



CUSTOMER RETENTION

The Lesser Known Benefit of **Content Marketing**

There are **two sides** to growing a business:

Finding new customers



Keeping the ones you have

Yet in the race for new business, **customer retention strategies are often overlooked.**

62%

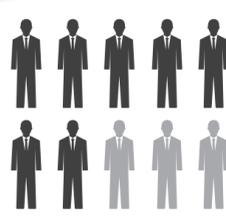
of B2B marketers



BELIEVE CUSTOMER ACQUISITION IS THEIR PRIMARY GOAL

70%

of CMOs



DO NOT CONSIDER CUSTOMER RETENTION AS A PRIORITY



THIS IS A MISTAKE

20%

of business is lost by companies that fail to attend to customer relationships



Acquiring new customers can cost **6-7x** more than maintaining current clients

A **5% increase** in customer retention rates can increase profits by **25-95%**

A **2% increase** in customer retention has the same effect as decreasing costs by **10%**

Repeat customers are more likely to:

- Spend more
- Generate large transactions
- Refer a new customer

Clearly, customer retention is a priority. So which tactics can smart organizations leverage to keep customers returning again and again?

TRY CONTENT MARKETING



The creation of valuable, relevant content is increasingly seen as marketing's best strategy for business development, with **88% of B2B marketers adopting a content strategy.**

Content can keep you and the value you deliver top-of-mind with your customers, and is a great value-added component of customer relationships. So, what types of content will keep your customers coming back for more?

Product training and support

Best practices

How-to articles

Newsletters

Thought leadership articles

Blogs

Client webinars

Company announcements and product updates

Catering your content to existing customers will not only strengthen your relationship, but also boost your bottom line.

Stay Connected After the Sale

To find out more how NuGrowth can help your business begin content marketing retention programs, contact us at **800-966-3051** or [fill out a short contact form](#) today.



www.nugrowth.com 800.966.3051



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