

PROOF TO
PRODUCT

**CUSTOMER RETENTION:
KEEP CUSTOMERS COMING
BACK FOR MORE**

with Katie Hunt



Katie Hunt is a business strategist, mentor, podcaster and mama to four budding entrepreneurs.

She's the Founder of Proof to Product where she's helped thousand of product based businesses build profitable, sustainable wholesale program.

WEBSITE: prooftoproduct.com

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KATIE HUNT

Founder & CEO, Proof to Product



IDENTIFY OPPORTUNITIES TO STRENGTHEN CUSTOMER EXPERIENCE

- 1 *Increase order frequency*
- 2 *Increase average order value*
- 3 *Increase customer referrals*
- 4 *Build customer loyalty*



WHAT IS CUSTOMER RETENTION?

Why is it important?

Affordability

**IT COSTS 7x MORE TO ACQUIRE A NEW CUSTOMER
THAN IT DOES TO RETAIN A CURRENT ONE**

Credit: InMarket's Q4 2021 Consumer Loyalty Report

Loyalty

**EXISTING CUSTOMERS ARE MORE LIKELY TO TRY
NEW PRODUCTS & SPEND 30% MORE MONEY
COMPARED TO NEW CUSTOMERS**

Credit: Bain & Co. Prescription for Cutting Costs

ROI

**A 5% INCREASE IN CUSTOMER RETENTION CAN
INCREASE THE COMPANY'S REVENUE BY 25 - 95%**

Credit: American Express Retaining Customers Report

**BUT LESS THAN 20% OF COMPANIES FOCUS THEIR
MARKETING ON CUSTOMER RETENTION.**

Credit: American Express Retaining Customers Report

1

Get Organized



WE CAN'T MANAGE WHAT WE CAN'T MEASURE.

Peter Drucker

WHAT ARE YOU TRACKING?

- *Sales Data - volume & frequency*
- *Communication - outreach & follow-up*
- *Customer service & issues with orders*
- *Customer acquisition method*
- *Internal team notes*



WHERE DO WE LOOK?

- *Shopify, Faire or Etsy Analytics*
- *Email Service Provider Analytics*
- *Communication Sources - email, social, etc*
- *Google Analytics*
- *Customer Relationship Management tools*



CRM SYSTEMS



HubSpot



Pipedrive



Zoho One



2



Improve our customer journey



CUSTOMER JOURNEY

Cold Lead

Warm Lead

Repeat Customer

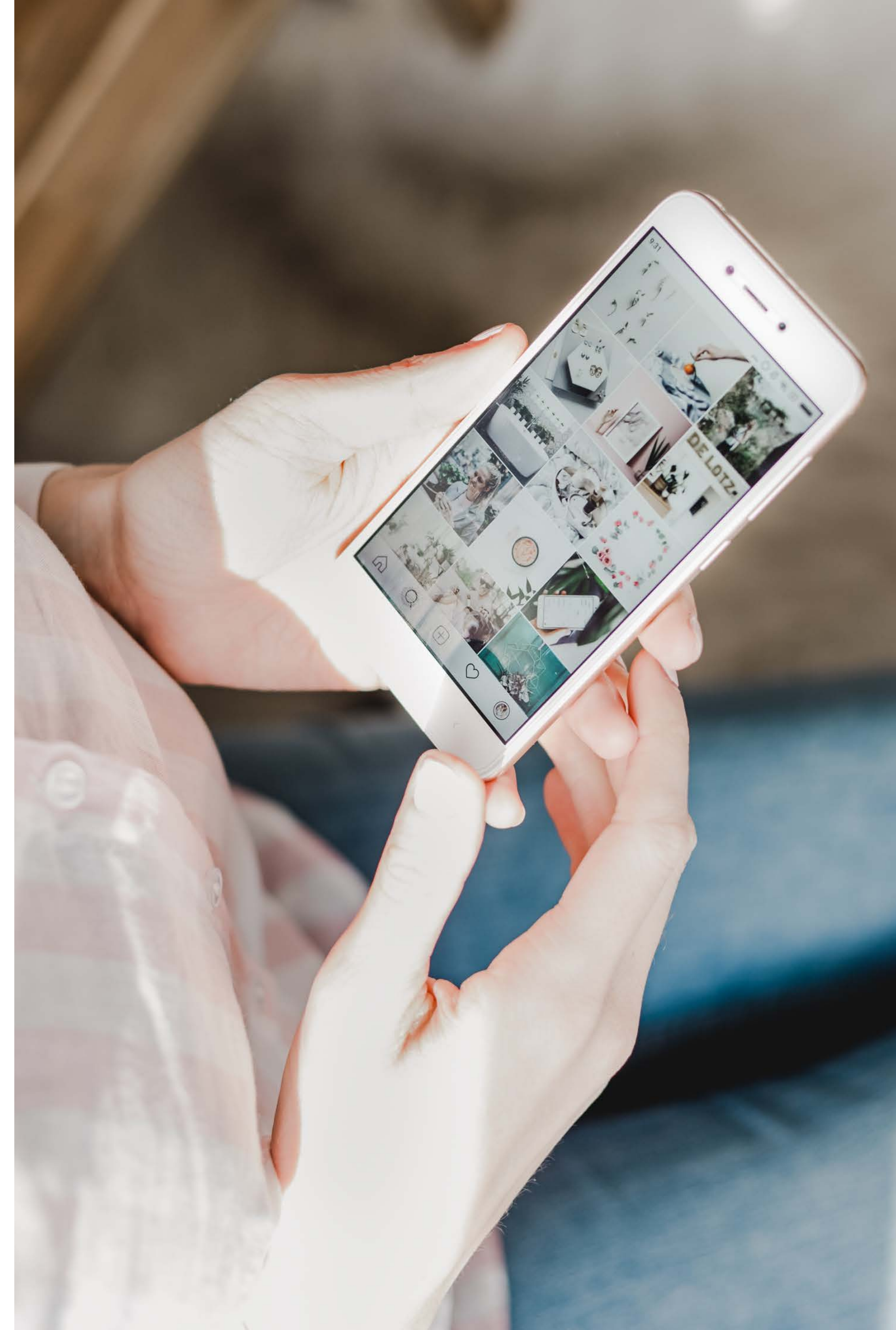


|-----*Customer Acquisition Efforts*-----|

|-----*Customer Retention Efforts*-----|

SOCIAL MEDIA BIO

- ✓ *What you sell*
- ✓ *Who the product is for*
- ✓ *Impact & unique selling proposition*
- ✓ *Clear Call to Action*





EMAIL WELCOME SEQUENCE?



**WELCOME MAILS GENERATE 4X MORE OPENS AND
5X MORE CLICKS THAN REGULAR MARKETING EMAILS**

Credit: Investp

**74% of PEOPLE EXPECT TO RECEIVE A
WELCOME EMAIL IMMEDIATELY WHEN THEY SUBSCRIBE**

Credit: Investp

**WELCOME EMAILS ON AVERAGE GENERATE UP TO
320% MORE REVENUE PER EMAIL THAN OTHER
PROMOTIONAL EMAILS**

Credit: Investp

ONLY 57% OF BRANDS SEND WELCOME EMAILS

Credit: Investp

EMAIL WELCOME SEQUENCE



3 -4 emails



Sent over 1 -2 weeks



**THE CUSTOMER JOURNEY DOESN'T END
WHEN THEY PURCHASE.**

Katie Hunt

MULTIPLE MEANINGFUL TOUCH POINTS

EMAILS:

*Monthly marketing emails
90-day check-in post purchase*

DIRECT MAIL:

*Quarterly postcards
Occasional catalog & samples*

SOCIAL MEDIA:

*Engage, like & comment on posts
Share stores you work with*



**IF YOU NEED HELP MAPPING OUT 12 MONTHLY EMAILS
I HAVE A FREE RESOURCE FOR YOU.**

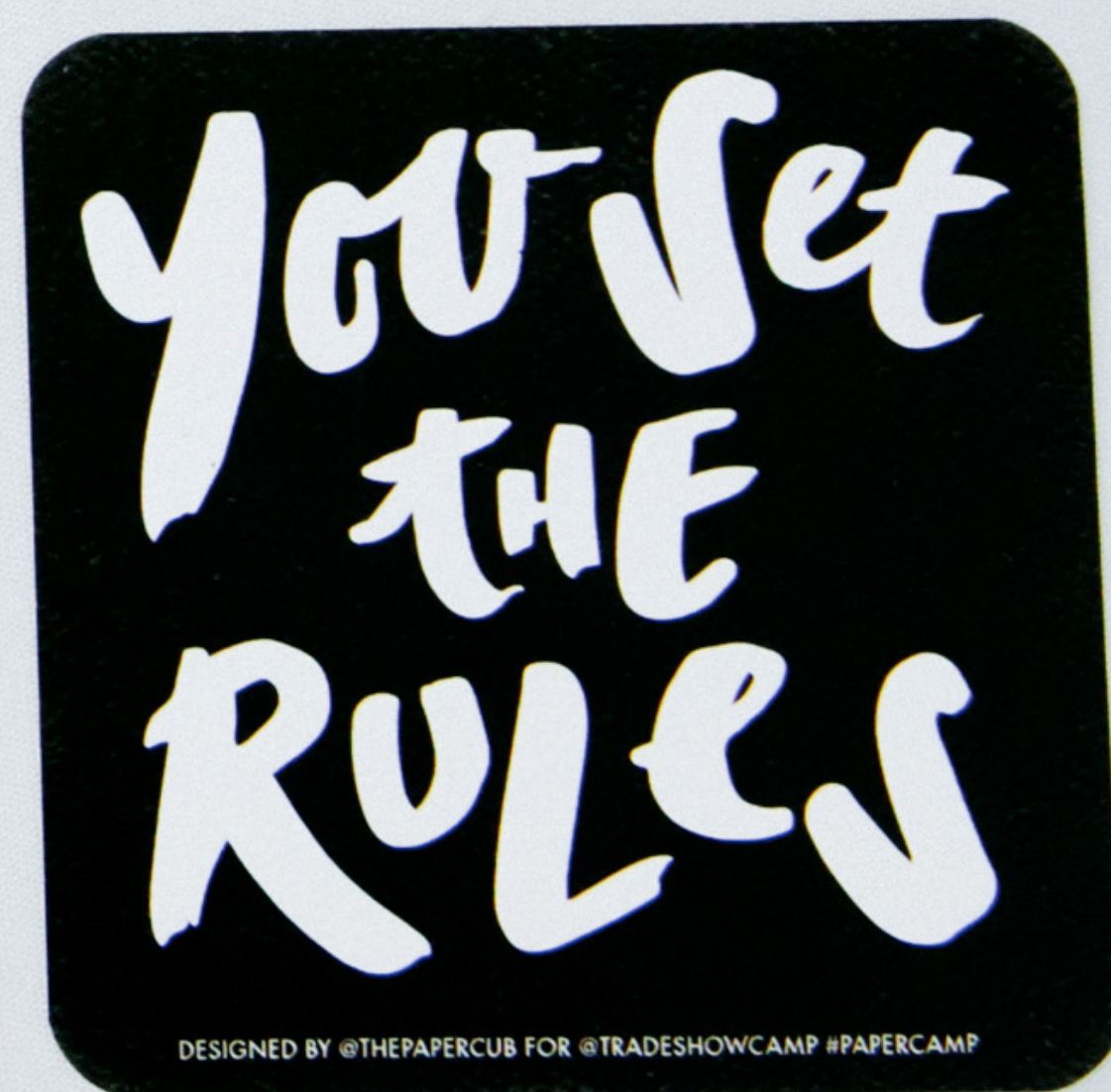
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3

Shift marketing resources



ATTRACTING OR RETAINING?



**DOING FEWER, MORE TARGETED MARKETING
TACTICS WILL YIELD STRONGER RESULTS**

Katie Hunt

A top-down view of a desk with a white coffee cup filled with black coffee, a white pen, a red notebook, and a white weekly planner. The planner is open to a page with a grid for the week, with the words 'WEEKLY PLANNER', 'MONDAY', 'TUESDAY', and 'THURSDAY' visible. The red notebook is placed over the planner. A white banner with the text 'WHAT IS THE DATA TELLING US?' is overlaid on the center of the image.

WHAT IS THE DATA TELLING US?

CUSTOMER JOURNEY

Cold Lead

Warm Lead

Repeat Customer



|----- *Customer Acquisition Efforts* -----|

|----- *Customer Retention Efforts* -----|

Social Media
Paid Advertising
Brand Ambassadors & Influencers

Email Marketing
Loyalty Programs
Strong Customer

**FOR EVERY \$1 YOU SPEND ON EMAIL MARKETING,
YOU CAN EXPECT AN AVERAGE ROI OF \$42**

Credit: Oberlo “10 Email Marketing Stats You Need to Know”

**EMAILS WITH PERSONALIZED SUBJECT LINES
GENERATE 50% HIGHER OPEN RATES.**

Credit: Oberlo "10 Email Marketing Stats You Need to Know"

**49% OF CONSUMERS WANT TO RECEIVE
PROMOTIONAL EMAILS FROM THEIR FAVORITE BRANDS**

Credit: Oberlo "10 Email Marketing Stats You Need to Know"

**WHEN DONE RIGHT, EMAIL MARKETING IS ONE OF THE
BEST TACTICS FOR RETAINING CUSTOMERS.**

ADD VALUE & HAVE A CLEAR CALL TO ACTION.

Katie Hunt

ADD VALUE ALWAYS

- ✓ *Share new products*
- ✓ *Spotlight specific product categories*
- ✓ *Share customer stories & testimonials*
- ✓ *Promote upcoming events, press, awards*
- ✓ *Highlight collaborations & partnerships*
- ✓ *Show behind the scenes in your business*



ASK FOR THE SALE



LET'S RECAP





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