



Re-Engage, Re-Purpose & Retain Your Customers
SAVE \$1000S IN YOUR MARKETING!

What is your Overarching Game Plan?

Generate pre-qualified leads

Increase sales conversion

Create more referral partners

Stronger relationship with database

Seek cross-promotional opportunities



FAIL TO PLAN – PLAN TO FAIL

Your Marketing Blueprint

Lead Generation



Nurture Journey



Prospect Experience



Sales Conversion



Your Marketing Blueprint

This is what we are talking about today

Lead Generation



Sales Conversion

Database Statistics - HubSpot

51% of marketing influencers segment email lists and individualize email campaign messaging for personalisation tactics

Recipients are 75% more likely to click on emails from segmented campaigns than non-segmented campaigns

78% of consumers have unsubscribed from emails because a brand was sending too many emails



Database Statistics - HubSpot



86% of professionals prefer to use email when communicating for business purposes

Active email accounts are expected to hit 4.3 Billion by 2021

Approx 18% of your current database will be a client

Every \$92 spent on Lead Generation only \$1 invested in Conversion



Re-Engage Your Database

Why Re-Engage Your Database?



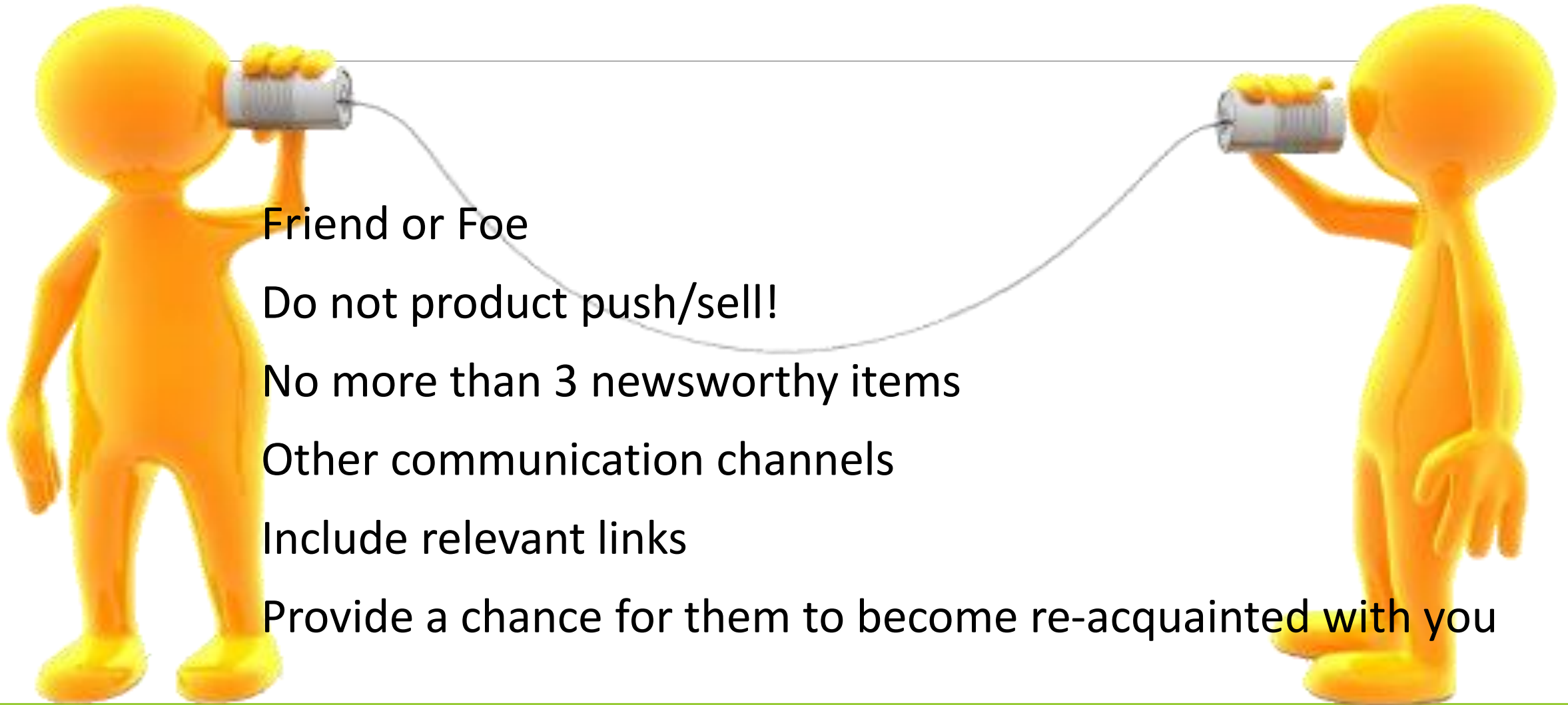
- Is often less expensive to target a current customer than it is to find a new one
- Reminds the customer you are still in business
- Can update on changes/improvements in your business
- Determine if contact details are correct
- Provides an opt-out for your customer
- Helps to re-purpose your database

5 Tips to Re-Engage ...

1. Automation - send a series of re-engagement emails to inactive customers
2. Polls and survey – ask to complete a poll or survey and send a free gift or promo code when they complete it
3. Online competition – use contests, giveaways to generate interest in your campaigns
4. Coupons or promo codes – send a special promo code or coupon, along with a message letting them know that its been a while
5. Simply ask – apologise for the long silence and provide the option for them to unsubscribe



Re-establishing Relationship is the Key



Friend or Foe

Do not product push/sell!

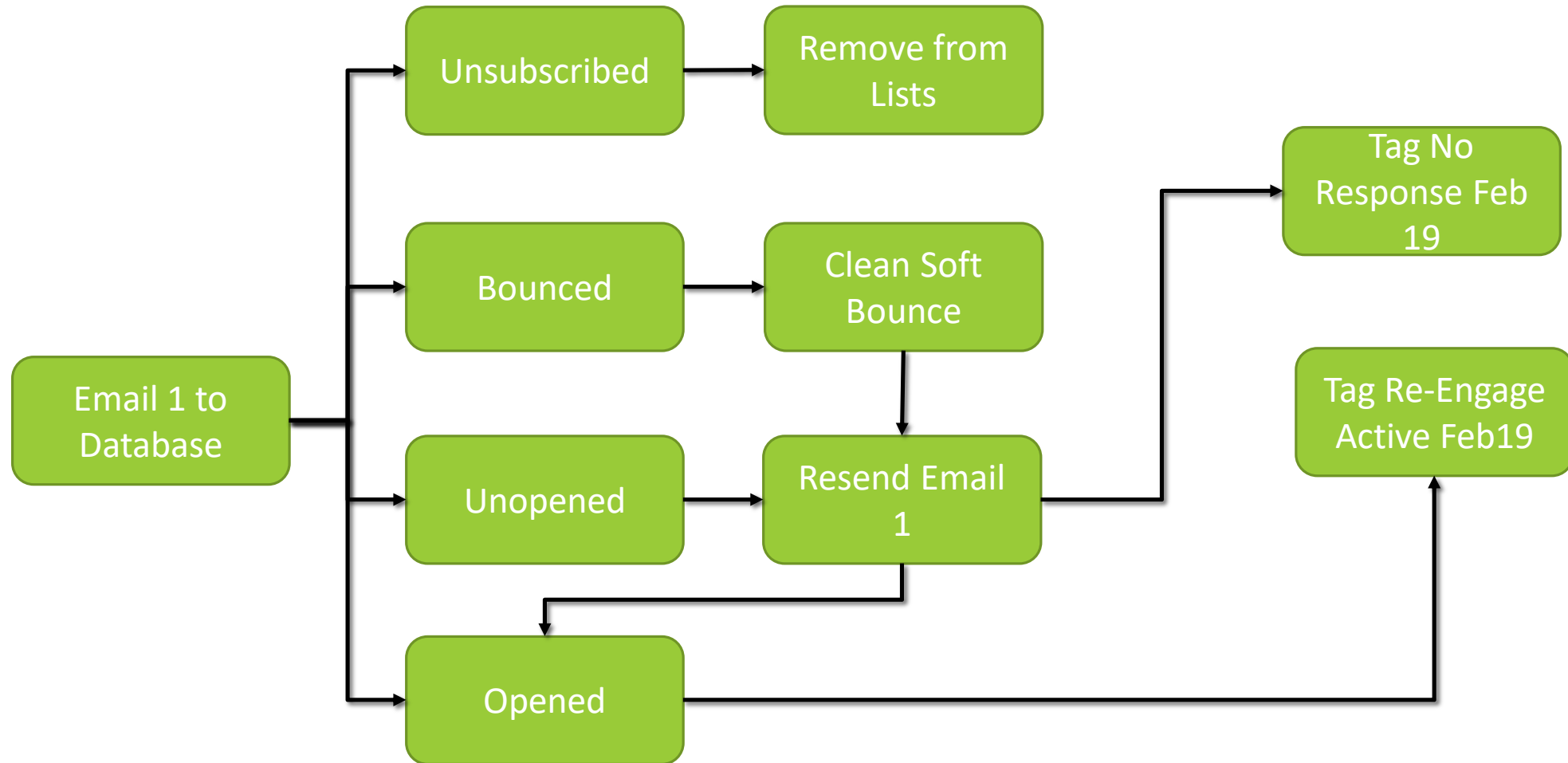
No more than 3 newsworthy items

Other communication channels

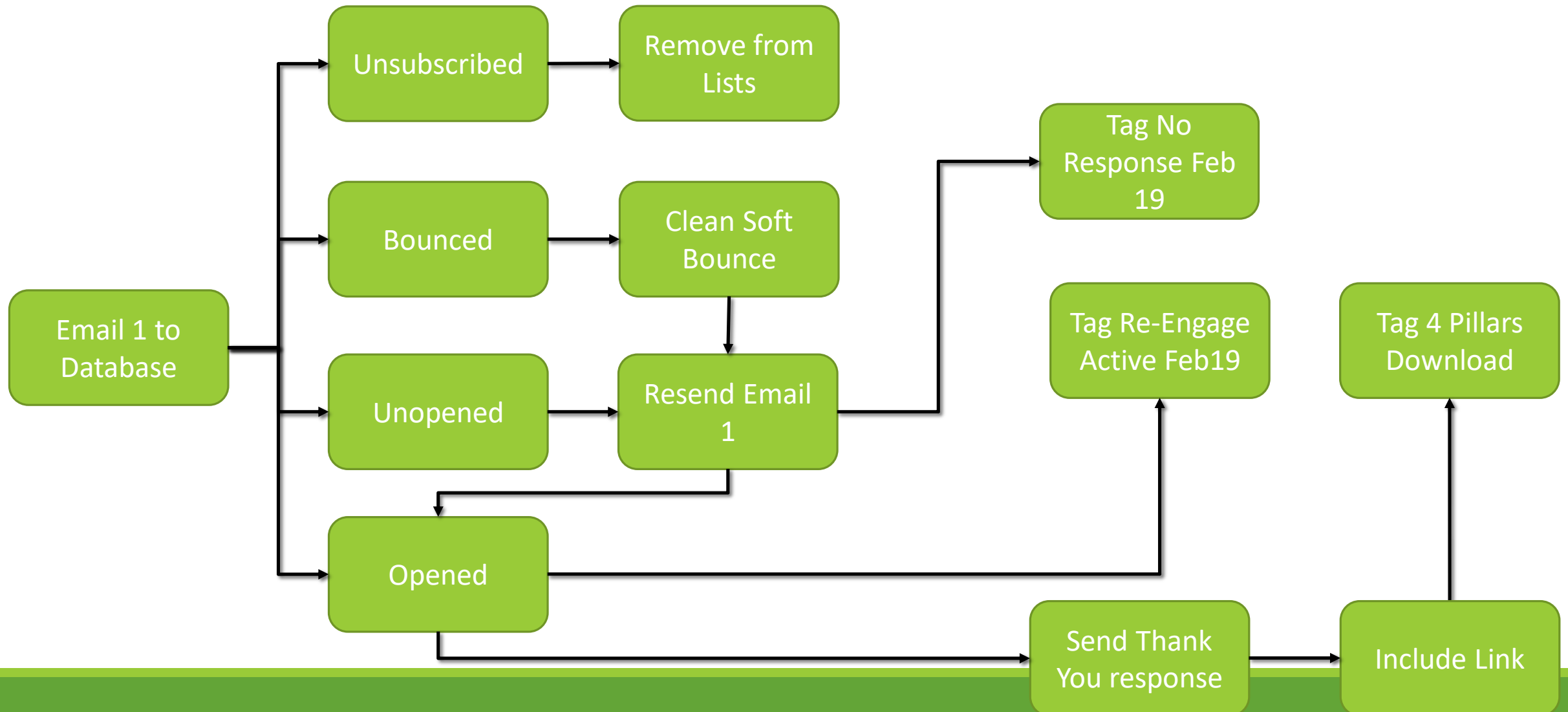
Include relevant links

Provide a chance for them to become re-acquainted with you

The Re-Engagement Process



The Re-Engagement Process with Marketing Gift



What you MUST consider:



Include from the previous option (competition/promo code)



Ensure email contains Links (at least 3 – facebook, website, blog)



Write personally rather than formal



Ensure email makes sense and flows



Keep track of statistics – successful campaigns will re-engage 10%+



Review tracking options for more specific data

Discussion Time – Your Turn

What could you offer as a free gift

What could you use as a promotion

Establish a poll or survey

What would you say to re-engage your
database





Re-Purpose your Database

Why Re-purpose your Database

Cross promotional opportunities

Upsell opportunities

Move from single to multi-buyer

Product/service development



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THE POWER OF DATABASE SEGMENTATION



Communicate Targeted messaging



Personalised approach “he is talking to me”



Identify buyer behaviour



Greater consumer insight



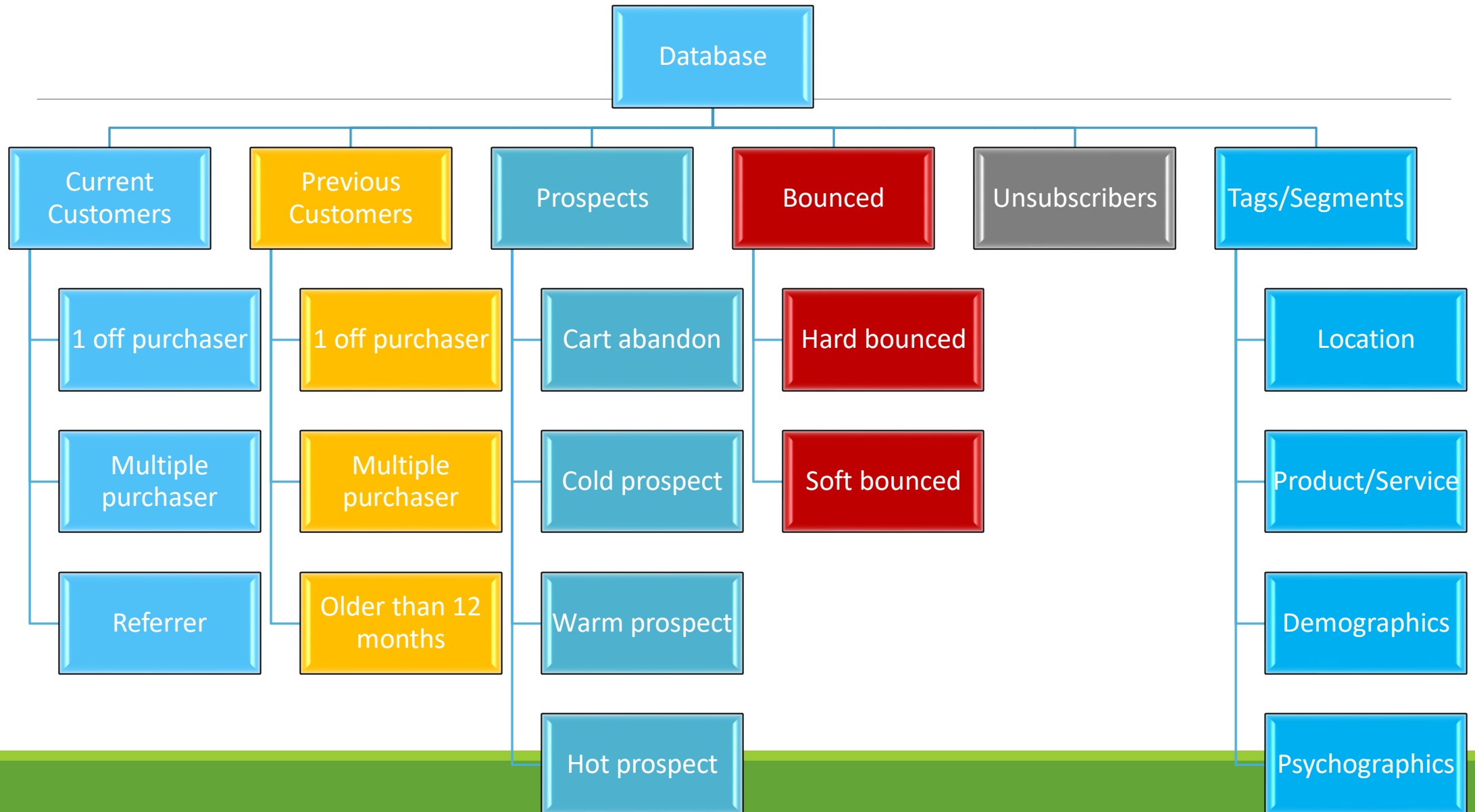
Increase Sales Conversion

Segmentation Strategy



1. Outline how you want the database to be segmented – multiple buyer; 1st time buyer; location; product/service
2. Create tags to establish more specific targeting
3. Gather customer data
 - Demographic data
 - Technographic data
 - Psychographic data
 - Activity data

Database Segments – What do you Have?



Discussion Time – Your Turn

List your different segments in your CRM

How are they broken down

How much more specific can you get

Where are the cross-purpose opportunities in your business





Retain Your Database

Why Retain Your Database

New products/services

Multiple buyer

Recommendations &
Testimonials

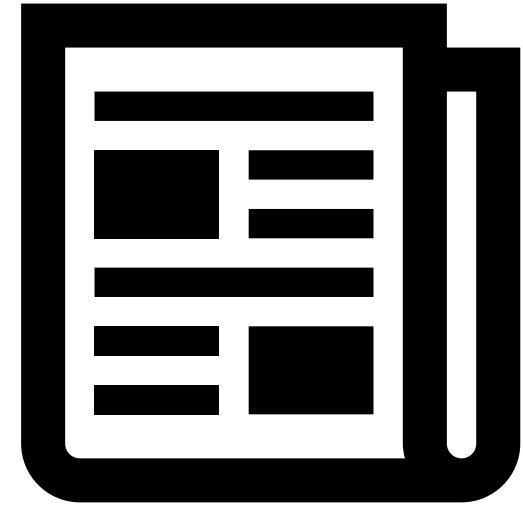
Referrals



**The lifetime value of a new referral customer is 16%
higher than your average customer!**

Retention Strategy – newsletter

- Product/service offering
- Customer story – how you solved a customer issue
- Product story – how your product worked for a customer
- Topic relevant
- Ask opinion/feedback



Discussion Time – Your Turn

Discuss Building your Newsletter

Lets Create campaigns



Software Integrations to Streamline Communication



Calendar links – Calendly

CRM – HubSpot

Payment platforms –
Stripe/Paypal

Social Media –
Facebook/Instagram

Use Zapier

01

What is the ultimate
desired goal –
personal/professional

02

When do I want to
achieve this – time
frame

03

How do I plan to get
there – game plan

04

What do I need to
have – resources

What should I consider?

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Your Next Steps

Complete Digital Scorecard -

<https://www.business.qld.gov.au/running-business/it/digital-scorecard>

Send your report to me –

andrea@yourmarketingmachines.com.au

Book for the next workshop – www.asbas.rda.brisbane.org.au

Book for your 1 to 1 - <https://adams.bookafy.com/andrea-anderson>

