

UNIT IV

Buyer Behaviour

- ▶ Customer Relationship Management
- ▶ Customer Acquisition
- ▶ Retaining
- ▶ Defection

CUSTOMER RELATIONSHIP MANAGEMENT

CRM is an enterprise application module that manages a company's interactions with current and future customers by organizing and coordinating, sales and marketing, and providing better customer services along with technical support.

Atul Parvatiyar and Jagdish N. Sheth provide an excellent definition for customer relationship management in their work titled - '*Customer Relationship Management: Emerging Practice, Process, and Discipline*' –

Customer Relationship Management is a comprehensive strategy and process of acquiring, retaining, and partnering with selective customers to create superior value for the company and the customer. It involves the integration of marketing, sales, customer service, and the supply-chain functions of the organization to achieve greater efficiencies and effectiveness in delivering customer value.

Why CRM?

1. To keep track of all present and future customers.
2. To identify and target the best customers.
3. To let the customers know about the existing as well as the new products and services.
4. To provide real-time and personalized services based on the needs and habits of the existing customers.
5. To provide superior service and consistent customer experience.
6. To implement a feedback system.

SCOPE OF CRM



What are the types of customer relationships?

LOYAL CUSTOMERS

Loyal customers are customers who come to you repeatedly for products or services.

These types of customers are worth their weight in gold and are an indicator of when the work you're putting in on improving your brand is hitting the right notes.

2. DISCOUNT CUSTOMERS

Discount consumers only buy your product or service if it's been discounted and is not listed at its full retail price.

While difficult to manage, it isn't beyond the realms of possibility to manage them and keep them inside - it's all about being creative and thinking outside the box.

3. IMPULSE CUSTOMERS

Impulse customers don't necessarily have pre-determined plans to purchase your product or service. Rather, their purchase is a spur-of-the-moment decision, that can sometimes arise from a situation when they weren't considering buying anything at all.

4. NEED-BASED CUSTOMERS

The buying decisions of need-based customers are influenced by a specific need. They'll enter a store or enter your website knowing exactly what they want, why they want it, make the purchase, and then leave.

Because they've made a decision already, upselling and cross-selling to this segment of your customer base can be challenging, though not impossible.

WHY IS CUSTOMER MARKETING IMPORTANT?

1. Greater propensity to buy

We've all been in a position where we've experienced mediocre customer service.

Similarly, we've also been made to feel like royalty by a company and been inclined to put our money into their pockets, instead of their competitors.

This principle applies when marketing to existing customers; they're 50% more likely to try new products and spend 31% more compared to new customers.

Key takeaway? Never underestimate the influence of great customer service; a positive initial experience with your product will boost the chances of a repeat purchase.

2. Get to know your customers

When product marketers are doing their utmost to attract new customers, buyer personas are used to try and understand the target market.

Sure, it's effective, but it takes time. And time, as they say, is money.

Rather than imagining who your customers are, customer marketing strategies help you use real-life examples, through [use cases](#) and [case studies](#), to develop [user personas](#) and [buyer personas](#).

3. Customer retention

Customer marketing strategies are pivotal in staving off [churn](#) and [increasing retention rates](#). If a customer marketing strategy is executed well (i.e. your [product messaging](#) hits the right spots, they're engaged, and your relationship's watertight), then why would they go elsewhere?

The longer your customer uses your product, the more reluctant they'll be to sever ties - and that's great news for [company revenue](#).

4. Customer advocacy

Customer advocacy is one of the most valuable ways of adding to your customer base. There's every chance you could land additional business in the form of recommendations or referrals.

When a customer sings your praises and shouts how good your product is from the rooftops, they effectively do the hard work for you, offering their respective networks authentic, [reliable feedback](#).

WHAT ARE THE FACTORS THAT IMPACT CUSTOMER RELATIONSHIPS?

Customer understanding, service, and technology all impact customer relationships.

Customer understanding

Choices

Customers must understand they're not there purely for financial purposes. Your most loyal clientele seek reassurance that the company they're buying from has their best interests at heart.

It goes a long way when a company tailors the buyer experience to the individual requirements of each customer. For example, offering a selection of flavors of food or drink, or garment colors based on previous purchases may not *seem* important, but when a customer has a selection to choose from, they'll feel as though they have more autonomy during the buying process.

That said, it's important to remember that too many product choices may leave your customer feeling overwhelmed, which could lead to them seeking an alternative elsewhere.

Preferences

Never underestimate the power of customer preferences - you should cater to the demands of your audience, wherever possible, so they can see you're doing everything possible to make sure they're satisfied.

Whether it's payment methods, delivery options, and marketing preferences, you must always have a thorough understanding of your target audience. If you don't give people what they want, they'll go to someone who *will* cater to their requirements.

Personalization

Personalization is a commonly used method amongst marketers that can make your communication stand out when compared to that of your competitors.

Service

Customers often attribute value to friendly service, and whilst it's relatively straightforward to offer service with a smile, there's more to it than meets the eye.

Ultimately, customer service is defined by whether you're fulfilling customer needs, regardless of the requirements.

Effective service can be characterized as being convenient, intuitive, and in tune with what you're able to offer; it's important not to make promises to your customers that you can't keep.

Technology

When your product or service doesn't perform as expected, you run the risk of frustrating your customers, and this can quite easily see them jump ship and look for an alternative to your offering.

However, the emergence of technological elements such as social media, websites, blogs, and apps has played a critical role in how contemporary businesses operate and the level of service that can be delivered.

Technological platforms are being increasingly used by IT-literate companies to provide a stellar customer experience and gain a competitive edge over their rivals.

When technology is successfully implemented, this can make your product or service easier to navigate for the user, and increase performance levels, e.g. website loading times, which only bodes well for user experience and subsequent customer relationships and retention

STRATEGIC CRM

Strategic CRM is a type of CRM in which the business puts the customers first. It collects, segregates, and applies information about customers and market trends to come up with better value proposition for the customer.

The business considers the customers' voice important for its survival. In contrast to Product-Centric CRM (where the business assumes customer requirements and focuses on developing the product that may sometimes lead to over-engineering), here the business constantly keeps learning about the customer requirements and adapting to them.

These businesses know the buying behavior of the customer that happy customers buy more frequently than rest of the customers. If any business is not considering this type of CRM, then it risks losing the market share to those businesses, which excel at strategic CRM.

Operational CRM

Operational CRM is oriented towards customer-centric business processes such as marketing, selling, and services. It includes the following automations: Sales Force Automation, Marketing Automation, and Service Automation.

Salesforce is the best suitable CRM for large established businesses and **Zoho** is the best CRM for growing or small-scale businesses.

Sales Force Automation

SFA is the application of technology to manage selling activities. It standardizes a sales cycle and common terminology for sales issues among all the sales employees of a business. It includes the following modules –

- **Product Configuration** – It enables salespersons or customers themselves to automatically design the product and decide the price for a customized product. It is based on if-then-else structure.

- **Quotation and Proposal Management** – The salesperson can generate a quotation of the product prices and proposal for the customer by entering details such as customer name, delivery requirements, product code, number of pieces, etc.
- **Accounts Management** – It manages inward entries, credit and debit amounts for various transactions, and stores transaction details as records.
- **Lead Management** – It lets the users qualify leads and assigns them to appropriate salespersons.
- **Contact Management** – It is enabled with the features such as customers' contact details, salespersons' calendar, and automatic dialing numbers. These all are stored in the form of computerized records. Using this application, a user can communicate effectively with the customers.
- **Opportunity Management** – It lets the users identify and follow leads from lead status to closure and beyond closure.

Marketing Automation

Marketing automation involves market segmentation, campaigns management, event-based marketing, and promotions. The campaign modules of Marketing Automation enable the marketing force to access customer-related data for designing, executing and evaluating targeted offers, and communications.

Event-based (trigger) marketing is all about messaging and presenting offers at a particular time. For example, a customer calls the customer care number and asks about the rate of interest for credit card payment. This event is read by CRM as the customer is comparing interest rates and can be diverted to another business for a better deal. In such cases, a customized offer is triggered to retain the customer.

Service Automation

Service automation involves service level management, resolving issues or cases, and addressing inbound communication. It involves diagnosing and solving the issues about product.

With the help of Interactive Voice Response (IVR) system, a customer can interact with business computers by entering appropriate menu options. Automatic call routing to the most capable employee can be done.

Consumer products are serviced at retail outlets at the first contact. In case of equipment placed on field, the service expert may require product servicing manual, spare parts manual, or any other related support on laptop. That can be availed in service automation.

Analytical CRM

Analytical CRM is based on capturing, interpreting, segregating, storing, modifying, processing, and reporting customer-related data. It also contains internal business-wide data such as **Sales Data** (products, volume, purchasing history), **Finance Data** (purchase history, credit score) and **Marketing Data** (response to campaign figures, customer loyalty schemes data). **Base CRM** is an example of analytical CRM. It provides detailed analytics and customized reports.

Business intelligence organizations that provide customers' demographics and lifestyle data over a large area pay a lot of attention to internal data to get more detail information such as, "Who are most valuable customers?", "Which consumers responded positively to the last campaign and converted?", etc.

Analytical CRM can set different selling approaches to different customer segments. In addition, different content and styling can be offered to different customer segments. For the customers, analytical CRM gives customized and timely solutions to the problems. For the business, it gives more prospects for sales, and customer acquisition and retention.

Collaborative CRM

Collaborative CRM is an alignment of resources and strategies between separate businesses for identifying, acquiring, developing, retaining, and maintaining valuable customers. It is employed in B2B scenario, where multiple businesses can conduct product development, market research, and marketing jointly.

Collaborative CRM enables smooth communication and transactions among businesses. Though traditional ways such as air mail, telephone, and fax are used in communication, collaborative

CRM employs new communication systems such as chat rooms, web forums, Voice over Internet Protocol (VoIP), and Electronic Data Interchange (EDI).

There are collaborative CRMs with in-built **Partner Relationship Management (PRM)** software application which helps in managing partner promotions. **SugarCRM** is a popular collaborative CRM. It enables expert collaboration and provides state-of-the-art social capabilities.

CRM Software Buying Considerations

A business needs to consider the following points while selecting a CRM software –

- **Business strategy and processes** – It helps to automate a customer management strategy. Hence before selecting a CRM software, a business should be clear with its strategies and desired processes.
- **Business requirements** – CRM systems range from domain specialty solutions that focus on solving a specific area such as sales force automation, marketing automation, services automation, partner management, etc., to complete enterprise management solutions.
- **Size of business** – Small businesses require tools that are easy to learn and can handle a wide range of the most common tasks. Large businesses opt for applications that handle more complex tasks and thousands of users.
- **Customer base** – The size of the customer base a business is required to handle.
- **Budget** – A business needs to set a budget prior vendor selection. The budget allocated for CRM varies according to the degree of customization required.
- **Context** – The context in which a business is functioning, e.g., B2B or B2C, determines which CRM the business should go for.
- **Sales channels** – The sales channels a business is employing: Direct sale, channel sale such as distributors, or Direct to customers via retail. They matter while selecting the most suitable CRM software.
- **System integration** – All the interfaces the business needs and the CRM vendor can support without requiring too much custom services effort.

- **Strength of partners** – The partners must be able to provide a business with additional support, or help to implement the CRM successfully.

Customer acquisition is a process that entails various marketing methods aimed at bringing new customers. It helps convert [leads](#), boost sales, and expand businesses .

Why is customer acquisition important?

Companies constantly use popular marketing channels such as social media, paid advertising, email marketing, referral programs, and SEO to obtain new customers who will engage with their brand. They implement different marketing techniques to ensure the company's growth, increase sales, and gain profit.

Brands aim to meet people's needs, wants, and expectations to win their interest and encourage them to become customers. With the help of digital technologies, companies collect vast quantities of data about their prospects both online and offline and use different methods to attract their attention. As a result, businesses receive their love and trust and get more loyal customers.

Let's get to know the benefits that customer acquisition can bring:

- increased sales;
- improved brand awareness;
- your company's growth;
- new investors, influencers, and partners involved;
- empowerment to systematically convert new customers;
- an opportunity to expand your business.

If you aim to grow your business, then customer acquisition is an essential step. Let's review how to measure customer acquisition.

How to Measure Customer Acquisition

You've probably heard about customer acquisition cost (CAC), a measure that defines how much a company needs to invest to bring in a new customer. This cost involves advertising, various events, marketing costs, bonuses, and commissions.

CAC is essential for your company since it allows you to calculate your [ROI](#). Successful businesses always try to reduce this cost as it shows how healthy your sales, marketing, and customer service strategies are. Besides, decreasing this value empowers your company to allocate resources efficiently and receive a higher profit.

A [marketing strategy](#) that performs well doesn't require big expenditures on advertising that often generates low-quality leads. This is because a company that provides people with valuable and informative blog posts can bring organic prospects. Additionally, your current customers can also help you in customer acquisition. If your clients are satisfied with your product or service, they will recommend your brand to their friends and colleagues.

Below you can find a formula to calculate CAC. Firstly, define the time frames you're evaluating. Secondly, add your total sales and marketing costs together. Thirdly, divide the resulting amount by the number of your acquired customers during the specified time.

$$\begin{array}{c} \text{Customer Acquisition Cost} \\ \text{(CAC)} \\ = \\ \frac{(\text{Cost of Sales} + \text{Cost of Marketing})}{\text{New Customers Acquired}} \end{array}$$

Now that you know how to calculate CAC, let's proceed to the next step — developing a customer acquisition strategy.

How to Develop Your Customer Acquisition Strategy

1. Define your ideal customer
2. Determine your goals
3. Choose an appropriate acquisition channel
4. Create a specific strategy for each channel
5. Communicate with your audience
6. Analyze and improve your strategy

Let's dive into several steps of the strategy if you want to acquire new customers.

1. **Define your ideal customer.** It's crucial to collect the personal information of your target groups if you aim to reach your [target audience](#). Give some thought to creating your [buyer](#)

[persona](#) to keep this information in order. Ask yourself questions that will help you define your customers' goals, problems, and interests.

Determine your goals. Once you have your [ideal customer profile](#), you can set your objectives. This will help you develop a customer acquisition plan and implement various marketing methods to achieve your main goal. Besides, you can define your revenue expectations to see whether your business meets them.

Choose an appropriate acquisition channel. You can “meet” your new customers anywhere, either on social media channels or with the help of organic search. Remember that you can find the most effective channels by using buyer personas. The first thing you can do is find out where your personas spend their time and reach them through these platforms. Secondly, run an experiment by developing a hypothesis about the most popular communication channels that bring the highest ROI. Once you measure their performance, you can decide where to run your campaigns and how to allocate resources.

Create a specific strategy for each channel. Pay attention to the content your customers interact with, their favorite social media networks, and information your competitors post. Keep in mind that there's no point in reaching your audience through each channel since it will cost you a lot.

Communicate with your audience. If you want to improve your customer acquisition process, you need to establish your communication with clients. Surveys, interviews, social media engagement, and blog posts are excellent forms of interaction with your customers. With their help, you can find the gaps in the tactics you use to win new customers. Keep in touch with your clients to identify what they expect from you.

Analyze and improve your strategy. Consider utilizing analytics to be aware of your company's performance. Various factors can influence your customer acquisition process, and it's essential to be aware of them. Analytics can help you learn where customers buy your products, where they live, how they got to know about your company, and even more.

With the right customer acquisition approach, you can engage high-value consumers who can be loyal to your brand and stimulate its growth. We've prepared the most effective techniques to help you in this process.

12 Customer Acquisition Techniques

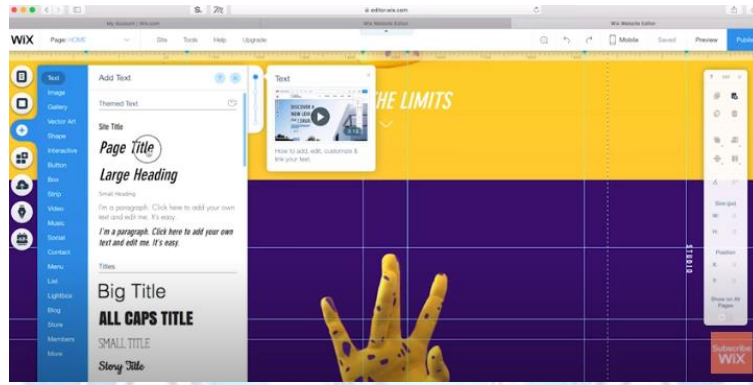
1. Video marketing
2. Subscription forms
3. Co-branded products
4. Giveaways and contests
5. Informative blog posts
6. Influencer marketing
7. SEO
8. Referral programs
9. Optimized landing pages
10. Paid ads
11. Web push notifications
12. Chatbots
13. Live chat

In today's world, many great marketing methods help win new clients. Let's walk you through the most valuable techniques that will attract new customers.

Video marketing

According to [Wyzowl](#), 86% of people would like to see more videos from brands. Videos tend to bring many benefits to companies since they are visually appealing and encourage people to engage with your brand. Moreover, videos build trust, increase social shares, boost [conversions](#) and sales, influence buyer decisions, and even more.

For example, Wix provides their potential customers with design tutorials on creating a strip-based website.

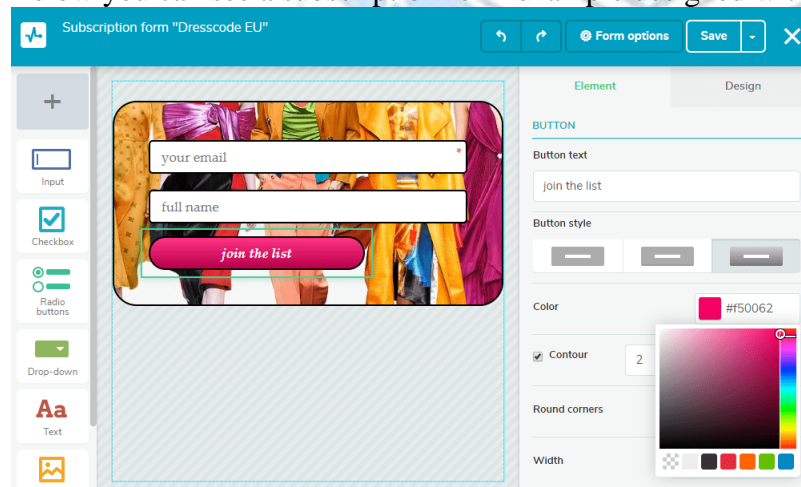


Subscription forms

Brands often use subscription forms to [generate leads](#) and legally collect subscribers' personal information, like names and email addresses. They can be located on their website or blog and enable users to fill in the form with their personal information. By doing this, they can receive the latest updates in newsletters. When subscribers agree to receive emails from your company, it means that they are interested in your products or service.

By registering with SendPulse, you have a great opportunity to create any type of subscription form for free. Besides, our service allows you to make multi-channel forms. They enable users to subscribe to your company's newsletters by using an email or a messenger.

Below you can see a subscription form example designed with the SendPulse builder.



Co-branded products

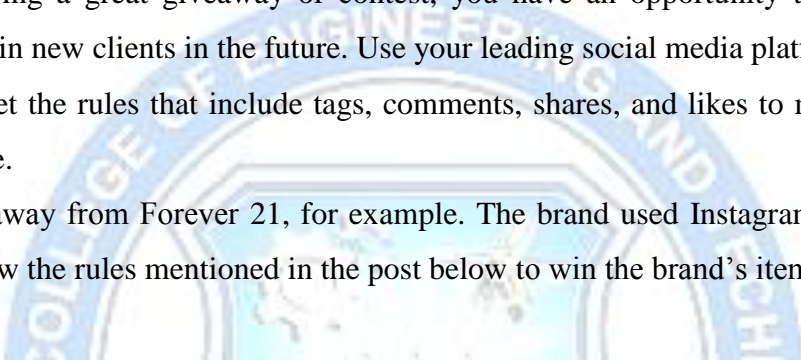
This process involves cooperation between two companies that aim to create a product or a piece of content and promote it through various marketing channels. It can be presented in the form of an article, video, new product, app, and more. Co-branding helps companies reach new audiences, generate leads, and boost their brand recognition.

Giveaways and contests

win new clients in the future. Use your leading social media platform to set the rules that include tags, comments, shares, and likes to make it easy for your audience to participate.

For example, a contest by Forever 21, for example. The brand used Instagram to announce the contest. To win the brand's item, users had to follow the rules mentioned in the post below to win the brand's item.

way from Forever 21, for example. The brand used Instagram to announce a contest in which users had to follow the brand and post a photo wearing the brand's clothing to win the brand's items. The brand used the rules mentioned in the post below to win the brand's items.



posts

posts

posts

Email and Internet Marketing Blog

Useful digital and email marketing content by SendPulse: how-tos, step-by-step guides, best practices, reviews, inspiration, and much more



Influencer marketing

This type of marketing is growing faster than digital ads. Influencers can help you quickly attract new buyers since a large percentage of people listen to their recommendations on social networks. Besides, people start to engage when they see their opinion leaders in commercials, on a brand's website, etc. Once you choose the channel, decide on influencers who can generate leads. Here you can find a step-by-step guide on how to create your [influencer marketing strategy](#). For example, let's consider Puma's partnership with Selena Gomez. The singer often promotes the brand's products on her Instagram account. With the help of this opinion leader's multimillion audience, Puma can easily bring new clients.



SEO

This is one of the most critical techniques that helps in acquiring new customers. The strategy entails optimizing your website to rank better in search results. Since users tend to visit the top five websites on the search engine results page, optimizing your pages for users and search robots is essential.

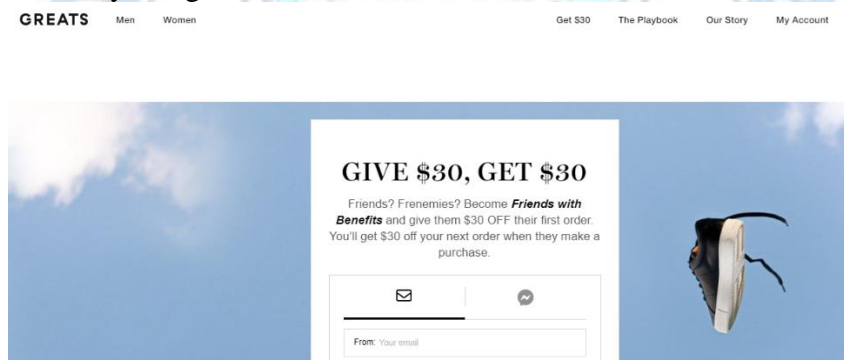
SEO helps your company obtain [organic traffic](#) and acquire new customers. Use industry-related keywords and backlinks from authority websites and ensure that your web page is mobile-friendly.

Read our article to learn about the [main principles of a great SEO strategy](#) and useful SEO tools.

Referral programs

Running a referral program is the basics of any customer acquisition strategy. Offer your current customers discounts or special rewards to encourage them to recommend your products to their family, friends, or colleagues.

Let's take GREATS, for example. This brand designs sneakers and provides their customers with a special discount if they bring their friends.



Optimized landing pages

If you want to attract more customers, make sure you have a great landing page with an appealing and convenient design, concise copy, clear benefits of your products, images, and a [CTA](#) button. Improving the elements of your landing page allows you to increase conversion rates. Your website should also be mobile-friendly since many users search for information from their smartphones.

There are several tips to consider when creating a landing page: make it simple, add your contact information, be consistent, and keep important information above the fold. It will help you boost your conversion rates. Our blog has an article that will help you dive deep into [landing page design](#), find best practices and grab some inspiration from the examples.

If you still don't have a landing page or can't choose the best service to create it, try SendPulse. It allows clients to design a landing page, an online store, or a link page for their social media bio without any coding skills and absolutely for free. With the [easy-to-use drag and drop builder](#), it will take you 15 minutes to create a responsive and good-looking page. Add subscription widgets and buttons with links to your chatbots, integrate with a payment system, and monitor statistics with the help of reports. Visit our [Knowledge Base](#) for more details.

Paid ads

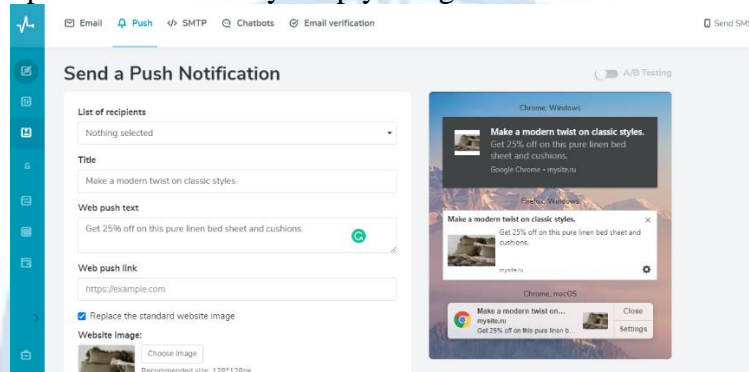
Paid advertising can be a great fit for many businesses. These ads provide your company with instant visibility in search results and an opportunity to reach a wider audience and acquire new

customers. With paid advertising, you can control who sees your ads on social media by setting targeting parameters.

Web push notifications

These instant messages open you an excellent opportunity to reach your largest audience — site visitors. You can set them for onboarding to inform your leads about the value of registering with your website, tell them about your news, interesting events, new products, features, and releases, and share various offers.

SendPulse provides you with the opportunity to choose a contact list, personalize and design [web push notifications](#), send them to the necessary leads, and obtain conversions. Below you can see how to create a web push notification by simply using our service.

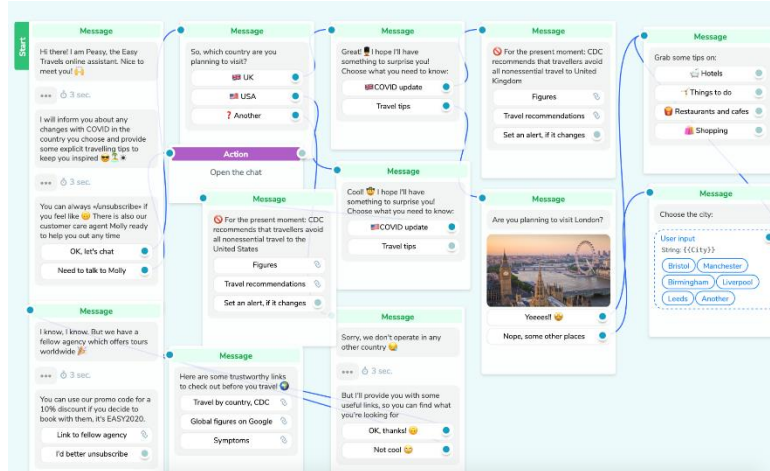


Here is a detailed guide on how to [create and send push notifications](#).

Chatbots

Although you might have heard that [chatbots](#) are primarily used for messaging applications, some companies use them for landing pages. Chatbots help visitors gather information about a particular product faster, serve as a support service, and guide them through a large quantity of information.

For example, with Kayak's chatbot for Facebook Messenger, a new customer can easily find hotels, flights, and things to do. Within seconds, this chatbot searches many travel By using SendPulse, you can easily build travel industry chatbots for Telegram and Facebook messengers for free. For example, if you run a travel agency, you can keep your customers updated about the available tours, inform them about COVID restrictions in different countries, and more. Below you can see a [travel chatbot flow](#) for Telegram created with our service.



Besides travel and tourism companies, chatbots can be used in the healthcare industry, eCommerce business, online service providers, etc. They help improve your customer service, increase engagement, automate various processes, and collect information. Find out how to create a [chatbot for Telegram](#) with SendPulse.

Live chat

With a live chat, you can easily acquire new leads. Add a live chat widget to your website so visitors can ask questions, learn more about your brand, get help on a product, and make a purchase. This is your chance to convert a site visitor into a client. Below you can see how HubSpot does like that.

With SendPulse, you can [create a live chat for your website](#) for free without any coding skills.

Let's walk you through several examples of customer acquisition that vary from one company to another.

Customer Acquisition Examples

- **AssignmentMavens**
- **HubSpot**
- **Pepe Jeans London**
- **ASOS**
- **Pollfish**

CUSTOMER ACQUISITION CHANNELS

CUSTOMER ACQUISITION CHANNELS

6 Best Channels for Customer Acquisition



1. SEO
2. Content Marketing
3. Blogging
4. Social Media Marketing
5. Video Marketing
6. Email Retargeting
7. Sponsored Content
8. Customer Spotlights
9. Gated Content
10. Product Pricing

When creating a customer acquisition plan, you can mix a wide array of strategies to get your desired result.

1. SEO

Customer Acquisition Channel: Organic Search

SEO is far from an exact science, but there are some proven methods to help your content rank better in organic search. SEO best practices involve creating indexable content — content that search engines can read, decipher, and index within a SERP. You can increase your content’s “indexability” by:

Putting your main keyword in the post title

Adding [alt text to your images](#)

Uploading transcripts for video and audio content

Linking internally within your site

There’s a lot that [goes into SEO](#), but these are a few basics to get you started.

SEO is a popular customer acquisition method for a couple of reasons: It’s relatively easy, and it’s very cost-effective. [SEO continues to rise as a priority](#) for marketing teams across the globe as 64% of marketers said they actively invested in SEO in 2020. Put in the time to learn SEO strategies, stay up to date with trends, and optimize your blog posts — and you’ll find your content ranking better than before.

2. Content Marketing

Customer Acquisition Channel: Organic Search

Content marketing is an effective customer acquisition method for all types of businesses. Creating new, exciting, and relevant content is a highly effective way to snag your audience’s attention and send them to your website.

Also, in a world full of false advertising and dwindling consumer trust, content marketing extends an olive branch by saying, “Here. We love what we do, and we want to share our expertise with you — for free.”

When it comes to content marketing, there’s no wrong type of content you can create. The heart of content marketing is connecting with and converting your audience. Because of this, each piece of content should be relevant to your readers and include a clear call to action. Content marketing is also partially [content creation](#) and partially [content promotion](#).

3. Blogging

Customer Acquisition Channel: Organic Search

Blogging is a highly recommended acquisition method for businesses of all sizes, industries, and audience types. Running a blog allows you to explore different topics, flex your knowledge in your industry, and build authority among your readers. Blogging also continually gives you new

opportunities to engage with your audience, whether through a graphic they can bookmark for later, a question they can answer in the comments, or an enticing call-to-action they can click.

[Save time creating blog posts with these six free templates.](#)

If you choose to start a blog, be sure to have sustainable resources in place. Your blog writers can be dedicated employees, freelancers, or guest writers. Having a graphic designer and editor on board can help ensure your content is optimized for both search engines and reader experience. Lastly, adding a blog to your website is relatively easy, depending on your hosting platform.

4. Social Media Marketing

Customer Acquisition Channel: Organic Social Media, Paid Social Media

Social media can require a lot of effort for little reward if you don't develop a solid game plan for its use.

What networks are you going to leverage and which ones are you going to avoid?

What's your social brand voice and who on your marketing team will be tasked with developing and managing content?

Do you have a crisis plan in place?

If these questions seem intimidating, don't fret. Posting organically on social media may seem like shouting into a void. The key is accessing the right networks — and this all comes back to a well-defined audience.

For example, if you're targeting an audience mostly composed of men, Pinterest would have little value for you as [only 15% of men use Pinterest](#). If your audience is made up of millennials, you should include Facebook, Instagram, and Snapchat in your playbook.

Consider using [social media management tools like HubSpot's](#) to help you curate and post content on your networks.

5. Video Marketing

Customer Acquisition Channel: Paid Search, Organic Social Media, Paid Social Media

Video is one of the more complicated forms of content to produce, but with higher-quality cameras becoming cheaper and a plethora of freelancers available, creating videos is easier than you think. [Video marketing](#) as part of a broader content strategy is all about quality content.

Video production typically involves script writing, editing, production, and animation — all of which you can outsource through freelancers or production agencies. Video tends to be the most expensive of the content types, so be sure to preserve your very best content for video ideas.

The good news is that this content type is highly versatile. You can promote through search display ads, organic social media posts, and paid social media posts. You can also add your videos to your blog posts and pages to better engage readers and get multiple chances to convert them into customers.

Don't have the budget for video marketing? If you simply want to visualize an idea for your audience, you can create a [Slideshare](#) as an alternative to video.

[Download this Ultimate Video Starter Pack to get resources and tips on how to get your video marketing strategy off the ground.](#)

6. Email Retargeting

Customer Acquisition Channel: Email

What you send isn't the only important part of email marketing. It's also helpful to keep an eye on list behavior and retarget your emails accordingly.

For example, when you get a new subscriber, it's safe to assume that the consumer is interested in your company and wants to learn more. If they don't respond to the first few emails you send, however, you'll want to adjust your strategy and A/B test different calls-to-action.

Certain link clicks in your email can alert you to what your subscribers are most interested in. Furthermore, people that unsubscribe altogether can give you insight into how your subscribers view your emails and the content you share.

7. Sponsored Content

Customer Acquisition Channel: Paid Search, Paid Social Media, Traditional Advertising

Sponsored advertising can run the gamut from paid ads on the SERPs to influencer posts on social media. No matter the channel you choose, sponsored ads can help you generate awareness about your products and services and attract new audiences to your brand. You can play with different types of sponsored content, such as sponsored search results, sponsored product mentions, and paid blog posts on related publications.

8. Customer Spotlights

Customer Acquisition Channel: Customer Referrals

One powerful customer acquisition tactic? Turning your satisfied customers into promoters. Here's how you can empower your customers to promote your business and help you save time and money on other acquisition methods.

Ask for customer stories. Whether through case studies, interviews, reviews, or user-generated content, ask your customers to tell their own stories of how they came to discover your business and why they love it. Instead of boasting about your own company via paid advertising or social media, pass the microphone and let your customers do it for you.

Make content easily shareable. While a happy sentiment can get the message across, wouldn't it be even better if your customers were equipped to directly share content you've created, like social posts, blog posts, or graphics?

This is called the viral loop, and it's when your customers share content that leads their followers back to your business. Create [Click to Tweet](#) links so that your customers can easily share social posts, and ensure each piece of published content has options to share via email or social media. The more convenient promotion is for your customers, the more likely they'll engage.

9. Gated Content

Customer Acquisition Channel: All

[Gated content](#) may include ebooks, guides, templates, white papers, and more. Because the content creation process is more involved, these content offers are also gated, meaning that readers must exchange personal information like emails and names to access the content.

Because you can share gated content through any medium, it can be paired with virtually any customer acquisition channel. For instance, you can search engine optimize the content's landing page, or promote it on a social ad.

Gated content is an important customer acquisition strategy that straddles the line between SEO, content marketing, and conversion rate optimization. It can help you get more leads out of your blog and content marketing strategy. However, it's essential to ensure that the content is truly gated — that is, that the guide or ebook isn't actually indexed and findable online. Otherwise, potential customers will simply search for it without giving you their email.

10. Product Pricing

Customer Acquisition Channel: All

Your product's [pricing strategy](#) is another powerful customer acquisition strategy that can be promoted across every channel, down to TV ads and customer referrals. Alternatively, you can let your product pricing attract customers on its own. It's especially effective if your competitors' prices are much higher, or they don't adhere to your pricing model at all.

For instance, selling [freemium](#) software can help you naturally acquire customers whom you can [upsell](#) later. “Free tools” will pull in just about anyone who’s working with a budget or who wants to get a taste of your product before investing in a subscription.

If you sell consumer products, “Buy One, Get One Free” will have a horde of customers clicking “Add to cart,” expanding your [customer base](#) without much work.

You might consider the following specific pricing strategies:

Promotional Pricing

Discount Pricing

Freemium Pricing

It’s clear that these customer acquisition methods work together. For example, social media can promote SEO-optimized content that includes a call-to-action to join an email list. That’s a little long-winded, but you get the gist.

Mixing up and experimenting with a variety of customer acquisition strategies can also help you learn more about your audience and introduce new tactics to your current strategy. Regardless of which strategies you choose, always leave room for analysis, improvement, and change — because you never know when customers may stop responding to your methods, or leave altogether.

CUSTOMER RETENTION

Customer retention refers to the rate at which customers stay with a business in a given period of time. This is often referred to as churn rate and is a key metric for practically all B2B and B2C businesses

For many businesses, customer retention/churn is a key KPI, because a company’s ability to retain existing customers is fundamental to both its short-term and long-term success.

Some key reasons include the following:

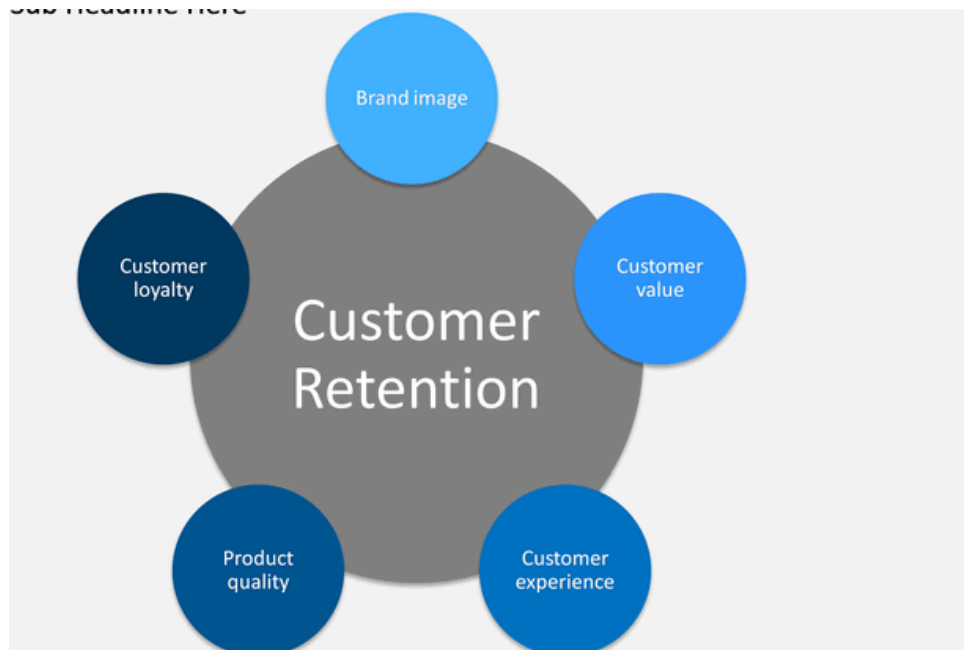
It is often much cheaper to retain existing customers than acquire new ones. Sales and marketing acquisition costs usually greatly outweigh costs related to customer service and ongoing customer satisfaction.

Loyal customers tend to be repeat customers, meaning they’re valuable. Increasing customer retention, increases the chance that a customer will become a loyal, repeat customer and can massively increase profits.

It is more effective for businesses to upsell or cross-sell to their customers as they already have a relationship built on trust and product satisfaction.

Happy customers can often lead to gaining new customers through referrals.

It's clear that customer retention should not only be an important metric, but a core goal of almost every business. So let's first look at how we can measure it, before discussing different ways to improve it.



Great Ways To Increase Customer Retention Rates

The following tips provide businesses with a good starting point when it comes to improving customer retention. Taken together, they can serve as a solid foundation for a successful customer retention strategy.

Improve user onboarding

Create an achievable roadmap with your customers

Use client feedback to find weaknesses and constantly improve

Understand your clients with customer experience and journey mapping

Get personal with social media support

Segment customers to deliver the right content at the right time

Use automated emails to encourage inactive users to take action

Upsell to existing customers

Identify customers that are likely to churn

Create a personalised customer loyalty programme

Create a referral programme

1. Improve user onboarding

One key reason for churn is that users simply do not understand how to get the most out of a product. During the onboarding process, a company should ensure that the client is aware of the key benefits that a product offers.

One great way to do this is through training sessions that teach users about best practices and standardised workflows. Giving your customers the tools they need to succeed will maximise customer satisfaction and decrease churn over time.

2. Create an achievable roadmap with your customers

Be realistic when it comes to setting and delivering on customer expectations. What levels of success did comparable businesses achieve? Take the time to schedule a session to jointly map out a roadmap that your new client is comfortable with.

The roadmap should include with realistic milestones and achievable goals. Key players, such as the customer success team, should be able to easily access this customer roadmap and act on this.

3. Use client feedback to find weaknesses and constantly improve

User feedback is absolutely essential when it comes to improving customer retention. This is relatively self-evident, as the way a client feels and perceives your brand ultimately determines whether they will become a loyal customer or jump ship.

Businesses need to gather accurate feedback from their users. This can be accomplished through satisfaction surveys or a feedback bar on the website or platform where users can submit feedback while they are using the product.

4. Understand your clients with customer experience and journey mapping

Customer experience mapping and customer journey mapping refer to the process of charting your customers' interactions with your brand across all touchpoints. The more you understand the different journeys customers take en route to purchasing, the more you can optimise their customer experience.

Brands like Aston Martin were able to create a truly unique and highly personalised customer experience benefit from extreme customer loyalty and excellent retention rates.

5. Get personal with social media support

Social media is the channel of choice when it comes to immediate response. Clients expect immediate and personalised customer service and social media really lends itself well to this task. Social media is a great way to quickly resolve potential customer support issues or queries.

What's more, it's also a great way to create a connected and unified customer experience.

6. Segment customers to deliver the right content at the right time

The way a business collects, groups and ultimately acts on data is vital to its success. Sales CRM software usually allows the segmentation of prospects and customers into groups based on how they interact with your brand. Businesses can use these insights to tailor marketing campaigns to the individual level of awareness of its customers and prospects.

When it comes to retargeting efforts, email segmentation is the key to delivering the right content at the right time. A loyal existing customer does not want to receive offers for an initial purchase. Companies, such as Perkbox have witnessed great success by using email nurturing campaigns based on segmented customer and prospect data.

7. Use automated emails to encourage inactive users to take action

One way to increase retention is by ensuring customers are as active as possible. If a user has remained inactive for a while, an automated email through your CRM system can induce this user to take action.

For example, if you are tracking how users interact with your product and notice that they have only used a small array of the features, an email explaining how to use other features could re-ignite their interest. Emails could include educational content such as best practice guides or successful case studies from other customers.

This strategy is best aimed at relatively inactive users. Users that are already comfortable and active with the product will not appreciate a barrage of automated emails.

8. Upsell to existing customers

Upselling is a great way to boost customer retention amongst loyal customers. By convincing them of the need for a premium or upgraded service, they become more invested in your brand.

Using existing content assets such as ebooks and whitepapers is a great way of reminding existing customers about all the features product offers while ensuring that they remain as active as possible.

9. Identify customers that are likely to churn

One strong argument for basing KPIs around customer satisfaction is that it makes it easier to identify customer that are are likely to churn. Often, there are many warning signs before a user churns, including level of activity. If a user has not used the product for 30 days, a business should look into this and find out why.

Some businesses use a traffic light system. Green signifies users that are happy with the product and very unlikely to churn. Amber is reserved for users that potentially have an open issue, but that this issue is not critical. Red is for users with a serious risk of churning. This could be due to a serious complaint levelled against the company, or simply that they have expressed that they are not satisfied. Efforts should be prioritised to keep the at-risk users from churning.

10. Create a personalised customer loyalty programme

A customer loyalty programme is a great way of giving something back to customers while at the same time offering a chance to build a personal connection.

Companies like Belly are enjoying great success in providing retailers with a trackable loyalty points programme and insightful analytics into customer behaviour.

11. Create a referral programme

A referral programme can incentivise satisfied customers and increase customer loyalty. By offering upgrades, credits or other extras to existing clients, you can greatly increase the number of new signups while engaging your existing users at the same time.

Actively turning your most loyal customers into brand ambassadors increases their emotional connection to your brand - and that boosts retention.

CUSTOMER DEFECTION

- ▶ Customer Defection is the loss of users or consumers (churn/ attrition) or the decrease in purchases by them, with the following impact on reducing the Company's business
- ▶ **For example, as soon as a family starts going to other restaurants half the time they go out to eat, the family should be labelled as a defected customer by the restaurant who is interested in keeping the family as its customer.**

