



# LIFECYCLE MARKETING ESSENTIALS

**DELIVER. SATISFY. REPEAT.**

*EARNING YOUR CUSTOMERS' LOYALTY  
(AND REPEAT BUSINESS)*

*By Andrea Parker*

Infusionsoft.





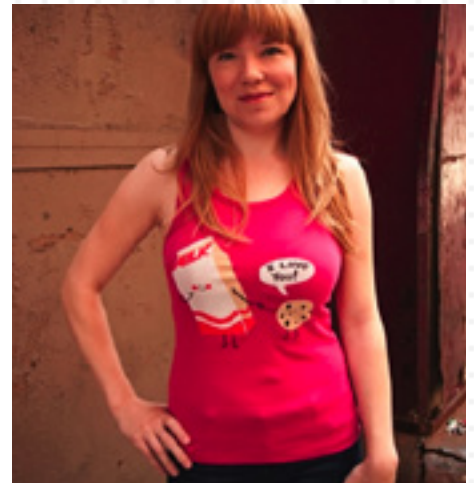
When you're an online retailer, your main goal is converting a casual browser into a person who takes action and purchases from your business. But ultimately, you want to turn that one-time customer into a repeat buyer, so you need to make sure they have a great customer experience from the get-go.

In this e-book on Internet solutions that generate repeat sales, I will be sharing with you several key tips for not only converting sales on your website, but also enticing those customers to come back for more.

## Be Memorable

### >>> Change it up

You want customers to see your products in a cool, unique way while exploring your product pages. If you have a lot of competition, you'll want to feature items in an unexpected way that captures the attention of the buyer, draws a smile, or makes them scratch their head and say, "Huh, I never would have thought to use \_\_\_ like that."



Credit to [threadless.com](http://threadless.com)

One company that does a great job capturing its audience's attention is [Threadless](http://Threadless). They'll feature their products on "everyday people" in cool settings, so it shows you the product in action.



## >>> Be suggestive

When customers place an item in their shopping carts, suggest a product that you think they might like, based on past purchase patterns. Did someone buy a vintage-style hoodie? Suggest a similar style t-shirt that would complete the look. Give your customers the impression you know them like a friend, because who else would suggest you buy a sweatband to go with that awesome pair of old school high-top sneakers? Not your average online retailer, that's for sure.

## >>> Become trustworthy

Trust is an excellent [marketing tool](#). Tell your customers that not only is their privacy valued by your business and their payments are secure, but you make promises you can keep—and then make sure you keep them.

Did you quote a two-day delivery timeframe? Did you tell them their satisfaction is guaranteed? Always follow through. Show your customers that when you say you'll do something, it will be done. One helpful hint for online retailers is to start accepting PayPal as well as credit cards. It may not always be the best payment options for a small business, but there is a certain amount of inherent trust in PayPal by those who frequent online shops.





# Speak Up—and Often

We've talked about changing things up and showcasing your products and services in a unique way, as well as following through and establishing trust to raise your conversion rate. Now it's time to continue laying the foundation of an optimal customer experience. Nothing gets customers feeling warm and fuzzy more than buying a product that meets their needs and having a wonderful company stand behind it.

## >>> **Become social**

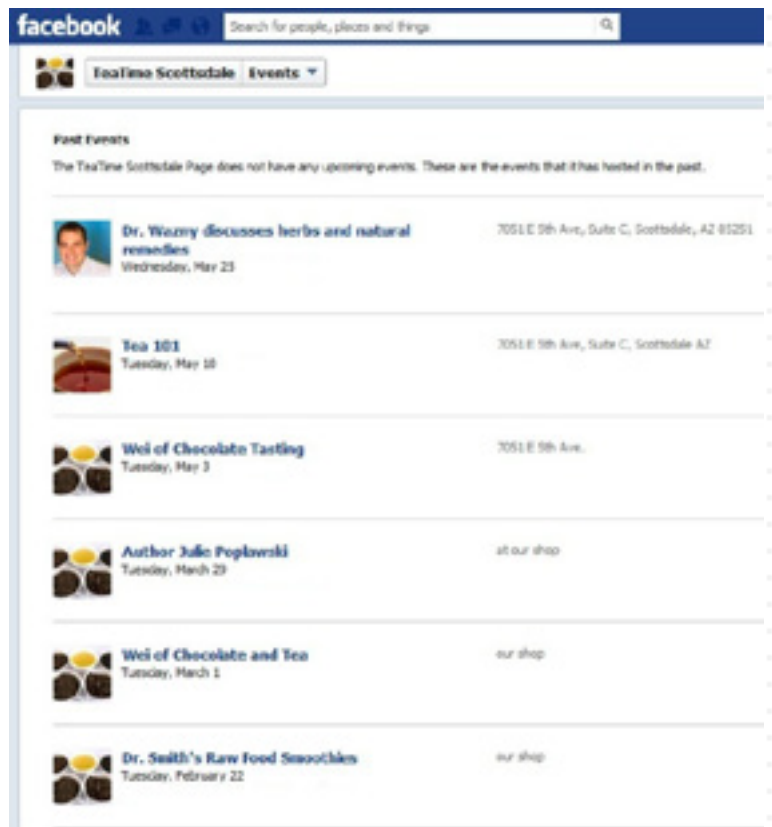
It's easy to socialize with customers when they're in your store, but being online changes the way you must approach a conversation. Enter social media. It's really not as complicated or scary as you might think if you're just starting out.

**Twitter** is another great—and free—way to keep a conversation going with your customers. Address their concerns, offer Twitter-only promotions or simply network with others in your industry.

You can also connect with customers in your own voice by becoming active on a small business blog (ideally your own).



Facebook is the easiest to get started—after all, isn't everyone you know on Facebook? Well, your customers are, too. Facebook is a great way to promote new items, advertise a service or sale or even host an event. Facebook Events are actually a great option for small businesses. Create special Facebook-only sales, offer tastings of your latest concoctions or host an open house to mingle with customers and (hopefully) meet new ones.



With the right amount of promoting your website or blog through avenues like Facebook, YouTube, Twitter, Pinterest and Instagram, your customers will be back for more. These small actions can yield big results, mostly in the form of repeat sales.







## >>> Follow Up

If you've ever purchased a product online and received an email asking how you like the product, a request for a product review, or a request to fill out a performance survey about a week or so after you receive your order, you've been hit with a follow-up.

Why do companies do this? Around a week after purchasing a product, memories of that experience begin to fade—and that's when it's important to reach out and remind customers about it.

Think of ways you can stay in touch with customers while also gaining valuable information for your business. For example, you could send a survey asking about their experience with you. If you have a product rating system in place, you could ask them to rate the product. Or, simply send an email with a coupon for their next purchase with you.

By following up, you gather important feedback you can use to improve operations, customer service or products, while also telling customers that you care about what they have to say.

## >>> Exclusivity makes customers feel special

Give your customers warm fuzzies. It's amazing how far an "exclusive" invitation to join a monthly club will take your small business in the eyes of a consumer.



# Tweak & Simplify

One critical but often overlooked aspect of getting repeat sales is the design of your website. Really good website design makes the whole customer experience of perusing products and answering calls to action so seamless and subtle that customers don't even realize that their entire path of travel through the site has been premeditated by the designer. Sneaky, huh?

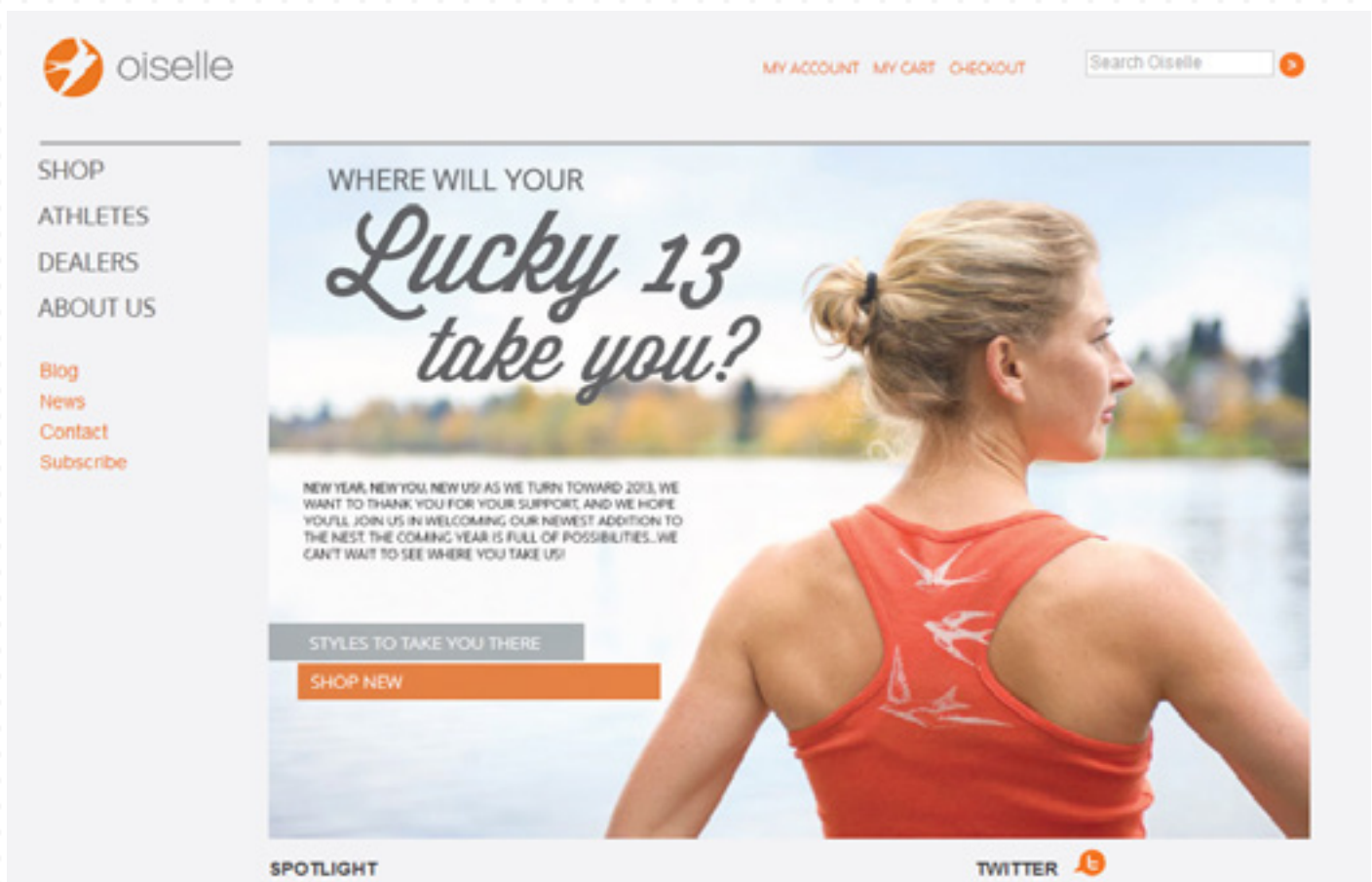
Since your conversion rates are directly related to the design of your website, why not make sure that you're covering all critical engagements that will get your customers to buy and come back for more? Customers may love your product, but if the navigation is confusing or the purchase process is difficult, they may be tempted to find a different option (i.e. your competitor). Read on for some actionable design tips to create repeat customers.

**Conversion Rate:**  
**% of visitors who**  
**go from viewing**  
**to taking action**



## >>> Create a smooth customer path

Funnel your customer toward your main objective: purchase. When a customer makes a purchase, you've captured their information, converted their view into a sale and are in a key position to make them a repeat customer. You have to make their time on your website effortless, so be sure to make all links and calls to action easily accessible at any point on the page.



Looking to shop? For which easy-to-find item?





## >>> Don't overstimulate

Having all tabs and dropdown menus of products easily accessible and very clear makes your customer happy, even if they don't know it. If a customer doesn't know what a certain category of a product means, they are likely to abandon their search and could potentially seek out a competitor for the product you sell.

Don't bombard customers with **too many hyperlinks** or calls to action. It is overwhelming, distracting and a reason to abandon a site. Use a brightly colored call to action (or two) that is large and obvious to the reader, but not overpowering. Do you want a person to place an item in their cart? Let them know. Do you want a returning customer to log in to access all of their stored information to make their experience easier? Tell them where to do it. Your customers will thank you by making the (repeat) purchase.



## TEST x 20

Test each aspect of your website, whether it is the buttons that lead to quantity or to the headers that tell customers which product category they're browsing. You need to test placement, size, colors and verbiage. You need to know if your calls to action are making an impact on your site statistics and if customers are going to one page and leaving after only 12 seconds. Test all aspects of the page to find the right combination of aesthetic, pushiness, friendliness and trustworthiness along the customer's path.





# Summary

Whether you're a brand new small business or you've been around for a while, your goal is the same: don't just get customers, get repeat customers. The loyalty that gets established through a smooth, positive customer transaction will turn customers into repeat buyers. With loyal customers comes the added benefit of word-of-mouth publicity from your newest brand advocates. Remember the element of trust that has to exist between a company and a buyer? That trust is already in place between a buyer and his or her friends, so the likelihood of those friends visiting your site when they are in need of a product that you offer is quite high.

You have to be aware of the customer experience and think from their perspective in order to get repeat sales, but if you're thoughtful and trustworthy, it's a lot easier than you think.





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## Andrea Parker:

As a Brand Journalist at Infusionsoft, Andrea Parker helps small businesses succeed by creating original content for and managing the Big Ideas Blog, as well as creating e-books for small business consumption. Andrea is an award-winning writer and former professional steeplechaser with a penchant for reading, tutoring and baked goods. You can follow Andrea on the Big Ideas Blog and on Twitter @BigIdeasBlog.

## What is Lifecycle Marketing?

Lifecycle Marketing is a seven-step system devised specifically for small businesses to help them transform their sales and marketing. By combining proven strategies and tactics with affordable, easy-to-master automation technology, small businesses that implement Lifecycle Marketing are in the best position to grow, nurture and retain valuable customers. Watch an online [Lifecycle Marketing workshop](#) to learn more.

## About

**Infusionsoft**

Infusionsoft is the only all-in-one sales and marketing software built for small businesses.

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