

# RETAINING CUSTOMERS FOR LIFE

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USING EMAIL MARKETING

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**DIXON**

# DID YOU KNOW?

”  
**increasing  
customer  
retention by  
just 5% can  
increase  
profits by  
25-95%?**

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How, you ask?

Retained customers are more likely to make repeat purchases, and the cost of acquiring a new customer is typically much higher than keeping an existing one, which makes them more profitable over time.





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Business-minded, direct response focused, and performance driven marketing.





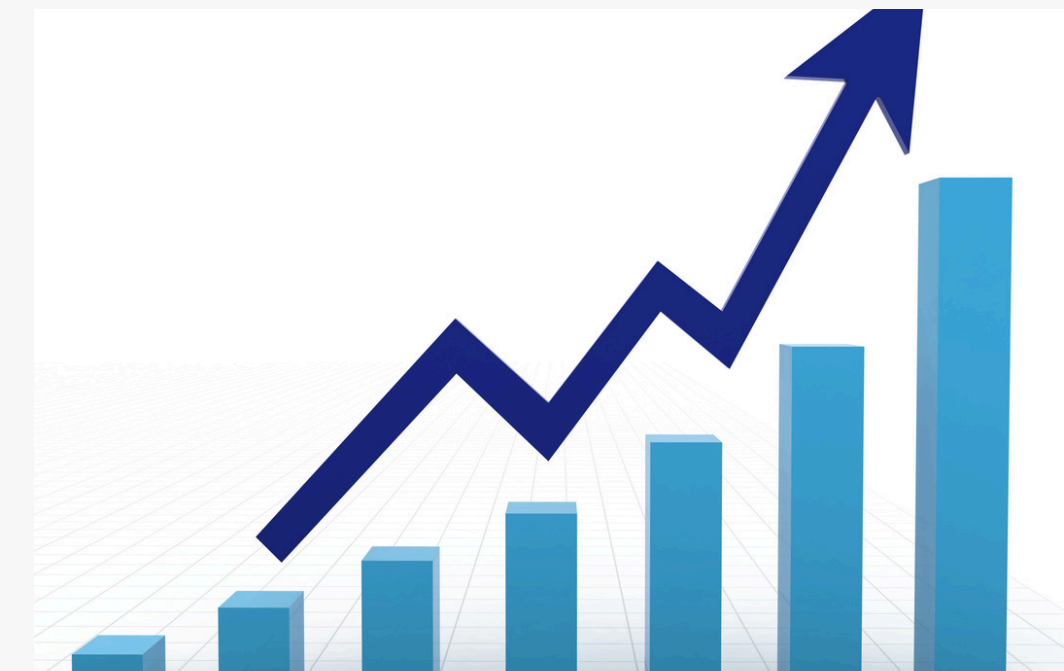
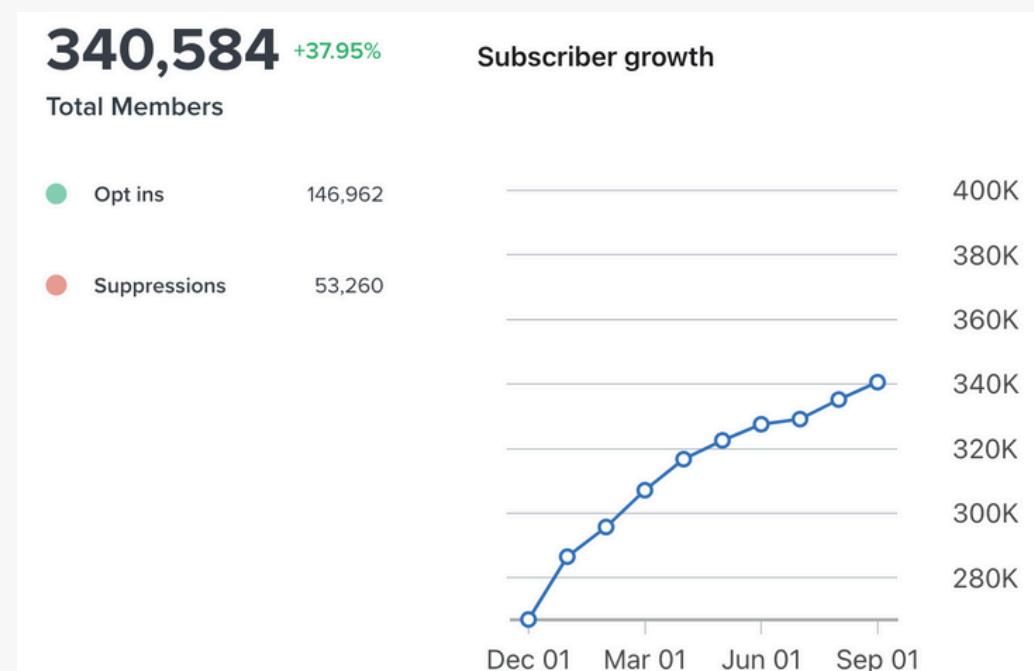
# TODAYS AGENDA

Today, we're diving into the exciting world of email marketing. Imagine transforming cold leads into your brand's biggest fans and squeezing every drop of value from those relationships! We'll explore some practical strategies that'll not only grow your email list but also help you build a loyal community. Let's jump in!

## 1. How to fill your email list with quality leads

## 2. How to turn those leads into lifelong customers.

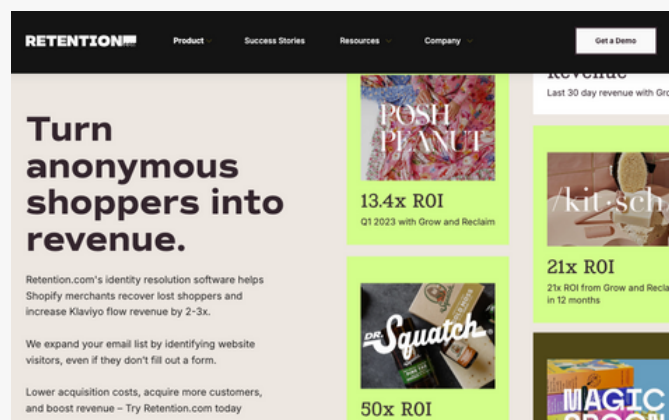
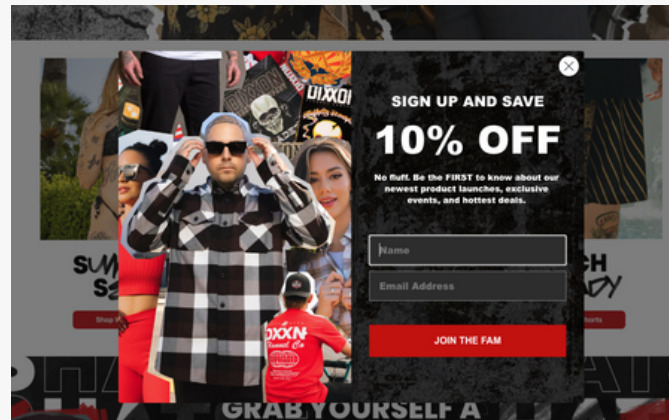
## 3. How to squeeze every ounce of revenue from that retention.





# 1. CUSTOMER ACQUISITION: BUILD YOUR LIST RIGHT

Quality Over Quantity: You don't want just anyone on your list. You want people who actually care about your brand.



## TACTIC:

Create irresistible lead magnets (guides, discounts, etc.) that speak to your audience's pain points.

## TACTIC :

Connect all customer interaction/data collection to a CRM.

## TACTIC :

Implement a tool such as Retention.com - expensive, but worth it in the long run. (Pro tip: remember to focus on quality!)



## **GROWTH HACKS :**

- Pop-ups Done Right: Instead of annoying, make them relevant and time-based.
- Exclusive Content: Give access to VIP content or behind-the-scenes info—people want to feel part of something exclusive.
- Leverage Partnerships: Cross-promotion with brands that have similar audiences but aren't direct competitors.



## 2. CUSTOMER RETENTION: KEEP THEM FOR LIFE

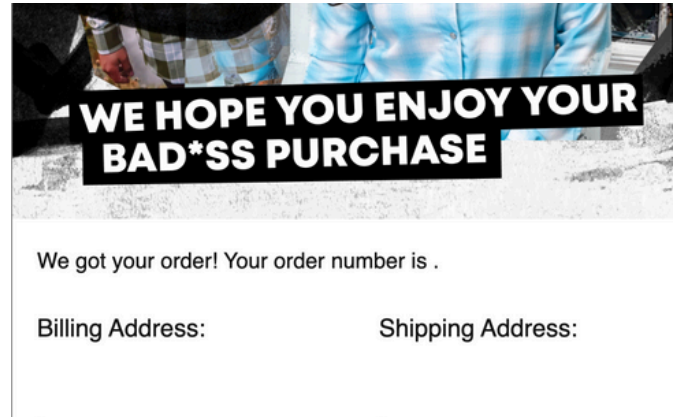
Value-Focused Segmentation: Don't send everyone the same email. Break down your list into groups and target them based on behavior, interests, or purchase history.

- Example: Send specific product recommendations based on what they've already bought.
- Automation: Set up behavioral triggers (abandoned carts, inactivity, loyalty reminders).





# RETENTION TACTICS:



## TACTIC :

Send personalized thank-you emails after a purchase. It's basic but underused.



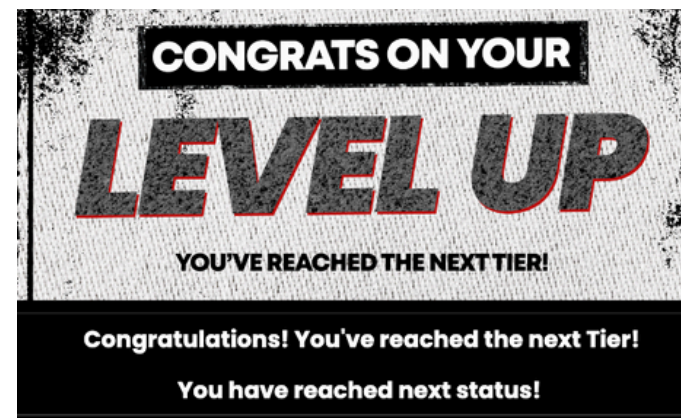
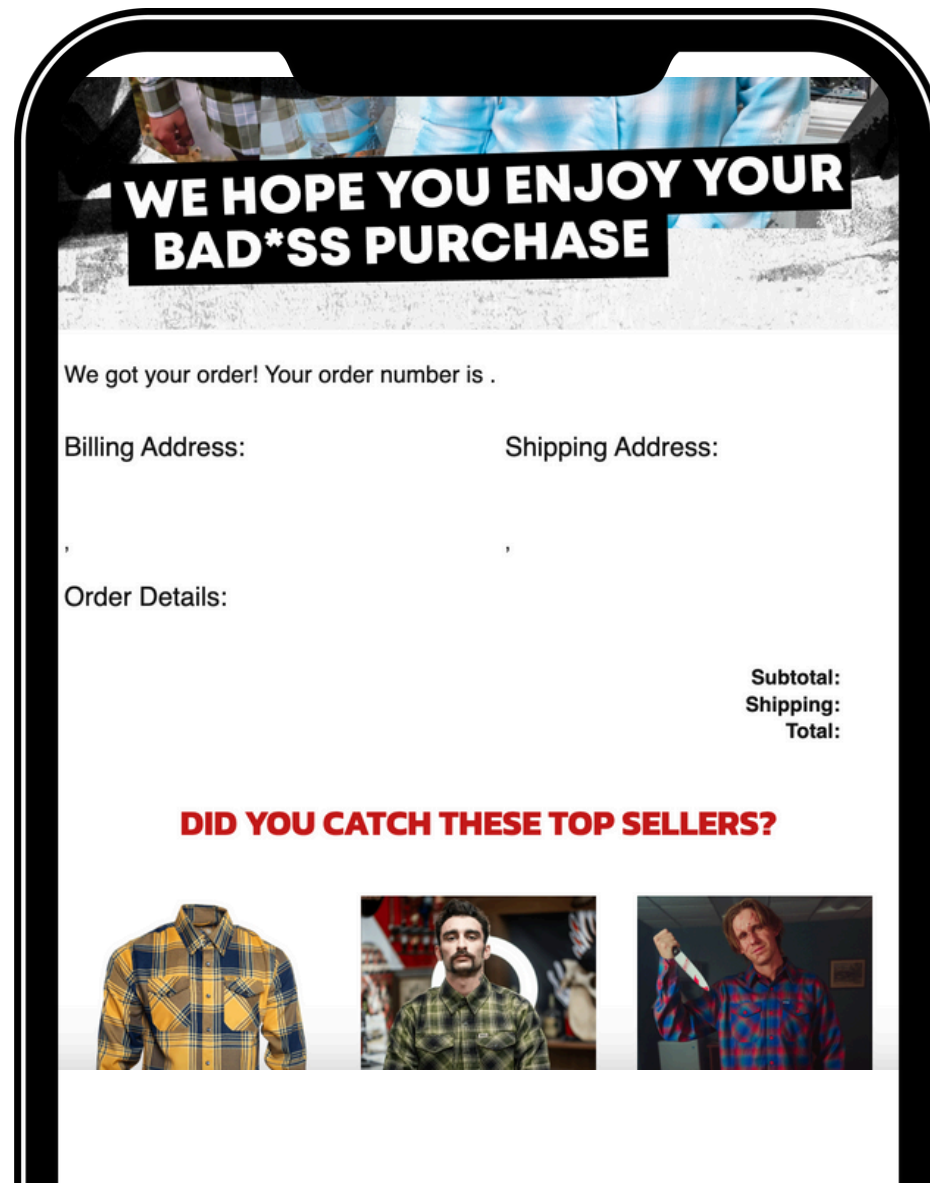
## TACTIC:

Celebrate milestones like customer anniversaries, VIP rewards, or birthdays.



## TACTIC :

Consistently offer useful content (how-tos, tips, and insider knowledge).



## TACTIC :

Regular exclusive offers or early-bird sales for repeat customers:

- VIP Product Offers/Access/Discounts/Events





## **RETENTION HACKS :**

- Engaging, interactive emails that add VALUE to the reader. Not just another piece of spam mail.
  - Try Zaymo!
- PSA! Timing & Frequency: put yourself in the shoes of your consumer - when and how often would you engage? What is "too much"?

# DID YOU KNOW?

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**Data shows that 10 to 19 emails per month are the most ideal send frequency for small businesses engaged in ecommerce.**

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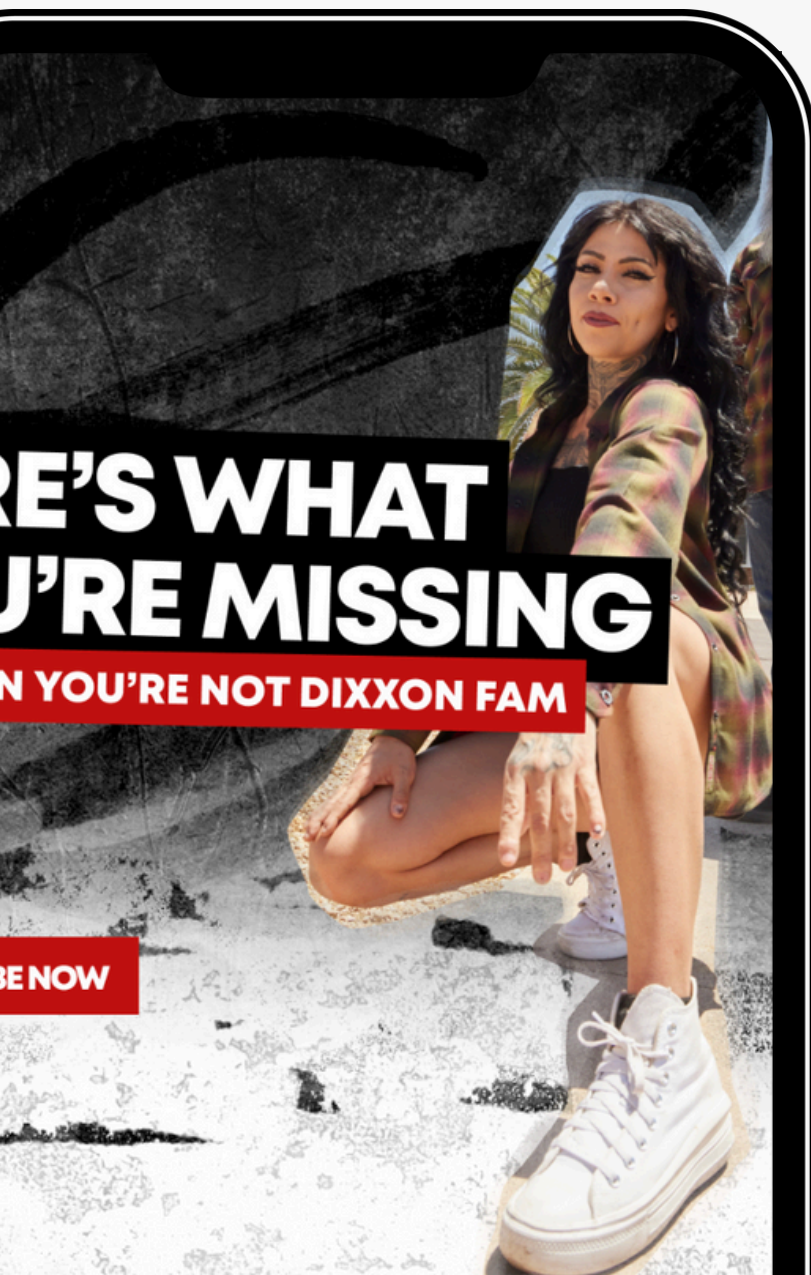
Tailer as needed for your audience, your brand, and your product/service.





# 3. MONETIZING RETENTION: TURN RETENTION INTO REVENUE

- The Power of Upselling & Cross-Selling: Don't let a customer buy just once. Offer complementary products or upsell them on premium versions of their purchases.
  - Tactic: Use data from previous purchases to suggest upgrades or additional products.
- The Referral Goldmine: Your loyal customers are your biggest promoters.
  - Tactic: Set up a simple referral program that rewards both the referrer and the new customer.
- Reactivation Campaigns: Even if a customer has gone quiet, it doesn't mean they're lost.
  - Tactic: Use re-engagement campaigns to bring back dormant customers with a compelling offer or reminder of your value.



# TODAY'S TAKEAWAYS

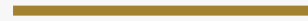
## & Actionable Next Steps

LET'S  
GO!

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- Implement (1) or more NEW acquisition tactics
  - Create (3) automated email flows that engage with your audience (ie. Birthday Gift, Post Purchase, Browse Abandonment)
  - Create at least (1) new audience and test different upsell opportunities (seasonal offering, etc.)
  - Implement a new software to support these efforts (Klayvio, Triple Whale, Zaymo, etc)



**THANK YOU**



# Q & A

