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subscription !**

E - book
**18 CUSTOMER RETENTION ITEMS THAT REALLY
WORK**

With this E-book I want to share with you 18 ways you can build loyalty with your current customers.

Let's get started!

18 forms of customer retention strategies that work

Is there anything better than getting a new customer? It seems like a trick question, but the answer is not to get two new customers, but to retain an already client.

While attracting new customers has its appeal, retaining and building existing customers generates more revenue (with 95% benefits) and costs 7 times less .

How do you go about creating a retention strategy that maintains customer interest and satisfaction?

I share with you the customer retention strategies currently used by the most important brands to promote loyalty. Ranging from practicality , to personalization and any equipment or professional marketing manager for the success of the client can perform today.

What is customer retention?

Customer retention is a strategy to keep your current customers for a much longer term. This initiative increases the value of customers and encourages them to continue buying and become brand advocates.

Existing customers are **50% more likely to try new products and spend 31% more than new customers** . Therefore, it is important that companies put more effort to retain and retain their consumers, since 44% of companies focus more on customer acquisition compared to only 18% who focus on retention.

But ... what drives customer loyalty?

Some statistics show that :

- **95% of customers prefer that businesses act proactively** and not wait for them to contact them. Customer service is essential!
- **79% will seek more products** from a company with a loyalty program.
- **90% of millennials** prefer to have a customer service option through their Smartphone .

Ideally, different customer retention strategies work hand in hand to create a customer experience that fosters loyalty, positive sentiment, and makes customers more willing to continue shopping.

By retaining a customer, businesses can help them get more value out of a product, encourage them to share comments and stories about using the product or service to influence new leads, and start building a community of like-minded customers or users. with whom they can connect.

Next, I share with you a list of strategies in which you can start investing time and if you want resources :

- Embrace customer service tools.
- Take advantage of [social networks](#) .
- Inspire with a mission.
- Give customers the power of practicality.
- Add a personal touch.
- Talk to your clients.
- Use [gamification](#) and recommendation programs.
- Create a divide between your brand and your competitors.
- Use subscriptions to enhance the experience.
- Use experiences to evoke feelings.
- Take advantage of the opinion of your consumers and capitalize on it.
- Educate your consumers.
- Surprise and delight your customers.
- Offers support on the correct platforms.
- Thank your customers.
- Incorporate your customers with your product.
- Create a newsletter.
- Apologize when you make mistakes.

1. Embrace customer service tools:

If you are an StartUp, I'm pretty sure your support team is only made up of a few people. As your customer base increases , the demand for services is greater and you see the need to expand the capacity of your support team. Hiring requires a high investment, which is why many companies turn to technology to complement their customer service needs. For this, you can start with a CRM and use the software to record customer interactions and create support tickets . This will ease urgent or sensitive problems , and prevent customer churn .

2. Take advantage of social networks:

Sometimes the best advertising is not what your company does. In fact, customers are more likely to trust the opinions of family, friends and other consumers more than brand content and ads.

This is where the social media demo comes in. A good way is to create stories told directly by your protagonists :

56% of people trust the testimonials of other customers : Seeing that many brands and users like you use a certain product, they want to use it too. This phenomenon known as FOMO (in English, *Fear Of Missing Out* or fear of missing something), is a powerful marketing and retention tool . Use testimonials and user information to attract new customers and convince existing ones to continue using your brand or update their products. Don't forget to mention loyal customers on your website or your social networks to share their success stories and thus obtain better results.

3. Inspire with a mission:

Sometimes a brand inspires loyalty not through tactics and systems, but through what they stand for. This doesn't mean that you should build your marketing around an altruistic message just for doing it. The lesson is to find something that would amount to people and position your brand around it.

Remember that your company is more than just a product or service. Customers see everything your business buys, sells, and advertises to your target audience. If they perceive any inconsistency between your brand's messages and your actions, they will quickly recognize the deception.

Instead, it's important to get involved with your customers beyond products and services. Think about your core values and create a Corporate Social Responsibility program that pursues a moral goal.

4. Give customers the power of practicality:

Make your products and services as accessible as possible. Identify the desires and behaviors of your customers and create tools and systems that empower them. It is up to you whether it is an app or other traditional methods.

5. Add a personal touch:

The first step is to identify the buyer people in your audience and get in touch with them on their favorite channels. It does not matter if it is by email, your site or social networks, as long as it is the medium they usually use.

You should encourage customers to speak directly to you through that channel. Remind them of this in your messages during and after the shopping experience and always add a personal touch.

Nobody likes automatic replies, so make sure the message you communicate appears to be coming from a person and not a machine.

6. Talk to your clients:

Strengthen these relationships with fast response times and strict service level agreements. **Respond quickly to your customers and have employees committed to these values**, since their level of performance is directly proportional to the income they receive.

Something that you cannot forget are the **customer satisfaction surveys**. This will give customers the opportunity to comment on the strengths and weaknesses of the company and you can identify dissatisfied customers before losing.

Don't underestimate the effectiveness of your conversations with clients (especially if you have a digital services company).

It's hard to improve your business if you don't know how your customers feel about it. You need a process to get feedback from consumers and share that information with the rest of the organization. This is where a customer feedback loop provides a system for collecting, analyzing, and distributing customer reviews and surveys.

Your team must be proactive with their communication, even if your clients do not express themselves through comments. If customers haven't interacted with

your brand in a while, you need to reach out to them and restore the relationship. Consider adopting a communication calendar to manage customer engagements and create opportunities to upsell and cross-sell .

A communication calendar is a chart that tracks communication with the customer. It informs you of the last time a customer has contacted and alerts you when existing consumers have not interacted with your brand. This makes it easy to launch promotional offers and proactive customer service features that remove roadblocks before customers know they're there. For example, if a customer's subscription is going to expire, you can send an email informing them that they need to renew their account.

7. Use gamification and recommendation programs:

The key is to look for solid incentives and gamification elements to generate loyalty in your audience. Don't forget that you must empower your customers and encourage them to defend your brand in the process. When used correctly, recommender systems can be very effective for retention.

8. Create a divide between your brand and your competitors:

Do you want your customers to see you as the eligible option over your competitors?

Being true to your brand identity demonstrates integrity and makes it easier to attract customers who could become your main ambassadors.

Can you find a cause that you are for or against? If your brand is friendlier, you can bring your story to life and mobilize the audience. To get the best results with this strategy, don't be afraid to resort to daring marketing tactics.

9. Use subscriptions to reinforce the experience:

How can you use subscriptions to meet growth goals and increase customer retention?

You don't need to charge a fee for your subscription model to gain customer loyalty. Offering benefits such as exclusive content and events is another way to take advantage of this approach without investing a lot of money. make sure you offer something that users want. This relates to customer development and understanding the wishes and challenges of the audience.

10. Use experiences to evoke positive feelings:

Brands have long used experience marketing as a way to spark positive feelings in customers. Either integrating music, social campaigns or associating them to special dates into their strategies.

11. Take advantage of the opinion of your consumers and capitalize it:

As we know, sometimes the best advertising is not yours. In fact, customers are more likely to trust the opinions of their family, friends, and other consumers more than the content and ads directly delivered by your brand.

Your most loyal customers are also the most valuable. Not just for the money they spend, but also for the information they provide. They tell you why they love your brand and make suggestions about where you can improve.

Creating a dashboard of these customers can help you fine-tune the products and services you offer. Additionally, you can increase customer advocacy by encouraging participants to publicly share their opinions. The customer testimonials are an effective method to establish a good relationship when they attract and engage potential customers.

12. Educate your consumers:

If a customer has already made a purchase from you, that does not mean that it is the final path of their relationship.

Today more than ever your customers have more options available and if they find that your direct competitor offers a similar offer and price that seems more attractive and exciting, you could lose them.

Education is one of the most valuable things you can offer to your customers (even your site visitors). A customer education program demonstrates a long-term investment in your customer base. Your company creates a variety of self-service tools for customers, such as a knowledge base and community forum, so that they can then use these features to locate solutions to service problems before contacting your support team.

13. Surprise and delight your customers:

At this point we will talk about the principle of surprise reciprocity. These surprises don't need to be huge or very expensive, but they are memorable for your customers.

Remember: you must not forget about your loyal customers, even though it is important to focus on customers who are at risk of abandonment. After all, what will these loyal customers think if they see you doing a whole series of efforts for users who don't love your brand yet? It would not be fair.

Another way to surprise your customers is through a customer loyalty program that rewards them for their loyalty. The more they buy and interact with your company, the more rewards they will have. This keeps customers happy because they get more from the experience than just your product or service.

14. Offers support on the correct platforms:

Part of knowing and understanding your customers is knowing where they spend their days using your product and how they want to get customer support when needed.

Spending time where your customers are helps you understand how they seek help and information when they are in trouble. This way, you will prevent them from feeling like they are alone and will make you a trustworthy brand, even when things go wrong.

15. Thank your customers:

Taking the time to thank your customers (outside of an email campaign or a customer purchase) goes a long way toward building a brand that is lovable and memorable.

16. Incorporate your customers with your product:

Onboarding is a customer success feature that teaches new customers how to use your product or service. A company representative teaches clients and customizes the training according to their needs. In this way, customers not only save time, but also understand how the product can help them achieve their goals.

Onboarding is an effective customer retention tool because it prevents the loss of new customers. When users work with your product for the first time, they might be frustrated if they don't understand how it works. Clients cannot afford to spend time learning to master it. Onboarding ensures that clients know how to use them so they can complete their goals in a timely manner.

17. Create a newsletter:

A newsletter or your company newsletter is a simple and cost effective way to retain customers. You can use email automation to send updates or offers to all of your customers at once. And you can send an email on a designated frequency, so you don't have to manually update content or remember to click 'send'. Though simple, the bulletins will remind your customers "your brand" every time they open their inbox.

18. Apologize when you make mistakes:

Mistakes happen in business, but you have to try to avoid them. Whether that mistake is a data breach, outage, billing error, or something else, it can put your valued customers at risk, depending on how they handle it. Several studies assure that 96% of people would continue to buy from a company where they consumed regularly, if, after having made a mistake, they offer an apology and rectify the situation. What that means is that you need to develop a plan for the possibility of a mistake, and a plan for how to quickly resolve it, honestly apologize, and move forward to retain your loyal customers.

"Thank you, I hope you have learned a lot about the best customer retention techniques, and can apply them in your business / company to ensure a loyal and powerful customer base "

Ma. Margarita Esmeral.

If you have opinions, doubts or questions, you can write to me by email:
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Or through any of our social networks



I will be happy to chat with you!
Until next time!