

7 HABITS FOR HIGHLY EFFECTIVE

# Customer Retention Marketing



## New customers are great, but existing customers are even better.



- Acquiring new customers costs you **6-7x more** than retaining current customers.
- Increasing customer retention rates by **5%** increases profits by **25%** to **95%**.

Customers leave for a myriad of reasons, but most of them can be bundled into the phrase “*poor customer experience*.” The most successful organizations are those that make a concerted effort to create an optimal customer experience.

**Marketing—specifically content marketing—can play a big part in that.**

Read on to learn methods for building stronger customer relationships through content marketing.

# 1. Seek First to Understand

**As Steven Covey teaches in *The 7 Habits of Highly Effective People*, the most effective among us are those who make it a priority to listen before we speak.**

In order to create any customer retention strategy, it is important to understand what your customers want and how they want to receive it. Not only will active listening build strategic campaigns, it will also help you solve your client's future problems—making you indispensable.



## Quick TIP

Make good use of onboarding questionnaires and client satisfaction surveys as a way to constantly keep your finger on the pulse of your client base.

# 2. Be Consistent

**Brainstorm and document a content strategy that will consistently fill a relevant need for your clients.**

Create an editorial calendar and stick to it. Assign team members tasks and deadlines, and be sure to allocate enough time to get it done. If your team is too small, consider outsourcing.

Remember: Consistency builds trust and trust develops customer loyalty.

## Quick TIP

Don't feel like your marketing team needs to create all the content. Enlist help from service team members, product experts, engineers, and anyone with domain knowledge to share. The more "real" your content is, the more likely it will be appreciated by your clients.



# 3. Be Proactive

**Content marketing is an excellent way to “get in front of” questions and provide answers before clients have the chance to ask. You have the opportunity to make their lives easier, just by being your client.**

How?

- Create and distribute product FAQs, quick tips and best practices
- Publish video tutorials
- Host weekly, bi-weekly or monthly educational webinars to help your clients make the most of your product or service
- Create an online repository for all “help” content so answers can be found anytime

Reach out to members of your customer service team—What are the questions they get asked most frequently? Create content that answers these questions in a straightforward, engaging fashion. Then, feel the bonds of your client relationships strengthen.

**Quick  
TIP**



# 4. Be Authoritative

**Content marketing is also a great way to reinforce your status as an authority in the market. Show customers that you understand their business—inside and out. Do this by providing information they'll find helpful even if it doesn't specifically pertain to your product or service.**

Examples include:

- White papers on trending industry topics
- Relevant infographics and eBooks
- Industry articles
- Information on industry events
- Links to information published by industry thought leaders



**Quick  
TIP**

Don't be afraid to curate content. You don't need to create it all yourself. You just need to have relevant information to share.

# 5. Be Share-worthy

**One of the best ways to maintain and grow client relationships is to go “deeper and wider” in the account. The more people within a company who know what you can do and who you are, the better it will ultimately be for your bottom line.**

For this reason, it is important to augment your tips and tricks and product-related content with higher-level thought leadership pieces. Make your content applicable to more than just one role or department. By doing this, not only are you relevant to a wider audience, you also provide a service to your existing clients by giving them tools to help others.



## Quick TIP

Actively ask your customers to share information they feel could benefit a colleague. Be sure to include social sharing buttons and “click to tweet” functionality on all posts, as well as “forward to a friend” options on emails and newsletters.



# 6. Be Multi-Channel

**Content marketing is more than creating good content. For it to work, you need to share it, and the more ways you share, the better chances you have of success.**

From email to social media, to SMS, to messages embedded in your software (if, for example, that is what you are selling), you have a lot of tools at your disposal. Use them.

## Quick TIP

The best thing about social media is that it is a two-way street. You can use it as a medium to distribute your content and you can use it as a way to listen, respond and build relationships. But first you need to connect. Like or Follow your customers' pages. Comment and interact with customers, and ask them to do the same for you.

When posting to social media, use HootSuite, or a similar social media management tool to publish, monitor and respond in a timely fashion.



# 7. Be Centrally Located

As we know, consistent distribution of content is important and so is the need for one, central, online repository where customers will find the answers they are looking for. Depending on the nature of your business, you may choose to password protect this repository or leave it open to the public.

Providing a home to your content shows that you are looking out for the convenience of your customers and want them to have easy access to the answers of their questions.

Items to include:

- Tutorial videos
- Recorded webinars
- Quick reference guides
- FAQs
- And more

Customer-centric content hubs should be designed for optimal user experience. The simpler the navigation, and the fewer clicks it takes your client to find what he or she is looking for, the better.

**Quick  
TIP**



# Conclusion

Content marketing is much more than selling a product or service. It is a value-add to your relationship with existing clients. Providing relevant, timely and engaging information on a regular basis is a great first step towards creating a positive client experience.

All you have to do is use these seven, highly-effective methods.



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