

# Keep Your Customers for Life

How to Retain and Re-Engage Your Customers for Increased Loyalty and Repeat Sales



Course Book

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# Introduction

Most businesses spend a great deal of their time and money on acquiring new customers. But once they finally win these sought-after customers, what do they do with them?

The most successful businesses use marketing strategies that keep customers around for life. They focus their energy on building long-term relationships and loyalty, instead of just fixating on the sale and nothing else.

However, many businesses are still using the traditional sales funnel, which does little to retain existing customers and nothing to bring back lost ones. There is still a place for the sales funnel in your business, but it's no longer as effective as it once was. Now, your focus needs to shift towards a model that turns one-time customers into customers for life.

By nurturing your existing customers, you can increase their lifetime value and ensure healthy business growth. Concentrating on customer retention, rather than customer acquisition, gives you a much better return on your marketing investment.

When it comes to reengaging customers, you may have to face up to some hard truths about why your customers decided to end their business with you. But it's for your long-term benefit, so the more open you are to listening, the more you'll see their feedback as a gift to help you improve your business. Reconnect with them and remind them of your offers, and you'll be surprised at the results.

In this course, you'll learn how your retention and reengagement strategies can be enhanced by using Customer Lifecycle Marketing. You'll discover what you need to do to keep existing customers coming back for more and how to bring former customers back into the fold and grow your income as a result.

You'll choose practical tactics to apply immediately to your own business which will help you build long-lasting relationships with your customers to establish a successful Customers for Life strategy.

## **Learning Objectives:**

By the time you complete this course, you'll be able to:

- Identify the phases of the Customer Lifecycle Marketing Model and how it enables you to keep customers for life
- Collect data that shows your customers' buying behaviors over time, so that you have objective information to inform your marketing decisions
- Gather feedback from customers about why they stay and why they leave, so you can plan effective strategies for retention and reengagement
- Gain a deeper understanding of what's important to your customers, so that you continue to provide appropriate solutions to their problems
- Choose practical tactics to keep your ideal customers happy, so that they will want to stay with you and refer you to others
- Gain a deeper understanding of why some customers leave, so you can identify what will reignite their interest and bring them back
- Decide which practical tactics you will use to successfully bring former customers back into your business orbit, so you can target future opportunities to them
- Consolidate and implement your learning and plan future action steps

This course is broken down into 5 major modules and individual lessons to take you step-by-step through the methods you can use to retain existing customers and bring former customers back into the fold.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – How Customer Lifecycle Marketing Gives You Customers for Life

**I**mproved profitability and reduced marketing costs are goals for any business. To get there, you need a marketing strategy that goes beyond the point of purchase to encourage loyalty and repeat sales.

Customer Lifecycle Marketing enables you to do just that.

In this first module, you'll get to know the phases of the Customer Lifecycle Marketing Model and how it will help you meet your customer retention and reengagement goals.

## Keep Customers at Every Stage

If you've been using sales funnels up until now, your focus hasn't been on retaining customers. With sales funnels, once the sale is made there's no provision for follow-up. Although sales funnels can still be useful in some situations, the problem with concentrating on them is that they don't take the lifetime value of a customer into account.

If you've been relying on sales funnels, you may have let repeat customers slip through the net. Or perhaps you haven't turned your focus towards the long-term.

It's time for that to change. Keeping your existing customers happy and coming back for more is much more cost-effective than constantly attracting new customers.

**Customer Lifecycle Marketing** is a holistic approach that matches up with the customer's buying journey. It integrates all your marketing tactics and strategies, and helps you keep customers engaged with you and your business over time.

Adopt the 3-phase Customer Lifecycle Marketing Model and put in place systems to retain customers in future.



As you can see, each of the three phases has two marketing objectives and engagement forms the center, or 'hub', that keeps the cycle moving, making it dynamic.

Let's look at the model in more detail:

## Phase 1. Attract

Make consumers aware of your brand and your offers and help them identify their needs

- **Develop awareness** - This is your chance to inform people about your business and educate them on your topic of expertise. Existing customers don't necessarily know everything about you, so they may not think of you for their current need.
- **Explore needs**- Your role is to help customers identify what their needs really are. Past customers may come directly into the buying cycle here if they already know you might be able to help them.

## Phase 2. Motivate

Educate and help customers evaluate your offers, take action to purchase and stay in touch.

- **Offer solutions** - Provide information about your most relevant offers and reinforce how your solution meets your customers' needs.
- **Encourage action** - Customers are now ready to take action, and they need you to tell them what to do. During this phase, be on hand to deal with any last-minute questions people may have and anticipate questions using live launch events. If they aren't ready to buy just now, keep them in the cycle until they are ready.



**ATTENTION:**

This is only an excerpt from our full course **Keep Your Customers for Life**. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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