

CUSTOMER LIFECYCLE MARKETING

Marketing Strategies for Building Businesses with EASE

A JOURNEY THAT IS NOT LINEAR

Customers can jump back & forth between these. For example, a lapsed buyer might re-discover you or still remain engaged in your social media.



CREATETHERULES.COM

Excerpt From:

MODULE FIVE THE PROFIT PLAN



DISCOVERS YOU

The start of the journey begins before they even know you exist. How will they find you? What are they looking for in order to find you?

ENGAGES IN YOUR BRAND

Participates in social media, opens your emails, signs up for alerts, enters contests, emails questions into your company, inquires about customization or options to suit their needs.



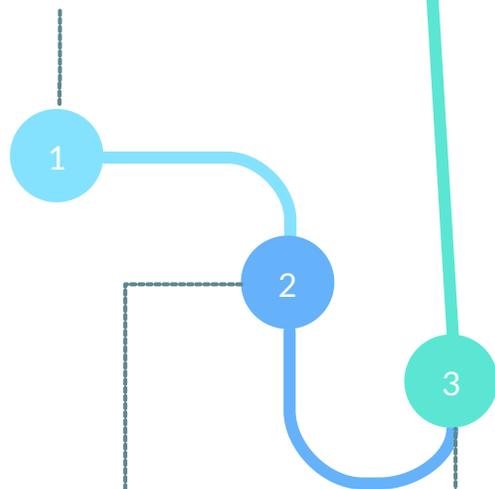
LAPSED BUYER

Bought once or twice but then moves away from you or goes to a competitor. How do you speak to them again or market to them again with a product or service they need?



PAST BUYER

Past buyer is someone who hasn't bought from you again despite attempts to re-market to them. There is data here - can you survey them to find out why they no longer buy from you?



PURCHASES FROM YOU

How do you make it easy for people to buy from you? Do you offer smaller purchases that can proceed a larger purchase?

How do you capture the contact information of customers to market to them in the future if they like what they buy the first time?



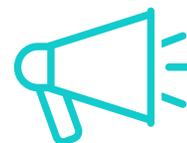
FOLLOWS/SUBSCRIBES

Sometimes a purchase happens before this step and could serve as the follow or observe stage as well. Making an initial purchase to judge experience is also valid.



BUYS AGAIN

It is cost effective to keep existing customers. How do you sell to them again? How do you get their feedback about what they want from you? How do you create a suite of products and services for them to keep buying from you?



RECOMMENDS

How do you make it easy for people to recommend you? Do you have a referral or affiliate program in place? Do you ask for referrals? Do you give them the tools to easily refer you? Do you ask for testimonials?

GATHERS EVIDENCE

Your potential client will look for evidence based on what they need to prove you are a legitimate and trustworthy provider of the product and service they are looking for. What do they need in order to get the proof they need?

