



12 Strategies That Bring in Repeat Customers



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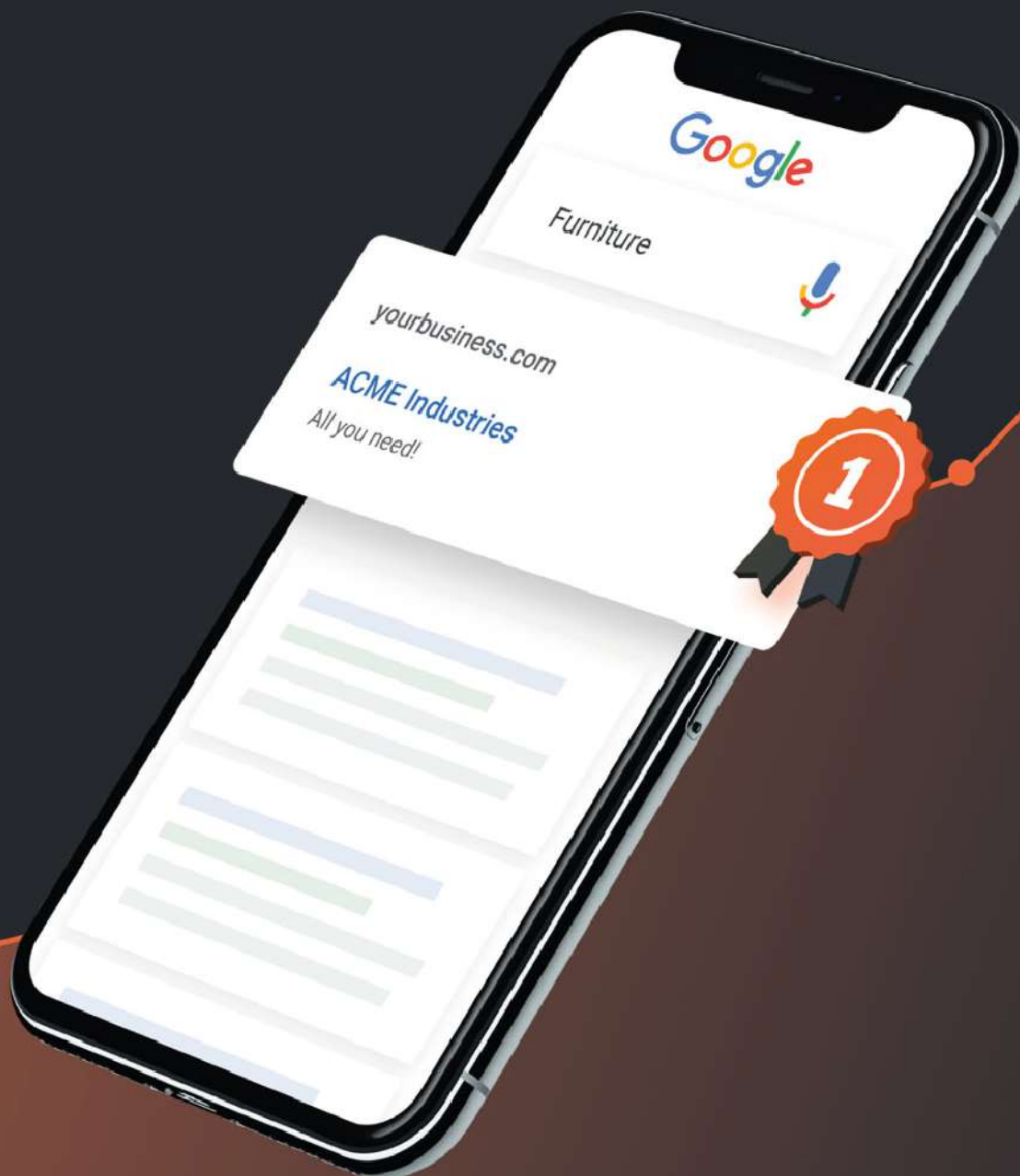


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Introduction

Brand loyalty: how can you cultivate it for your business, and how can you capitalize on it?

Driving new leads and converting new customers within your ecommerce store is important, but customer retention is the lifeblood of any business that wants to thrive long-term. In fact, 41% of the average ecommerce store's revenue is created *by only 8%* of its customers.

But how can you make sure your conversions aren't just one-offs? How can you convince your audience to not go seeking alternatives after making that first purchase?

In this ebook, we've outlined twelve high-ROI strategies that will:

- Keep your audience engaged
- Increase your brand's authority and status within your industry
- Improve your omnichannel approach
- Bolster your customer service offering
- Build loyalty and strengthen consumer-brand relationships
- Optimize your user experience to encourage repeat customers
- And more!

Let's get started.



Strategy 1: Target Customers Post-Purchase with Omnichannel Campaigns

Brand cohesion is everything: your campaigns need to have consistent messaging, logical flows from touchpoint to touchpoint, and a long-term vision for how your customers move through your user experience.

Every single hitch in your campaign is another opportunity for your customers to seek an alternative; that means you need to give them a reason to **keep choosing you!**

Omnichannel campaigns involve marketing across several different platforms, including **Facebook**, **Amazon**, **Instagram**, and anywhere else your audience can find you. Here are some tips for running a successful omnichannel campaign:

Strategize for the Entire Customer Journey

A user converting within your ecommerce store isn't the end of the journey. Make sure you have measures in place to keep your audience engaged after they check out! This can include followup emails, review solicitation, and surveys.

Don't Create Competing Campaigns

If your messaging has any contradictory information (different sales dates, minor branding tweaks, etc.), it invites questions on behalf of your audience. Make sure every campaign you run on each of your marketing channels flows together, and creates a cohesive brand identity.

Optimize Your SEO and Paid Media Strategy

There's never a bad time to improve your SEO and Paid Media strategy. SEO creates organic, sustainable traffic that can help drive leads to your ecommerce store; Paid Media is an exceptional way to make sure your ads get seen by your target audience ASAP. They work in tandem together, and are essential components of any successful omnichannel campaign.

Strategy 2: Offer a Highly Convenient Experience

When it comes to online shopping, convenience is king.

We all wish our customers had a little more patience, but the reality is that they have a ton of options — and no qualms with spending their hard-earned money elsewhere if you're not offering a seamless, straightforward user experience.

Here's how you can meet your customers where they're at, and ensure they spend their money on your brand:

Conduct a UX Audit

The biggest obstacles are the ones you're not even aware of. You might have a bottleneck in your customer journey—or any other issue that routinely drives users away from finally converting—and not even know it. A UX audit with a professional can uncover any weaknesses within your customer experience so that you can adjust accordingly.

Survey Your Audience

Curious what your audience's experience with your brand is like? Ask them! Surveys are a great way to get to the heart of the problem. That feedback goes an extremely long way towards establishing internal best practices and offering a superior customer experience.

Bolster Your Support Services

If your customer service reps aren't actively engaged in your audience's buying experience...you might as well point them in the direction of your nearest competitor. An attentive, qualified customer service rep can make [or break] your reputation, and provide users with a seamless, personable experience.



Strategy 3: Stop Guessing

A hunch is only that: a hunch. It might be a good jumping off point for brainstorming solutions, but it's far from concrete. Avoiding a whack-a-mole approach is essential if you want to improve your user experience. Guessing wildly as to what your customers are thinking only serves to exhaust your staff, and might end up with you even further away from a solution than where you started.

Here are some great ways to avoid guessing about your customer's experience:

Surveys, Surveys, Surveys

If we've said it once, we've said it a million times—taking surveys is essential. You might have ten users in a row with the same complaint about your platform...and you'd never know about it unless you asked.

Ask For Reviews

Not only are reviews a great option for attracting users to your brand, but they're a great way to understand where your strengths and weaknesses lie. Solicit reviews after a customer's most recent transaction, and you'll vastly improve your understanding of what they're looking for (whether they found it with your product or not).

Create Content (and Build a Relationship With Your Audience)

Whether it's a brief how-to video explaining your product, or something more broad about your industry as a whole, user-centric content can help create a strong relationship between your audience and your brand. This can help remove ambiguity about questions they might have concerning functionality of your product, and how it can best serve them moving forward.

Strategy 4: Appeal to Hybrid Shoppers



The pandemic changed everything for businesses and shoppers alike. The main shift? Moving away from conventional brick-and-mortar stores into a more ecommerce-focused future. Customers can still obviously shop at either, but the key is to make sure your business offers them the flexibility they're looking for. Here are some great ways to entice, engage, and retain hybrid shoppers:

Provide Personalized Shopping Experiences

It's obvious to every consumer that the product they're buying from you isn't the only one ever made — but that doesn't mean it shouldn't feel that way! Offer unique touches within their customer journey that speak to your brand's sensibility and help your audience feel respected, cared for, and like they're the only ones that matter.

Perfect Your Social Media Presence

Branding is *everything*. What your customers find in your store, they should be able to find online; what they see on your website should mirror what they see on social media. You have to meet them where they shop.

Offer Flexible Payment Options

Subscriptions and “buy now, pay later” models are wonderful ways to offer your audience a ton of flexibility. They help customers feel that the transaction is being conducted on their terms, and give them a sense of each and comfort that there's some wiggle room moving forward.

Strategy 5: Optimize Site Performance

You have less than a second to capture your audience's attention; is your website capable of convincing them they *need* your product that quickly? Your website's performance indicates so much more than functionality, too: it lets users know that your business is both up-to-date and willing to go the extra mile to make sure their experience is as seamless as possible. Here are great ways to optimize your website:

Leverage Overlooked Touch Points

Are there essential parts of your customer journey that you're not paying attention to (and improving as needed)? Don't let those small details fall by the wayside—take the time to leverage those touch points and make sure every facet is covered.

Streamline Your Checkout Page

The all-important checkout page; lose a customer's attention or interest at this stage, and they probably won't come back. Your checkout page should be as simple as possible. Don't give them any reason to leave!



Optimize For Mobile

This ties back into the rise of the hybrid shopper. Most of your audience might not be sitting at a computer at all when they're trying to buy your product, especially if you're targeting them on platforms that are commonly accessed via their phones (think Instagram). When you conduct your UX audit mentioned in Strategy 4, make sure you're also optimizing for mobile.

Strategy 6: Offer Exceptional Customer Service

32% of consumers will walk away entirely from a brand they love after just one bad experience. What does that mean for you? It means you can never get too comfortable — your audience is counting on you to continually deliver exceptional service, and even a momentary lapse in quality customer service can leave you without those prized repeat customers. Here are some great ways to make sure your reps are providing exceptional service:

Create a Multichannel Helpdesk

If you're effectively leveraging an omnichannel approach, you'll likely be driving leads from a ton of different platforms—which means you need to answer your customer's questions on each one! Don't let any question or concern go unanswered, regardless of how it was relayed to you.

Create Response Templates

Sometimes your audience needs a nudge! If you know there are common concerns with your product/brand, create templates so that your reps can quickly address issues.

Bolster Your FAQ

Similar to the response templates, you likely have enough context to understand common problems with your platform. Your FAQ section shouldn't just be there to keep up appearances—make sure it actually helps your audience resolve their own queries. (The surveys you ask them to fill out should identify what questions you need to be asking.)