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TIPS FOR CUSTOMER LIFECYCLE CAMPAIGNS

Article from [Revalsys Technologies](#)

This article explains about
the Tips for
Customer Lifecycle Campaigns

Customers are the prime factors that make a business survive. No business can thrive unless you have strong customer relationships. Businesses that have a long-term relationship with their customers achieve a better return on investment. You can use customer lifecycle marketing to get back your existing customers instead of only putting your efforts into getting new customers.

A significant percentage of entire eCommerce business profit comes from existing customers. So, along with acquiring new customers, you should adopt strategies to make your existing customers come back to you and make more purchases.

Helpful Tips

Here's how you can create a winning customer lifecycle marketing strategy:

- **List signups on your website**

Make email signups easy for the website visitors so that they do it when they land on your e-Commerce website. You shouldn't wait for the customers to complete the purchase before asking them to signup. You can add a signup form on the bottom or right hand side of every web page. You can even use a pop-up with a form that allows the customer to enter their email address quickly once they land on your website.

- **Welcome emails**

Welcome email is a wonderful opportunity to get connected with your new customers by establishing a relationship with them so that they return to your website.

- **Newsletters**

You can promote new products using newsletter. Make sure that you provide a link that redirects to the signup page or shopping cart. Creating a coupon code solely for the newsletter is to track conversions accurately in regards to your communication monthly.

- **Cart abandonment campaigns**

Most customers add items to the shopping cart and leave it during the checkout process due to different reasons. Though it seems like you've lost the customer totally, you can still get the customer back to the cart and complete the checkout process. You can use the information of the customer to create dynamic message regarding the products they have left and send around two emails. You can entice the customers by offering a coupon code.



- **Conduct surveys**

You can conduct surveys regarding the products they have purchased. Listening and taking into consideration helps in establishing a positive relationship with your customers. You can even mention the feedback of the customer along with the product updates in your newsletters. It makes the customers feel valued as they get to know you've really heard their feedbacks.

- **Brand loyalty**

Customers having a positive experience with your company are more likely to make repeat purchases and become your loyal customers. Such customers also recommend your products to others who don't know your brand or haven't used your products.

- **Special offers**

Create an email campaign especially for loyal customers. You can send a coupon code to the customers who have been returning to you in the last two year or opened your monthly newsletter in the last six months.



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