

How to Nurture & Upsell Existing Customers

by

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Today's Webinar

- Marketing to your customers
- What IS drip marketing?
- Getting down to business—Types of campaigns
- Emails, postcards or calls...oh my!
- Strategic campaign messages
- Today's Offer
- Questions???



Marketing to Your Customers

Lifetime Value of a Customer

- It costs 6 times more to sell to a prospect than existing customer
- Repeat customers buy 33% more
- Repeat customers will refer more business
- Repeat customers are like money in the bank



Calculate Customer Lifetime Value

Customer Lifetime Value (CLV)

- Helps to determine what profit you can expect from customers
- Various methods of calculating this number
- A simple formula—take the average purchase amount, multiply that by the number of sales in a year, then subtract your cost of selling (sales staff, advertising, catalogs, etc.) to that customer for that same timeframe
- Your Challenge...



Build Your Relationships

People buy from those they know, like and trust

- It is not your customer's responsibility to remember who you are
- Stay in touch
- Maintain regular communication
- Don't sell to them once, then assume they will buy again
- It should not always be about sales



Building Customer Relationships

So...why don't Customers stay?

- Most common reasons
 - Pricing
 - Customer service
 - Competition
 - Perception that you don't care
- Don't let them walk out the door



What can we do better to keep our customers?

Use Swiftpage Drip Marketing to Nurture Your Customer Relationships

Drip Marketing

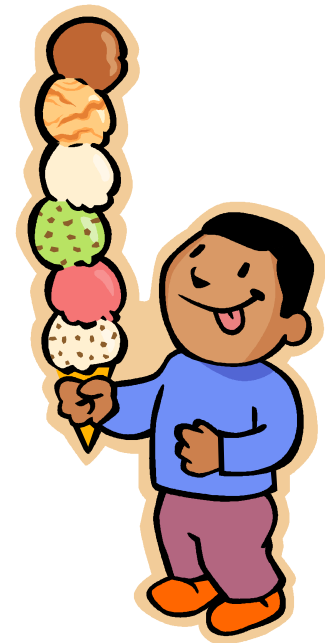
- Is a Direct marketing strategy
- Involves a series of communications over time
- Is directed toward subsets of contacts
- Enhances your reputation as an expert
- Builds awareness and relationships



Swiftpage Drip Marketing

Drip Marketing comes in Different Flavors (and who doesn't like ice cream?)

- Campaign Types specific to your goals
 - Calendar
 - Anchor Date
 - Duration
- Surveys



Let's talk about how you might use these different campaign types in your business to nurture your customers and make sure they know you care



Calendar Campaigns

Regular Publication Based on Calendar Date

- Ezines must be published regularly to make an impact
 - Make sure you send in same time-frame
 - Customers look forward to it
 - Create Top of Mind Awareness
- Contents
 - Personal message
 - Article of interest
 - Soft sell



Calendar Campaigns

Steps to a successful ezine

- Segment your database
- Plan your publication calendar
- Create your basic templates
- Put your ezine on auto-pilot with Swiftpage



Anchor Date Campaigns

Marketing an Event...Think Training Session

- Communication is tied to a specific anchor date
- Determine lead time for invitations
- Plan and design messages
- Create web form and ACT! fields to track RSVPs and follow-ups
- Lead time to make sure customers have the opportunity to schedule and register



Anchor Date Campaigns

Successful Events Depend on Enough Attendees

➤ Messages

- Announcement/invitation
- Last Call
- Reminders
- Thank you for attending
- Sorry we missed you

➤ Drop attendees and non-attending registrants into different nurturing campaigns

➤ Take a look at previous webinar on events



To Add a stage to Campaign, click an Icon below



Email



Call List



Postcard



Letter



Fax



Telemarketing




Export



Transfer



Review



Date

27

Edit

ACT Seminar

Anchor date:

Launched:

Sender:

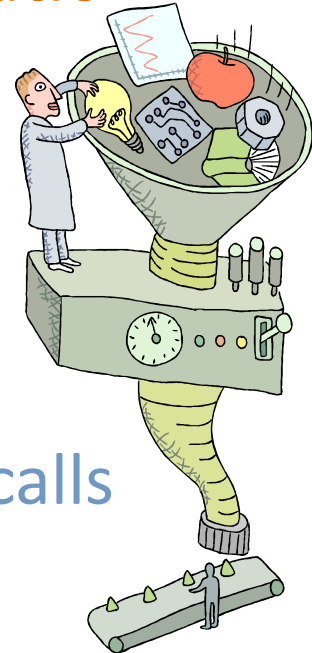
Expand All


#	Type	Stage name	Execution
1		Invitation to ACT eSeminar	1 week before at 3:15 am 
2		Reminder ACT eSeminar	1 day before at 3:15 am 
3		Thank you for attending	1 day after at 3:15 am 
4		Other ACT classes	2 months after at 3:15 am 

Duration Campaigns

Keeping in Touch Easily...Put it on Automatic

- Customers are dropped into the campaign at different times
- All customers receive the same series of messages starting at #1
- Series might contain email, postcards, calls
- Examples: email courses and customer purchase follow-ups




Edit an Email stage
Cancel

An email will be sent to each qualifying contact on selected day

Stage information

Name:

Comments:

Email

Subject:

Template: Prev

Personal Message

Send on

days after Contact is added to Campaign

Contacts

☒ All Contacts in Drip Marketing list
☐ Contacts from previous Email stages, matching Response
☐ From stage:



☒ Also filter Contacts by matching Database field criteria

Database filters

Field:

note Compare is not case sensitive







Value:



Email Course

[Edit](#)

Ends on:
Launched:
Sender:

[Expand All](#)

#	Type	Stage name	Execution
1		Lesson 1	Day: 1 
Status: Open Edit Delete Include: Contacts whose days in Campaign match execution day If: CRM PRODUCTContains'act' Subject: ACT 5-Minute Lesson-Lesson 1 Template: Blue Bar			
2		Lesson 2	Day: 2 
3		Lesson 3	Day: 3 


Duration Campaigns

Customer Purchase Follow-up

- Thank you immediately following purchase
- Follow-up—How's it going?
 - Tips and tricks on using
 - Questions? Call us
- Satisfaction survey—Is the product/service working for you?
- Upsell additional related products



ACT



Product Sale













[Edit](#)

Ends on:

Launched:

Sender:

[Expand All](#)

#	Type	Stage name	Execution
1		Thank you for your purchase	Day: 1 
2		Purchase initial follow-up	Day: 14 
3		Call on customer satisfaction answer	Day: 15 
4		Hints for using your new ...	Day: 21 
5		Addon offer	Day: 45 
6		Product Renewal	Day: 320 

Surveys

Use short web forms and surveys to gather information

- Opportunity to do market/product research
- Give something when asking for response
- Setup Landing pages
- Make sure it is a win-win for both your customer and you
- Follow-up with results



How to Nurture and Upsell Your Customers

Recap

- Nurturing your customer relationships is good for business
- Use Swiftpage Drip Marketing Campaigns to make this process easier
- Build one campaign to start...then grow from there
- Surveys and web forms can help analyze how you are doing



Webinar Special Offer

Send an email with the
subject line “Drip me” to
info@yoursoftwarecoach.com
to claim your ½ hour
consulting session



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Questions?

