



Strengthen Your Customer Connections Through Lifecycle Marketing

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Customers are the essence of every company. That's business 101. Businesses not only need to acquire customers

to thrive but they need to retain those customers long term in order to survive. One way to accomplish this is through lifecycle marketing. Lifecycle marketing can be easily adapted to any size business. In a nutshell, lifecycle marketing is about delivering the right message, at the right time, through the right channel to the right customer. Strategic targeting of your customers at each stage of their lifecycle ensures your business relationship will stand the test of time.

So how do you get started? Communication with your customer should be personal, relevant and frequent. Don't sign them up and forget about them. But it is not as complex as it sounds and it doesn't have to be an all or nothing endeavor. You can build upon your lifecycle marketing campaign over time. It just takes some thought and a little planning using customer data you already own.

Get To Know Them

You've just acquired a new customer. Now is the time to set the tone and lay the foundation for what you hope to be a long and mutually beneficial relationship. Take a moment to thank your customer for their business and give them any important information they need to know. Got their address? Send them a welcome program to kick start your marketing campaign and make a great first impression while reinforcing your brand.

Create A Targeted Campaign

Once you have an established relationship, focus on promoting new products and services to your customers. Create a comprehensive and relative campaign to get your message out there across all channels. Let's say you are offering a new service. It can be featured on the dynamic message of your invoice or statement, the envelope, an insert and a postcard. Use your database of email addresses and send out the same marketing message in an email blast, or post on social media sites or your own website. Regularly keeping in touch with your customers can take the relationship to the next level.

Don't Forget About Them

Don't be complacent about customers with whom you've had a long history. This is where your customer data really comes into play. We've never known more about our customers than we do today. Take advantage of the information you have and use that data to retain revenue, enhance marketing efforts, and reduce customer churn. Send out a milestone postcard, letter, email or text blast thanking your customer for being with your company for one, five or 10 years. Target a customer whose contract is due to expire in 90 days, send them information on a new promotional plan. Reaching your customers at the right time increases the likelihood they will act on your promotion.

As we mentioned before, customers are the essence of your business. Keep growing your customer base through referrals. Offer your customers rewards such as cash back, incentives or discounts for a referral. Be sure to get your offers out there across all channels including traditional ones like letters and postcards, as well as social media services such as Twitter and Facebook. The more customer touch points you have, the better your results will be.

Since They've Been Gone...

Marketing isn't necessarily done when the customer leaves. You can let a customer know they are missed with a win-back program. Studies have shown you have a greater chance of winning back a customer than converting a new one. Strategically regain their business using incentives through letters, postcards and email blasts. Get in front of them and remind them of what you have to offer.

So all-in-all, lifecycle marketing really isn't very complicated. Use the intelligent customer data you already own to create a meaningful and targeted campaign. You just need to deliver the right message, at the right time, through the right channel to the right customer. Start incorporating a lifecycle marketing campaign today and watch your business and your bottom line grow. OSG provides a full spectrum of lifecycle marketing campaigns to help you fully communicate with your customers throughout their lifecycle. From welcome programs to win-back campaigns, OSG is there to help every step of way.

A Partnership That Delivers

