

How To Make A Good Customer A Great Customer

10 Ways to Generate Highest Profits and Sales from Your Best Customers!

Evergreen Direct, a nationally known marketing agency since the early 1980s, is a consortium of nationally renowned highly skilled direct marketers who were direct marketing specialists before direct marketing went electronic.

We have deep experience in classic direct marketing strategies, creative, techniques, and formulas. The web is the most direct of all direct marketing venues of all time, and the broadest-reaching, but most of today's practitioners know the surface texture (how to build a website) but not the underlying marketing structure—how and WHY to gather (qualified) inquiries, how to best convert the best of them to sale over time, how best to send repeated (relevant) messages, what and how to measure every aspect of every marketing effort to help leverage profits with the “right” messaging going forward.

With that in mind, here are 10 customer-based marketing ideas that will help your profit picture. All of these ideas (yes, there are more!) will make the “better” segments of your customer file help make you even more profitable.

- 1 Start by generating qualified leads** because they're most likely to become the high quality customer who will be with you for the long run. In short, develop acquisition programs to bring in the “best” customers who will stay with you longer and help you acquire new customers, too!
- 2 Know who your best customer is.** It's your most recent one. People who've done business with you are far more likely to buy your product or service again than those who've never done business with you because they know you and have a business relationship with you. That makes them well worth cultivating and retain as customers. Marketing dollars spent on sales programs to your customer base give a far higher return on investment than the same dollars spent on trying to acquire new customers.
- 3 Retaining 5% of your current customers can translate into a 25% increase in profits** — most of the time (see # 1 and # 2 above). How to retain customers? Stay in contact and be relevant in all of your communications with current customers.
- 4 The best customers can outspend others.** Keep them active with you, and encourage their interaction with your company with offers, cards, surveys, etc. So, spend more time and money staying in contact with them.
- 5 Marketing is an interaction, a conversation.** Read and analyze all your data carefully—it holds valuable clues about what the customer might do next, how he/she feels about you, etc. (E-mail, too, is an efficient and a personable way to maintain contact and loyalty with customers. Always test regardless of the channel, e.g., test frequency/offers in e-mails to your customers and make sure that they resonate/are relevant to them.)
- 6 A typical company derives 80% of its profits from 20% of its customer base,** meaning you can focus retention resources on a relatively small portion of the customer base while influencing the vast majority of customer profit.
- 7 Encourage referrals** – ask your current customers to refer their friends, relatives, and neighbors to you. Customers who are acquired on the strength of a personal recommendation tend to be more profitable and remain loyal longer than those who respond to advertising, price promotions or similar marketing efforts.
- 8 Loyal customers will pay more for your products** than will new customers who aren't necessarily convinced of the value of your offerings. So, make certain that you continue to build the relationship with your customer so that they will trade-up through digital inserts, e.g. webserts, or other targeted add-on programs.
- 9 The ultimate true measure of customer loyalty is the purchase decision(s)** — and not just the first purchase. This requires staying in contact with your customer with relevant and targeted offers, “unexpected delights” (items/offers sent to valued customers that do not entail cost to them and that are unexpected by them), empowerment of customer service personnel to “do what is best” for certain tiers of customers—all towards increasing the number of purchases while making certain the customer is pleased with your product(s), service, and value.
- 10 The length of time it takes for customer dissatisfaction to put you out of business** depends on the degree to which you're insulated from direct customer feedback. This means that you, the marketing person, must spend more time talking to customers not only via e-mail and phone, but also doing customer visits (or spending more time on the floor, if in a retail environment) to learn not only what they like but what they do not like, too.

What's your
MARKETING PROBLEM?

We'll give you the solution...FREE.

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