RESPONSORY

B2C CUSTOMER RETENTION JOURNEY

Make the new customer contact(s) feel welcome and appreciated. Begin onboarding process.

Key customer contacts receive ongoing communications on a schedule, keeping your brand front-of-mind.

Present opportunities to enhance (cross-sell, upsell) the relationship with new products/services.

Segmentation and testing tactics, channels and number of touches will be tailored for program goals and budget.

During this phase, we add tactics such as surveys/polls to collect satisfaction, trend and preference data; solicitation of testimonials, reviews, quotes, case studies or reference requests; referral solicitation, etc.

Comprehensive review of performance across touchpoints. Deliverable includes recommendations to optimize programs.

1. WELCOME NEW CUSTOMER

WELCOME COMMUNICATION OPTIONS

LETTER, DIRECT MAIL OR EMAIL
Short, genuine
Signed by meaningful exec
Onboarding info and resources
URL for online support/contact info

OPTIONAL VALUE ADD
Special content offer
URL/tracking mechanism

THANK YOU FOR YOUR REPEAT BUSINESS OPTIONS

LETTER, DIRECT MAIL OR EMAIL
Short, genuine
Signed by meaningful exec
Onboarding info and resources
URL for online support/contact info

OPTIONAL VALUE ADD
Special content offer
URL/tracking mechanism

2. DRIVE REPEAT SALES, REFERENCES & REFERRALS

MULTI-TOUCHPOINT PHASES TO NURTURE CUSTOMERS

1.
☐ **BLOG**
☐ **CONTENT**
☐ **DIRECT MAIL**
☐ **EMAIL**
☐ **SEM**
☐ **SEO**
☐ **SOCIAL MEDIA**
☐ **OTHER CHANNELS**

2.
☐ **BLOG**
☐ **CONTENT**
☐ **DIRECT MAIL**
☐ **EMAIL**
☐ **SEM**
☐ **SEO**
☐ **SOCIAL MEDIA**
☐ **OTHER CHANNELS**

3.
☐ **BLOG**
☐ **CONTENT**
☐ **DIRECT MAIL**
☐ **EMAIL**
☐ **SEM**
☐ **SEO**
☐ **SOCIAL MEDIA**
☐ **OTHER CHANNELS**

KEY CONSIDERATIONS

• Offer engaging content
• Multiple CTAs
• Easy response mechanisms

• Proactive promotion
• Cross-promotion
• Encourage sharing

• Track engagement
• Engagement acknowledgment
• Repackage & re-purpose

CUSTOMER RAISES HAND

Lead converts to sale
OR
Continues on nurturing path

CUSTOMER COMPLETES REPEAT SALE

Customer receives "thank you for your continued business" message

3. MEASURE ROI

ANALYZE & OPTIMIZE

ENGAGEMENT ANALYSIS
Quantity and quality
Conversion results

INTRO TACTIC METRICS
Quantity and quality
Engagement analysis
Conversion results
LP key performance metrics

NURTURING ENGAGEMENT
Blog traffic analysis
Content requests
Email analytics
Direct mail response
Social media analytics
Conversion results

INSIGHTS & RECOMMENDATIONS
Trends
What's working
What needs tweaking
Plan to move forward

REVISE & REPEAT