're not going to change what you're doing. Businesses that refine messages and engage in lifecycle marketing get up to nine times better results.



TIP #6 - CREATE CUSTOMER EVANGELISTS WHO DO YOUR MARKETING FOR YOU

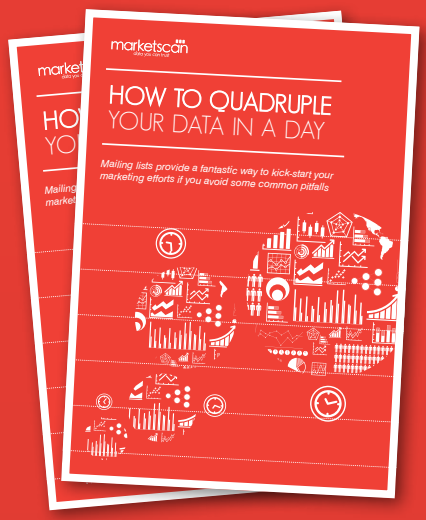
If you deliver great products, great customer service and excellent customer experiences by following the 5 tips above you'll create really happy customers. Really happy customers will tell others about you and spread the word on your behalf.

PLAN OF ACTION

So now that you've seen how to keep your existing customers happy and buying more from you, you need to:

- **Gather** your data from sources all around the business.
- **Analyse** it to see what patterns and preferences it reveals about your customers.
- **Create** new segments to communicate with based on purchases, interactions and media preferences.
- **Contact** them with highly targeted messages in the way they want to receive them.
- **Convert** them and increase revenue.
- **Develop** them into your customer evangelists who will do your marketing for you.

Then follow these steps repeatedly to drive continual improvement and gain deeper insights into your customers. Businesses that invest the time in their existing customers are the ones that will be more successful, more sustainable and more profitable.



For more ways to grow your business read our eGuide:

QUADRUPLE YOUR DATA IN A DAY

DOWNLOAD OUR FREE EGUIDE NOW!