

# 5 Customer Retention Strategies

## – Cheat Sheet

### Introduction

- ✓ Customers don't just buy once and disappear
- ✓ They need what you have to offer
- ✓ Lots of effort is put into customer acquisition
- ✓ We need to put just as much into retaining customers
- ✓ There are 4 key reasons customer retention is so important:
  - Retaining your customers is more cost-effective than attracting new ones
  - You can increase sales by offering engaged customers other products
  - Happy customers will refer you to their friends – Word of mouth marketing is very powerful
  - You can build strong relationships with repeat buyers, leading to a better understanding of your target market
- ✓ Here are 5 simple tactics you can use to get results:

## 1. Talk to Your Customers

- ✓ Keep in contact
- ✓ They'll naturally think of you when they need something
- ✓ Engagement is critical to establishing strong relationships
- ✓ There are many ways you can engage with your buyers post-purchase

### **Connect on Social Media**

- ✓ Post content your audience will enjoy
- ✓ Comment on the content of others
- ✓ Create groups where your audience can interact
- ✓ Talk to your customers through private messaging

### **Ask Questions**

- ✓ Ask if they were satisfied with your products, how you can improve and what other offers would they enjoy from you
- ✓ Try to learn about their tastes and opinions - Any data you can collect from your audience can be useful

### **Conduct Surveys**

- ✓ Find a free survey software like SurveyMonkey to make it easy for you
- ✓ Many social media platforms also have a survey features
- ✓ Use these surveys to engage your audience and find out more about them

### **Stay in Touch by Email**

- ✓ Send helpful information that teaches them how to get the most out of your products

- ✓ Focus on educating your followers such as providing tips to help them solve problems

### **Give Your Audience Things to Do**

- ✓ Give them something tangible they can do to engage with you.
- ✓ Give them surveys, quizzes, games, activities, contests, and other content they can interact with

### **Next Steps:**

Brainstorm 3-5 ways you can be in regular direct contact with your customers.

## 2. Answer Your Customers' Questions

- ✓ An easy way to help your customers is to answer their questions
- ✓ Give your customers multiple ways to reach you and tell them you're available
- ✓ Questions you can expect include:
  - Inquiries regarding how to use your product or service
  - Misunderstandings about products they've purchased
  - Queries about other products you offer
  - Questions about what to do next
  - Help related to your niche - Your buyers naturally see you as a go-to source of information about your topic area
- ✓ Make sure that every member of your organization can answer customers as well
- ✓ Give each question a personal response and try your best to answer it fully
- ✓ Don't expect anything in return
- ✓ Response time is essential. Make sure you're checking comments regularly so that you can respond as soon as possible

### **Next Steps:**

Create an easy system for customers to contact you with their questions. Prepare any staff you have so that they can answer questions appropriately.

### 3. Offer Excellent Customer Support

- ✓ Be proactive in identifying the type of help your people need and solving these issues before they're asked
- ✓ This is a great way to exceed expectations and create loyalty
- ✓ Start a list of commonly asked questions – use these to create an FAQ page on your website
- ✓ Refer purchasers to your FAQ and offer a support number
- ✓ Your FAQs should be continuously updated and organized into categories
- ✓ Create quick and easy educational materials for customers to get the most out of their purchases
- ✓ Make this exclusive content to make them feel special
- ✓ Create video tutorials – make them quick and easy to follow
- ✓ Start with the basics and then move on to teach more advanced things buyers can do with their purchase
- ✓ Also offer tips related to your niche that you can share in your online community or social media groups

#### **Next Steps:**

What questions or problems does your audience face? Create a list of FAQ's and educational materials to help them solve these problems.

## 4. Act on Customer Feedback

- ✓ Feedback tells you how well you're meeting your customers' needs and shows you're listening
- ✓ The challenge is to make the necessary changes
- ✓ Customers will often suggest changes
- ✓ If it's simple, implement it as soon as possible
- ✓ If it is complex let the customer know when and how their feedback will be implemented.
- ✓ Thank them for their comment so they know you listened and took action
- ✓ If you can't make the change, explain to the person why this isn't possible
- ✓ They may be disappointed, but you can offer another type of help
- ✓ Refer them to another company that's offering what they need
- ✓ The effect for your brand will be a net positive
- ✓ They'll go away feeling good and they may come back to buy from you again
- ✓ The key is to send the person away happy
- ✓ If you get feedback, reach out to them by email or private message and ask for more details
- ✓ This kind of personal interaction also helps to build your relationship with them

### **Next Steps:**

Create a plan for acting on feedback gathered by customers. Define the types of changes you're willing or unwilling to make.

## 5. Look Beyond the First Purchase

- ✓ The purchase isn't the end goal it's the beginning
- ✓ Put together a plan for cultivating a relationship after the purchase is made
- ✓ Create a community where your purchasers can talk to each other and you
- ✓ Make it a customer-only exclusive group where people can get their problems solved
- ✓ Create a customer loyalty program to reward your repeat buyers
- ✓ Keep gathering feedback
- ✓ Recommend other goods and services
- ✓ Offer exclusive deals and discounts
- ✓ Put strategies in place to bring customers back
- ✓ Go above and beyond expectations
- ✓ Always think about what you can do next to keep people engaged and continue buying from you.

### **Next Steps:**

What customer retention strategies can you employ to keep your buyers with you?

Was this report helpful? If you like what you read above and found it useful, I'm also offering a full course that gives you step-by-step instructions and a whole toolbox full of customer retention strategies that work.

**Take Advantage of a Free 15 CEO Call**

**<https://calendly.com/brianbijdeveldt/15mincall>**