Put it into Practice:

8 WAYS TO USE CONTENT MARKETING TO BOOST CUSTOMER RETENTION



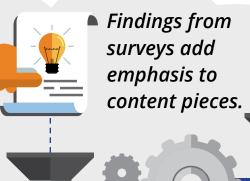
The probability of selling to existing customers is 60-70 percent compared to just 5-20 percent with new customers - The Huffington Post

customers can boost profits by 100% - Harvard Business Review

Here are 8 avenues we recommend for implementing effective content marketing to increase customer retention.

1.SURVEYS

Connect with clients, solicit unbiased feedback, and generate new





Provide a strong service experience through real

2. LIVE WEBINARS

time information and answers from experts. 3 in 5 Americans (59%) would try a new brand or company for a better service experience. - American Express Survey





OGGING

Update clients about new products and features and provide helpful information that will engage them on a new level.



businesses, "those who blogged at least 20 times per month had 5 times more traffic than those who blogged less than 4 times per month." - HubSpot

Client questions are at center stage on a FAQ page. Any product or service questions that come

Give your

4. FAQ PAGES

5. NEWSLETTERS

up can be dealt with honestly and transparently.

Amazon links their most popular FAQ topics from their main help page. Noupe

clients exclusive information that is up-to-date and from the s 6. VIDEO TUTORIALS



Direct Marketing Association

Posts with videos attract 3 times more inbound links than plain text posts. - SEOmoz

Pique the interest of your client with tutorials that

are both visually engaging and informative. Include

video links in blogs, newsletters and more.



are talking about. 68% of all U.S. 76% of Americans who use Facebook now report that they adults are visit the site on a daily basis. Facebook users - PewResearch 76% 68%

to see what your clients

8. PRODUCT INFORMATION SHEETS

Provide your customers with accessible useful information about

your products and services.

-Harvard Business Review found that the single biggest driver for customers to purchase, repurchase, and recommend a product to others was "decision simplicity" the ease with which consumers can gather trustworthy information about a product.



Contact NuGrowth Digital today and see how we can help you

provide customers with the custom content they are looking for.

800.966.3051 | www.nugrowth.com

Empowering sales with data driven marketing

http://www.huffingtonpost.com/hulya-aksu/customer-service-the-new-_b_2827889.html https://hbr.org/1990/09/zero-defections-quality-comes-to-services https://www.hubspot.com/hs-fs/hub/53/file-13221878-pdf/docs/ebooks/lead-generation-lessons-from-4000-businesses.pdf https://blog.hubspot.com/marketing/business-blogging-in-2015?

http://www.noupe.com/design/faq-pages-best-practices-examples.html https://dma.org.uk/uploads/National%20Client%20Email%20Report%202013_53fdd7e6684de.pdf

https://moz.com/blog/what-makes-a-link-worthy-post-part-1 http://about.americanexpress.com/news/pr/2011/csbar.aspx http://www.pewinternet.org/2016/11/11/social-media-update-2016/ http://neilpatel.com/2016/01/21/38-content-marketing-stats-that-every-marketer-needs-to-know/

hsfp=43547787#sm.000014stg8e3kvdfqwbo6cd6frt5i https://hbr.org/2012/05/to-keep-your-customers-keep-it-simple

http://contentmarketinginstitute.com/wp-content/uploads/2016/06/lon_CMI_InteractiveContent_Report_Final.pdf