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CUSTOMER LIFECYCLE MARKETING -

Best Way to
Make Better Profit

Article from [Revalsys Technologies](#)

This article explains about the best way to make better profit using customer lifecycle marketing

To run an eCommerce business successfully, it's vital to establish and manage customer relationship effectively. While dealing with your brand, every potential customer can be at a different place. Understanding the stages of customer lifecycle can help in maximising the overall purchasing experience.

What is customer lifecycle marketing?

Basically, customer lifecycle marketing encompasses all the strategies that aim to attract as well as convert, retain and leverage clients to drive revenue and make better the growth of the business.

Also referred to as lifecycle marketing, the strategies are used to target the customers throughout the entire purchasing journey. When it comes to customer lifecycle marketing, the stages of acquainting the customer with your product, purchase, retention and loyalty are the main things that need to be taken into consideration.

Stages of Customer Lifecycle

Let's check the stages of customer lifecycle:

- **Awareness**
It's due to the awareness that a customer starts a relationship with your company or brand. The customers getting acquainted with your products or services is a stage of awareness. Due to the active promotion through word of mouth and social media channels let the customers become familiar with your brand even before the customers land on your eCommerce website. Customers get to know about the products or services you offer.
- **Engagement**
When a customer buys products from you and if they like what they have purchased, they will look for ways to get connected with you by following you. Now, it's your turn to keep your customers engaged with your brand. You can do this through various methods such as newsletter subscription, social media channels, blog etc. When they get more information about your brand or products, they're likely to pay attention to others' feedback and become more open to the community.
- **Evaluation**
In eCommerce, each customer goes through this stage as online shoppers look for customer ratings and reviews before making a purchasing decision online. With such a competitive eCommerce world, you need to stand out to survive and make better your business. Let the customers analyse as well evaluate the offers and you provide the necessary information through different digital channels.

- **Purchase**

Providing maximum support at the moment when a customer takes the final decision of buying the product is extremely important as a significant percentage of shoppers abandon the shopping cart due to unavailability of instant answers to their queries. Live chat feature is a wonderful opportunity for eCommerce marketers to offer real-time assistance to their customers.

- **Customer support experience**

No doubt you have to offer high-quality products or services to survive in this competitive eCommerce scenario, offering exceptional customer support is a thing which you can't afford to overlook. Every interaction the customers have with you should convince them that you really value your customers and are interested in establishing a relationship with them. Based on the quality of the customer service, a good percentage of customers choose to become loyal customers.

- **Relationship**

Once the shopper turns into a customer, it's your responsibility to establish a long-lasting relationship with his/her. Make sure to let your customers know how valuable they are and establish a bond that makes them feel the same.

Goals of Customer Lifecycle Marketing

The important goals of customer lifecycle marketing include:

- Nurture prospective customers to make the first purchase from your website.
- Convert one-time purchasers to repeat customers.
- Turn returning buyers into long-term buyers.
- Keeping the customers engaged.
- Reactivate lapsed buyers into active buyers.

- **How does it help to increase revenue?**

To make the growth of your business better, it's essential to retain the existing customers along with gaining new ones. Customer retention is a critical factor as a small percentage of existing customers can help you gain better profits. Marketing strategies that aim to make better brand loyalty through loyalty programs, newsletters, and various other lifecycle marketing strategies can make the customers buy from you again.

In order to measure customer loyalty based on the willingness of the customers to make repeat purchases, you should track the customer percentage returning to your website. The benefits that a brand gets by having loyal customers are immense. Customer lifecycle marketing can help you retain your existing customers and increase your sales.



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