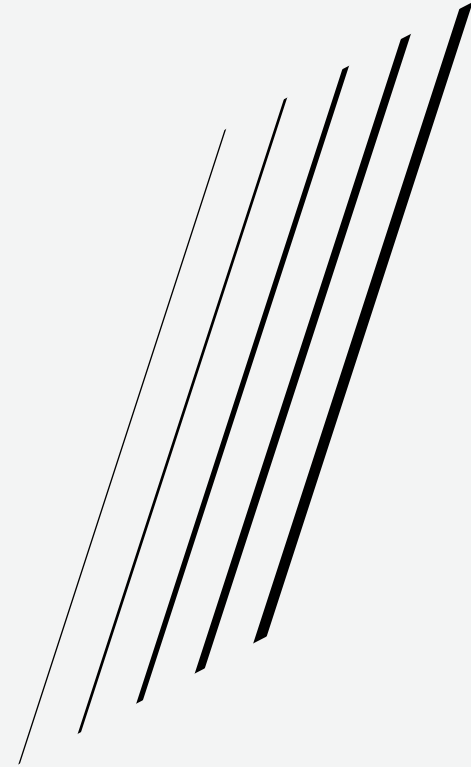
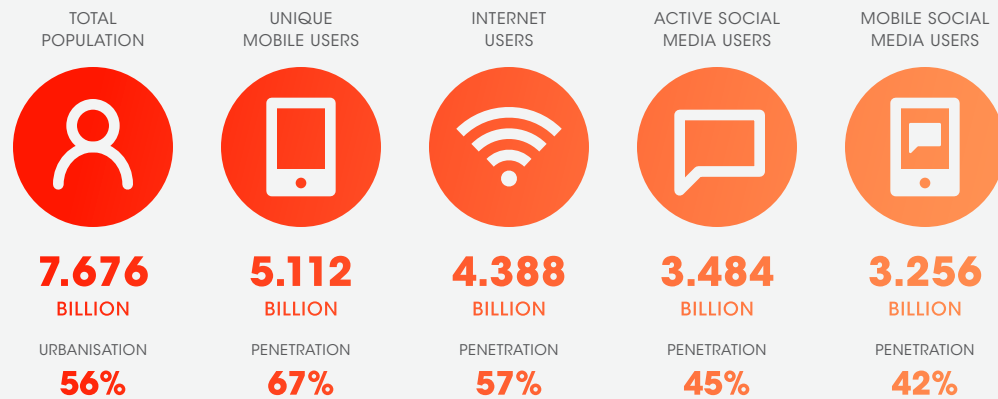


ADAVEO

5 WAYS TO
GROW YOUR
BUSINESS



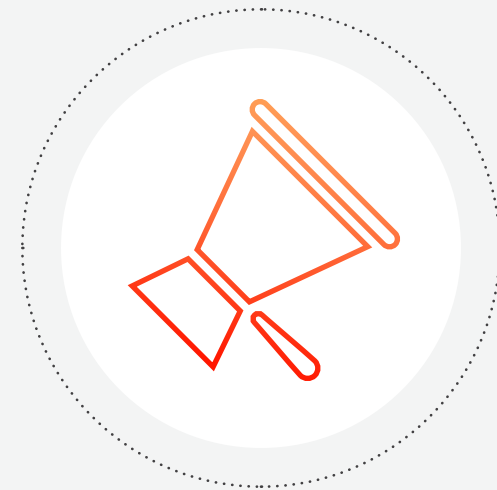


DRIVE NEW CUSTOMER ACQUISITION

Today there are approximately 3.5 billion active social media users in the world, making social media a real part of people's everyday lives. Social media has evolved into a powerful tool for brands to connect with buyers and engage in, sometimes instantaneous, two-way conversations. Social media plays a crucial role in customer acquisition by helping connect your brand with millions of potential new customers and develop their awareness, recognition, and sentiment for it.

SOCIAL MEDIA TO GET YOUR CUSTOMERS' ATTENTION

The thing that all brands desperately want is customers' attention. Since the advent of the internet culture, the competition for attention has been ferocious. Getting customers' attention will help you establish conversation which will develop relationships and relationships will bring happy and loyal customers.





ESTABLISHING YOUR GOALS

Prioritize the overall reasons why you are implementing a social media campaign. Most businesses have multiple goals.

They have to be:

- **Specific:** Make them clear: Increasing brand awareness for your social media accounts.
- **Measurable:** Monitor, measure and analyze them: Brand awareness will be increased by at least 8% per month. The post reach should have a minimum of 1100 impressions.
- **Achievable:** Make sure you can realistically achieve them.
- **Time-sensitive:** You'll need an exact timeframe for your goals.

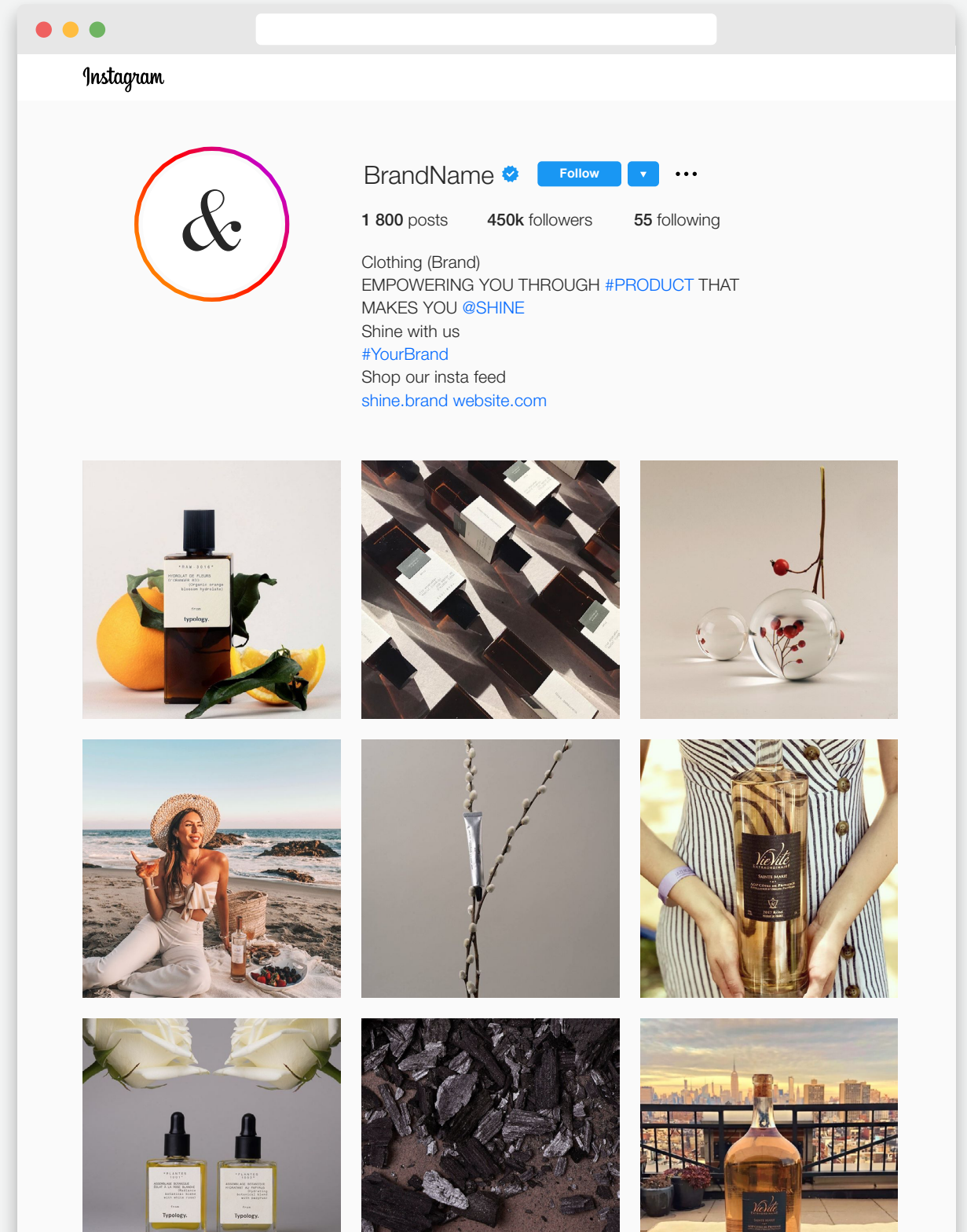
CONTENT

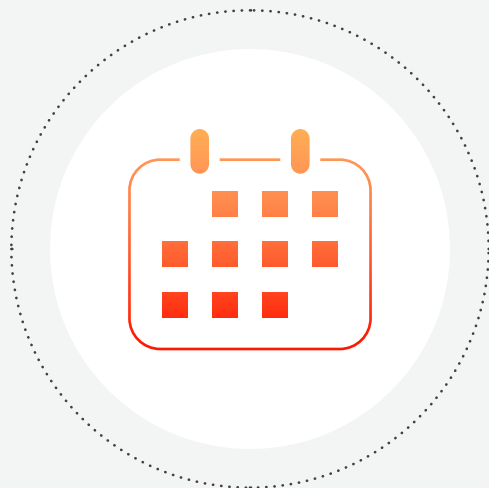
Content is the heart and soul of digital marketing, it's the foundation on which all marketing campaigns are based, be it search, social media, email, paid traffic or influencers. Without content there is nothing to discover, like, to share, to be fans about. Each piece of content acts as a stepping stone on the path from awareness to lead to customer and from customer to frequent buyer. People are drawn to content that teaches them something, inspires them, or makes them laugh or cry, they share content that has provided them some kind of value, you then have to create quality content if you want to raise awareness.

Content should:

- Educate
- Entertain
- Inspire

Don't get overwhelmed with all the different platforms that exist, instead master two or three and see where it takes you.





CALENDAR

You might wonder what an editorial calendar has to do with getting people to see your content. The more organized you are the better your strategy and your content will come together. A calendar ensures that you and your content are on track and ensures that fresh content is flowing.

If you are a solo business operator or have a small team, you might think that a calendar is an overkill. But it's not. Why would you want to keep the schedule in your head or take the chance to miss a deadline?

A calendar will help you:

- See the big picture of how your content is distributed throughout the months.
- Develop content for specific promotions and campaigns.
- Knowing what to write about with a deadline looming.
- Vary your content format.
- Review your strategy at any given time with the information you need.

CREATING 90 - DAY ROLLING CALENDAR

We call it a rolling calendar because by repeating similar promotions every 90 days or so, you keep your customers informed and engaged without making the same offers with the same campaign goals over and over again.

- Slot holiday promotions.
Religious holidays, state holidays etc...
- Slot annual promotions.
These promotions may include major sales, product releases, events etc...
- Seasonality.
Build appropriate promotions according to calendar seasons or slow/busy months.
- Slot in all the calendar important dates like:
Mother's Day, Father's Day, Valentine's Day etc... all the dates that are important for your business.

IDENTIFYING THE DIFFERENT TYPES OF MEDIA AND HOW TO USE THEM

Once you have content you have now to know how and when to use it most efficiently. In Social Media marketing there are four media concepts.

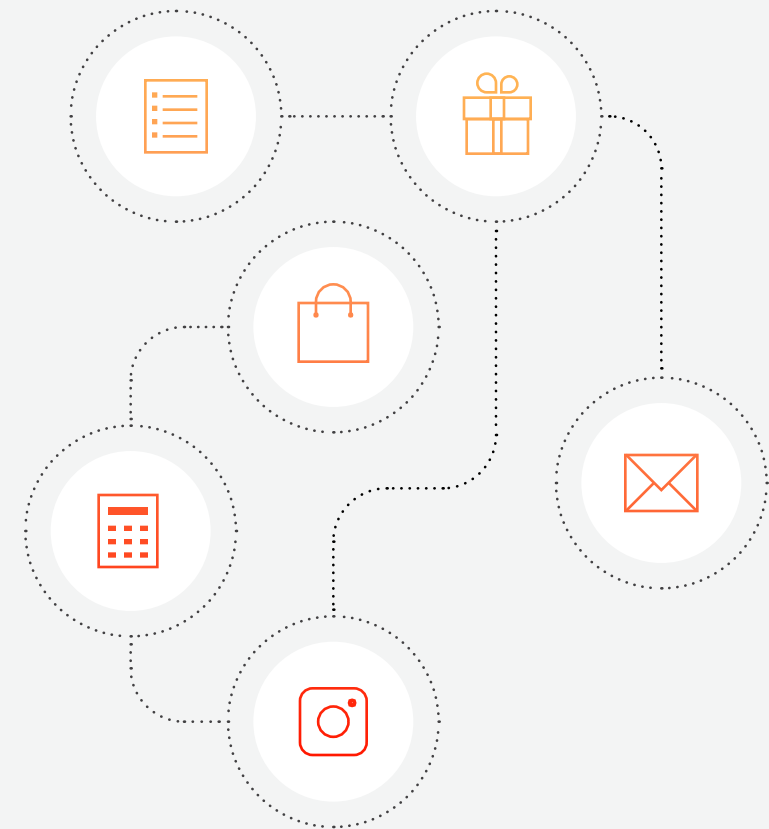
- Owned Media: Your website, blogs, emails, media that you control
- Shared Media: Social Media platforms such as Facebook, Instagram, Twitter, Pinterest, etc... where you post your content. Shared refers to the likes and shares you get from others on those platforms.
- Paid Media: All advertising that you pay for, paid ads on social media platforms such as Facebook, Instagram.
- Earned Media: Media you are getting when others recognize and promote your content for you and is showcased in some way or reshared. Influencer review, customers who became brand advocates, traditional PR and media relations.

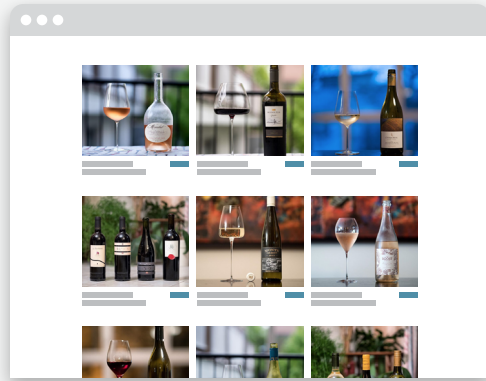
So, which one is the most efficient? The answer is all of them or rather, a mix of all of them. Unfortunately, you have no sure way to guaranty that your content will be seen, shared and that it will generate future customers. It is necessary to leverage paid, earned, owned and shared media tactics to boost your chances.

Owned and paid media should get 60% to 75% of your budget as they are the ones you have the most control on.

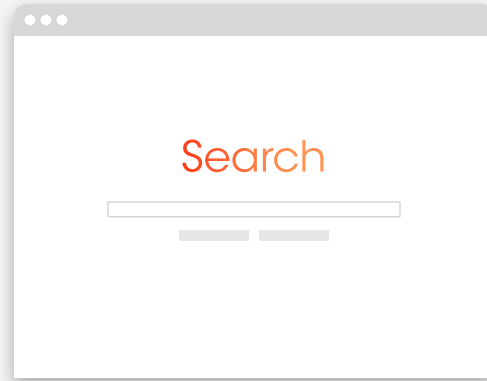
Owned media, as previously mentioned refers to all the content online that you create and control. It includes websites, landing pages, podcasts, videos, emails, etc... Because you control it entirely you can be as innovative and creative as you want as long as you think it is appropriate for your audience. An added benefit is that it's letting you frame the context for the media. For example, you can elaborate very sophisticated email marketing campaigns that have the right personalized message or create an out of the box media piece that will get significant attention.

Paid media includes traditional advertising as well as other forms such as retargeting, paid ads, etc..The ease of use, reliability, efficiency, automation and the ability to collect data every step of the way helping to make better decisions incite companies to rely more and more on technology for marketing as it maximizes their ROI.

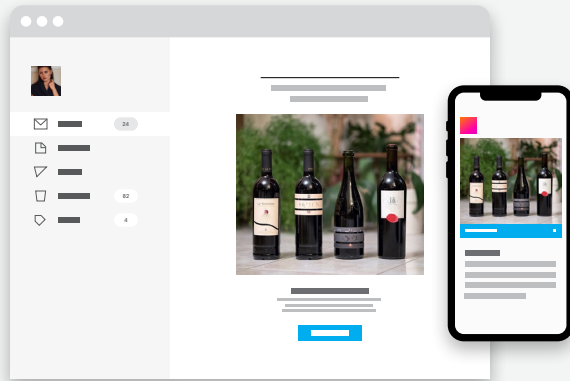




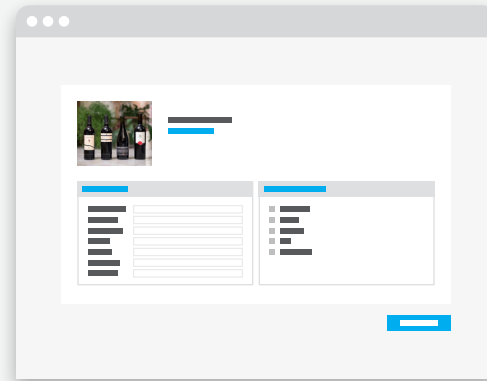
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4

RETARGETING

Truth is, the majority of your website visitors won't convert on their first visit. And if you're not doing anything to change it, you are losing countless opportunities to convert users who have already shown interest in your brand.

Pixel-based retargeting allows you to display your ad to any anonymous visitor of your website.

With pixel-based retargeting, your ads can be seen as soon as the visitor leaves your website. And that means that you have a chance to bring their eyes back to your products or services and encourage further conversion.

PAID ADS

The role of paid ads, mainly on Facebook and Instagram which are the 2 most popular and most efficient media, is truly very important to reach more people, achieve more interaction, and drive traffic to your website.

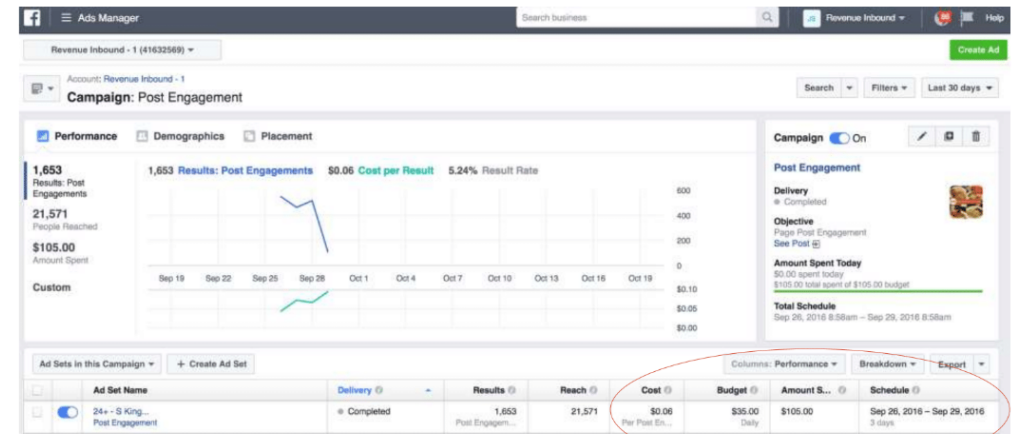
The good news for small and medium-sized businesses is that paid ads are not expensive. You can invest as little as \$5 in an ad or boosted post or as much as hundreds of dollars. The more you spend the more people you reach. If you are not sure about the results, starting with a small amount is a great way of gauging results.

Even if you have a small budget you can still see results. Facebook and Instagram offer different ad choices, so it's important to put money into the right campaigns for your needs. It's equally important to have a plan, without it, you don't know where you're going. You can use highly targeted ads. You can select specific geography as well as demographic information when you create your ad. You should target your market based on the knowledge you have about your customers as you can use a multitude of different criteria to reach new potential buyers.

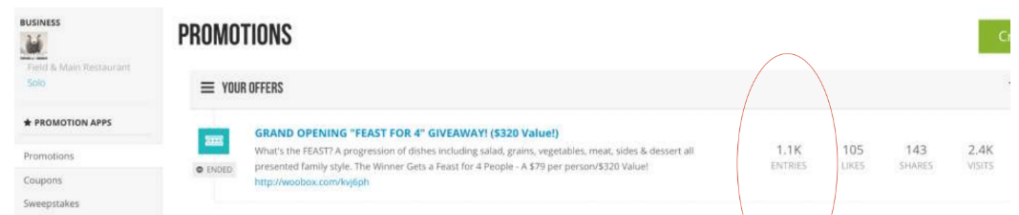
Determine first what you would like to achieve. The most common goals are:

- More engagement
- More likes, comments, shares
- More traffic to your website
- Driving sales

.06 CENTS PER ENGAGEMENT
\$105 TOTAL SPEND OVER 3 DAYS
775 EMAILS COLLECTED



\$60 TOTAL SPEND OVER 3 DAYS
1,100 EMAILS COLLECTED



INFLUENCERS

CELEBRITIES
HIGH-REACH SPOKESPEOPLE

- ASPIRATIONAL CONTENT
- BIG REACH
- DRIVE AWARENESS

Typically with more than 1 million followers. Their reach spans huge audiences, but their engagement rate is not as high as Micro influencers. Used by very large companies for branding.

MACRO INFLUENCERS
REAL PEOPLE, REAL STORIES

- SCALED CONTENT
- COLLECTIVE MASS REACH
- DRIVE CONVERSATION, ENGAGEMENT

Well-known online presence with 100,000-1 million followers. A macro influencer's reach usually spans a broad audience, like young women or teens. These influencers are available for higher budget campaigns.

MICRO INFLUENCERS
CONVINCE & CONVERT

- BOOST CONTENT
- ACTION-ORIENTED

A micro influencer typically has between 1,000-100,000 followers. Micro influencers have more defined and specific audiences and are respected experts in their field. These individuals are less expensive than macro influencers and have great engagement.

Total Stories
Created: 10



Total Posts
Created: 5

Benoit
43.3k followers

Stories Metrics

Link Clicks

88

Stories Views

3,635

Sticker Taps

48

Stories Impressions

3,189

Post Metrics

Likes

3,213

Comments

389

Engagements Rate

7.7%

INFLUENCERS

Influencer marketing is the art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content.

What makes influencer marketing so popular? For one thing, it simply couldn't have existed before. It uses age-old concepts, giving them a modern social media twist and then distributes them across platforms. It gets great results. Influencers do not have to be celebrities, pro athletes, movie stars, they could be just anybody that builds a big enough audience that they can influence.

Consumers have little trust in advertising. No one click on banner ads anymore. But consumers trust friends and family when it comes to product recommendations and purchasing decisions and consumers consider social media relationships to be friends.

CAMPAIGN VARIABLES

- Expertise: Does the content you are promoting or product you sell match with the influencer's audience?
- Reach: Is this influencer present on the same channels and platforms as your audience? For example, if your target audience is in their teens, it may not be useful to reach out to an influencer whose main following is on LinkedIn.
- Audience: Does your buyer persona match this influencer's following? What does a typical follower of their audience look like?
- Engagement rate in influencer marketing is used to measure the level of interaction an influencer typically receives on their content.
- Simply put, it is the percentage of the influencer's audience that responds to their content.

PERSONALIZED MARKETING

Simply telling customers how great you are or how much money they can save is just noise EVERYBODY, is doing that.

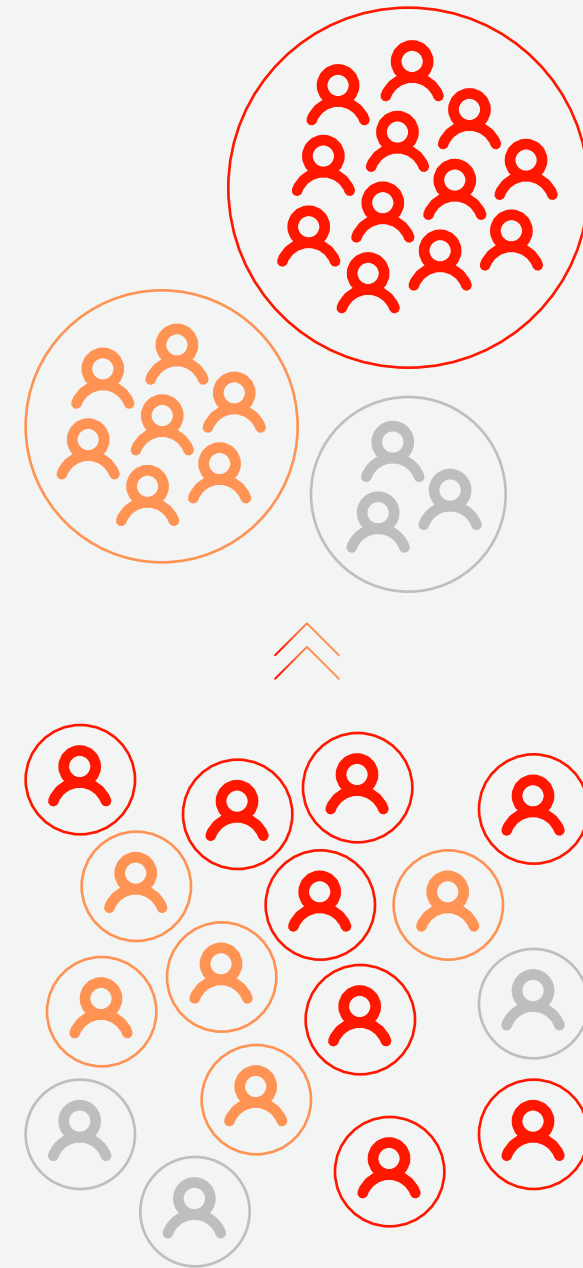
SEGMENTATION AT EVERY STAGE OF THE CUSTOMER JOURNEY

You know the challenges: increasingly demanding consumers, combined with an ever-growing list of retailers working harder than ever to lure your customers away. Yet you also know the potential of one-to-one customer engagement to strengthen loyalty and revenues, but you haven't found a solution that makes it easy. You need to understand your customers' preferences, anticipate their needs, engage and reward them with deeply personalized interactions at every step of their lifecycle journey but not all individuals have similar needs and likes.

THIS IS WHERE CUSTOMER SEGMENTATION COMES INTO PLAY,

it refers to the process of using customer data to enable clustering of customers with shared attributes into groups (segments) and smaller groups (sub-segments) so that communication can be customized accordingly. This is because people tend to respond better and be bring greater value to your business when they feel their needs and interests are being specifically addressed. Nowadays consumers expect to be truly understood, segmentation will allow you to target the right product to the right customers at the right time. With our digital customer data platform, you will be sure to be able to engage your customers at every step of their journey.

Here are some of the key benefits that customer segmentation brings to online retailers that incorporate it into their marketing strategies:





The probability of selling to an existing customer is **60-70%**, while the probability of selling to a new prospect is **5-20%**

HIGHER CONVERSION RATES

Customers are more likely to buy from you when your marketing messages are relevant to their circumstances and interests.

LONG-TERM REVENUE FROM CUSTOMER RETENTION

Acquiring new customers is more costly than retaining the ones you already have – focusing on increasing the lifetime value of each customer as much as possible by making your marketing contextual is a key driver of long-term profitability.

BETTER INSIGHT INTO YOUR CUSTOMER BASE

Examining the performance of certain customer segments provides important insight into the health of your customer base, enables you to spot trends and patterns in what's working and what isn't, and can help inform your strategy going forward.

FACTORS TO CONSIDER FOR CUSTOMER SEGMENTS

Relevant marketing is all about sending customers the right message at the right time, and there are many ways of dividing your customer base to adapt your marketing messages to different audiences. When creating strategies for targeting specific customer segments it's important to keep in mind that effective segmented campaigns are often based on several factors and not just one or two in isolation.

DEMOGRAPHIC SEGMENTATION

At its most basic, you can segment your marketing efforts based on demographic data that you've accumulated about your customers. This might be:

- **Gender.**
creating a male and female version of your campaign if you sell to both genders
- **Age**
creating a student discount campaign for those that fall into the right age bracket
- **Location**
creating personalized 'visit your local store' campaigns to get people shopping offline

UNDERSTANDING THE CUSTOMER JOURNEY

If your business has acquired even a single customer, some kind of customer journey is in place. Perhaps this customer journey was not created intentionally, but it does exist. When you have properly charted your ideal customer journey, you quickly find the bottlenecks that are restricting the flow of prospect to lead, lead to customer and customer to loyal customer.

AWARENESS

Reflects customers' knowledge of your offering. Beginning of the adoption process this is where good branding and strong media social presence are useful. The goal in this phase is to drive brand awareness and capture audience interest.

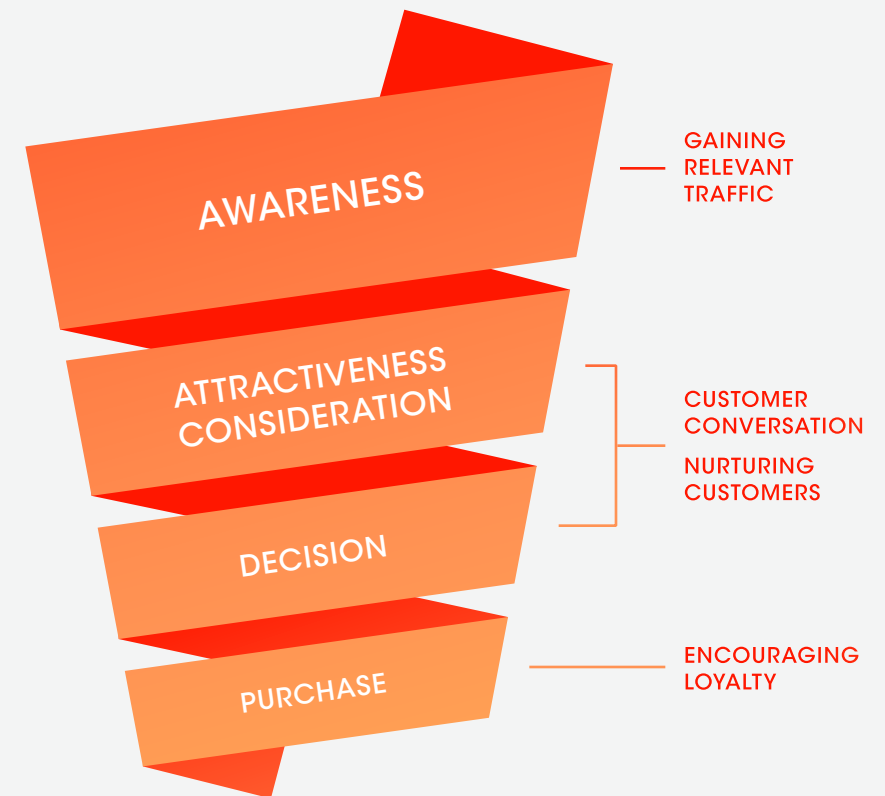
- At that stage, social media traffic is important because it will bring more prospects to your website so you can start a conversation with them.
- With our social media amplification methods, a limitless number of potential customers will be aware of your presence and your offering. The more visibility you will get on social media, the more potential customers will be looking at your offering, and the more visitors you will have on your website.

ATTRACTIVENESS / CONSIDERATION / DECISION

Prospects at this stage have displayed some interest and are potential customers. Engage them with targeted messages, specific offers, that reflects their preferences and behaviours. Useful content is a great way to maintain a connection and educate your prospects until they are ready to buy.

PURCHASE / REPEAT CUSTOMERS / LOYALTY

Your prospect is ready to buy from you, so you have to make the process easy and convenient for them. Stay in touch with your customers after conversion by continuing your marketing campaigns, specifically targeted, to encourage that person to become a repeat buyer and a loyal customer. By consistently delivering quality products and services you can turn loyal customers into brand advocates and brand promoters who will actively promote your brand to their friends by word of mouth and online using social media.



CUSTOMER JOURNEY SEGMENTATION

LIFECYCLE MARKETING INVOLVE SEVERAL FACTORS:

a) Most Recent purchase

This refers to the last time somebody shopped with you. Though the boundaries you set will depend on what type of business you're running, you'd typically want to segment your customers into the following:

- **Dynamic** – those who have shopped recently, say in the last 4 months.
- **Maybe** – those who have previously purchased from you, but have not returned to make a purchase in the timeframe you'd usually expect (for example 4 to 8 months).
- **Lost** – those that have purchased previously but have gone way beyond the point you'd usually expect them to return to make another purchase (e.g. 12 months).

b) Regularity

Regularity refers to how often somebody has shopped with you.

- **Prospect/lead** – someone who hasn't shopped with you at all.
- **One-time customer** – somebody who has made a single purchase from you.
- **Repeat customer** – somebody who has made more than one purchase from you.
- **Loyal customer** – someone who has a sufficient number of times to be considered 'loyal' (usually 3 to 5).

c) Lifetime value

It's important to consider how much customers spend. Typically dividing them 4 types is sufficient (Frequent/Better/Average/Good) to tell you who your customers are. Average Order Value, Customer Lifetime Value (CLV) (the total amount that a customer has spent) are crucial measures for your brand. Retaining loyal customers is cheaper than acquiring new ones and a relatively small increase in retention rate will have a big impact on your profitability.

d) Engagement

While purchases are the bottom line, engagement is something you should take into account, because you may want to take a different approach with a 'Maybe' customer who is still active and browsing and one that hasn't been on your website at all and hasn't clicked on any marketing messages. You want to be able to send different marketing messages to these 2 groups.

For example, you might segment into two groups:

- **'prospects'** – those who are engaging with your marketing/have been active on site
- **'suspects'** – those who are not engaging with your marketing and haven't browsed on-site

Product attraction

Getting the right message in front of the right customer is crucial, as you want to make sure to get their interest. Using data from customers' behavior and product attraction will allow you to personalize your message based on:

- Products or categories viewed or purchased and the ones that most likely will result in cross-selling or upselling.

ACCESSORIES

CLOTHES

PROMOTIONS



Thanks for being such a loyal customer



Just click to see what's inside.

» *Alissa's Goodie box* / *Charlie's Goodie box* «



Join the club



HERE ARE SOME EXAMPLES

BEST CUSTOMERS' CAMPAIGNS

- One of the most basic pieces of segmentation a retailer can do is to recognize who their best customers are. The rule of thumb is that your top 10 percent of customers will generate 30-45 percent of your revenue. That translates into the fact that money spent to improve the performance of this segment will have a disproportionate return effect on your sales and profitability.
- This is the reason why retention of your best customers is so important and loyalty a key component of your success.
- To work out who falls into the 'hero customer' segment, you'd typically look at how active they are (recency), how frequently they've shopped with you (frequency) and how much they've spent in your store (lifetime value). Setting the boundaries so that the top 10 or 20 percent of your customer base falls into this category is usually a good place to start. Typically, many retailers will split their hero segment into VIPs - top 5 percent - and top customers (next 15%).

These groups of customers are particularly valuable to you, so create marketing campaigns that encourage their loyalty and make them feel special:

- Exclusive events and previews
- 'Refer a friend' schemes
- Points-based loyalty schemes

ACCESSORIES

CLOTHES

PROMOTIONS



Thanks for being such a loyal customer



Just click to see what's inside.

» *Alissa's Goodie box* / *Charlie's Goodie box* «



Join the club



A



B



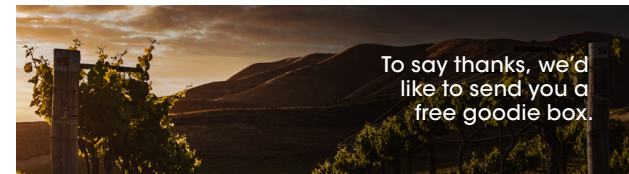
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ACTIVATION AND REACTIVATION CAMPAIGNS

We know that repeat, active customers are the bedrock of successful e-commerce. And once we start segmenting by recency and frequency, we can get a great idea of which customers fall into this category, and which fall out. For those that fall out, our objective is to nurture them into active, repeat customers, and we can use triggered email and clever social advertising to do so. Examples of triggered campaigns include:

WELCOME CAMPAIGNS

Aimed at welcoming new subscribers/customers to the brand



Thank you for shopping with

Thank you for shopping with us! Welcome to the club.



Style tips



First notice on new rivals



Special discounts



Exclusive offers

For you, we recommend...



SHOP NOW



SHOP NOW



SHOP NOW



SHOP NOW



As one of our clients, you can
new collection. Use this co

GET COUP



Remember, free delivery when you spend
over \$40. Your almost eligible!

SHOP NOW



CART ABANDONMENT CAMPAIGNS

Aimed at bringing back visitors who have added to the basket but not purchased

Customer personalization

As a loyal customer, we're
to free next-day de

SIGN UP NOW

Sharon, did
something catch
your eye?

Have another look <<

Receive a FREE promo code when
you make your first order with us.

SIGN UP NOW

SHOP NOW

SHOP NOW

SHOP NOW

Follow us

Keep an eye on what we're up to inside the
Summer/Winter collection

BROWSE ABANDONMENT CAMPAIGNS

Aimed at bringing visitors back on-site using products or categories that they've viewed



Something brilliant

We always welcome great customers, if you are ready for something exclusive. Especially for you.

[ORDER NOW](#)

Maybe you missed



[SHOP NOW](#)

[SHOP NOW](#)

[SHOP NOW](#)



Treat yourself this Season!

We always welcome great customers, if you are ready for something exclusive. Especially for you.

[ORDER NOW](#)

Maybe you missed



[SHOP NOW](#)

[SHOP NOW](#)

[SHOP NOW](#)



REACTIVATION CAMPAIGNS

Aimed at turning lapsed or 'at risk' customers back into active customers

You may want to further segment some of the campaigns above to make them more effective. For example, you could try:

- Segmenting your welcome series for new subscribers (who have signed up to your email updates but haven't bought yet) versus new customers (who have ended up on your list because of a purchase), making the messaging more targeted for each group.
- Lessening the number of cart/browse abandonment emails that you send loyal, active customers who are likely to come back and repurchase without a reminder.
- Changing your messaging in your reactivation campaigns depending on how valuable the customer is to you (more on that later).
- Segmenting your reactivation campaigns based on whether the person has been onsite (they're still 'warm') or whether they haven't engaged with any marketing messages at all.

OFFER AND PROMOTION SEGMENTATION

Whether in broadcast or triggered email campaigns, offering customers some sort of perk or discount is a popular way of incentivizing them back onsite to re-purchase. Clever segmentation can help you target the right customers with the right promotions – the best way to optimize this is through testing:

- Be sensitive about offering discounts to active customers who pay full price – segmenting your promotional campaigns will enable you to offer discounts to those who you want to nurture or re-activate but retain the revenue from those who would usually pay full price anyway. For the latter group, 'deal sweeteners' like free postage and packing or loyalty rewards can be more effective.
- Don't give out what you're not going to get back – before launching any discount program, work out how much profit is being given away by this discount and what change in customer response would be needed to get more than this amount of profit back. This prediction can then be tested on a small sample of the entire customer base.
- Pull out the stops to incentivize lapsing heroes back on-site – while you can't afford to offer incredible discounts or offers to all of your dormant customers, segmentation will enable you to target those most valuable to you.

What can segmentation tell me about the health of my customer base and my overall marketing performance? Segmenting by lifecycle stages, and looking at how your customers flow between them, can give you important insight into your overall marketing performance. For example, it can tell you:

- How successful you are at keeping your 'active customer' segment engaged with your marketing messages, and whether this segment is growing.
- How many new leads and customers you're getting.
- How many customers you are re-activating.
- How successful you are at converting one-time customers into repeat customers.
- What your retention rate is.

You now have 28%

FIND OUT MORE

For you, we recommend...

Would you like to join our loyalty scheme?

FIND OUT MORE

For you, we recommend...

SHOP NOW **SHOP NOW**

Keep an eye on what we're up to inside the Sunner/Winter collection

POST-PURCHASE CAMPAIGNS

Follow-up emails aimed at nurturing the next purchase

WHICH TOOLS DO I NEED TO HELP ME SEGMENT MY CUSTOMER BASE?

There are two key contributors to a successful customer segmentation strategy. The first is having insight into your customer data to be able to create segments, and the second is having the ability to use these segments to power marketing campaigns.

SINGLE CUSTOMER VIEW

Accurate segmentation relies on a unified view of each of your customers that brings together data from a whole host of different touch points, including transactional data from your e-commerce platform, on-site interaction data, email interaction data, and demographic data.

CUSTOMER SEGMENTATION SOFTWARE

Next, you'll need a tool that enables you to take all of the data that you have on your customers and turn it into meaningful customer segments and insights. This means being able to segment by:

- Demographic information
- Lifecycle stages
- Customer status (i.e. 'hero' customers)
- Specific customer cohorts

AUTOMATED MARKETING CAMPAIGNS

Once you've segmented your customer base, you'll need a tool that can automate the process of getting these marketing messages in front of the right people, whether in the form of email marketing, social or display advertising, SMS, or physical mail-outs.

CUSTOMER SEGMENTATION

Adaveo's customer data intelligence technology will identify and consolidate customers across profiles, devices, and various touch points. Our advanced lead generation and customer segmentation capabilities ensure effective digital marketing campaigns. We can segment audiences in a variety of ways enabling our clients' customers reach and accessibility at any point during their journey.

MARKETING AUTOMATION

Adaveo enables clients to establish a digital marketing strategy that is cost and time effective. Our automated system takes care of everything. By using email or SMS messaging, we get the right message delivered at the right time to the right customer to trigger a transaction. Our platform assists in optimizing various types of campaigns despite the frequency and quantity of messages being distributed, as well as, providing strategic website retargeting capabilities.

Marketing automation is the technology that allows companies to streamline, automate, and measure marketing tasks and workflows so they can:

- Increase operational efficiency and grow revenue faster.
- Elevate Marketing Efforts via Tech Intelligence.
- Engage customers with greater precision applying intelligent data analytics.
- Organize marketing campaigns based on the analysis of intelligent data.
- Deliver the right message with the right content at the right time.
- Convert potential customers into transactional customers.
- Establish a sequence of retargeted ads to entice engagement from visitors over time.

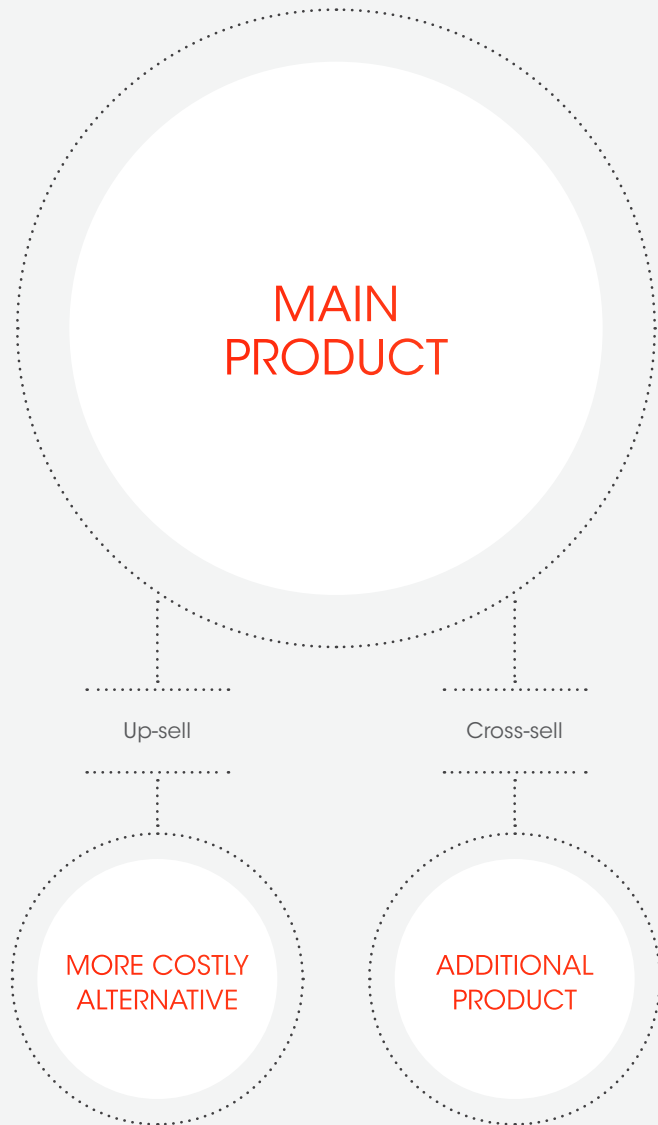


INCREASE
CUSTOMER
ACQUISITION

INCREASE
AVERAGE ORDER
VALUE

INCREASE SALES
TO EXISTING
CUSTOMERS

INCREASE
CUSTOMER
LOYALTY



UP-SELLING AND CROSS-SELLING

Upselling and cross-selling can help you make more money. They help in these two primary ways:

- Make more sales.
- Increase the amount of money each customer spends.

Getting new customers is difficult and costly. It's easier and more cost-effective to increase the amount each customer spends with your brand.

CROSS-SELLING

Cross-Selling is the action or practice of selling an additional product or service to an existing customer. The objective of cross-selling can be either to increase the income derived from the client or to protect the relationship with the client or clients. The approach to the process of cross-selling can be varied. It is important to ensure that the additional product or service being sold to the client(s) enhances the value they get from the organization.

EXAMPLES:

- A Life Insurance company suggesting its customers sign up for car or health insurance.
- A wholesale mobile retailer suggesting a customer choose a network or carrier after one purchases a mobile.
- A television brand suggesting its customers go for a home theater of its brand.
- A laptop seller offering a customer a mouse, pen-drive, and/or accessories.
- A hospitality brand offering tours and experiences to guests after booking the accommodation.

DOES IT WORK?

Yes, it really does! Cross-selling techniques, like product recommendations, can drive between 10-30% of revenue. That is 10-30% more revenue you can make by making simple changes to your website and sales process. The goal is to increase revenue without relying only on finding new customers.

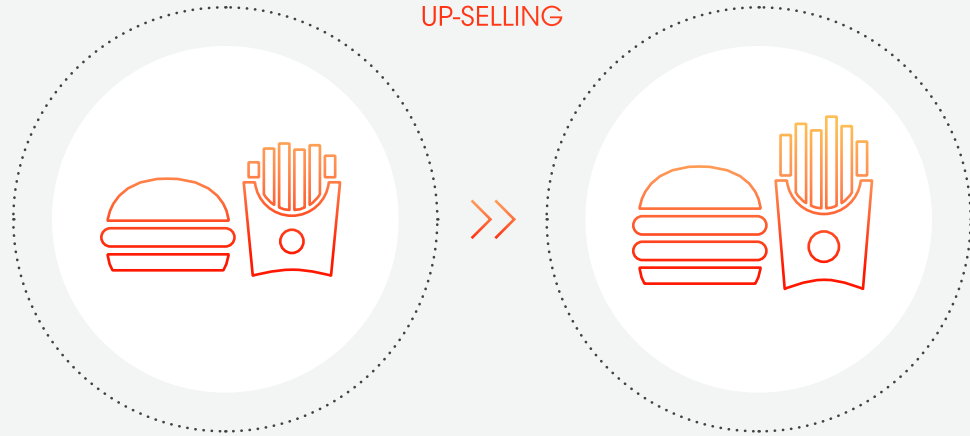
UPSELLING

It is a sales technique where a seller induces the customer to purchase more expensive items, upgrades or other add-ons in an attempt to make a more profitable sale. While it usually involves marketing more profitable services or products, it can be simply exposing the customer to other options that were perhaps not considered. If a person is already buying a product it can be easier for them to consider another, slightly different, option. Remember, the goal is to deliver more value to your customers.

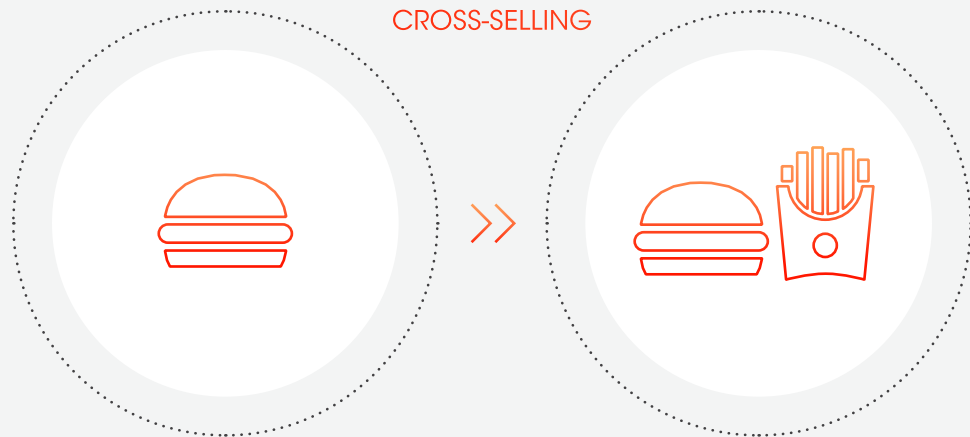
That's upselling. In e-commerce, this can manifest in a number of ways. You might convince someone to buy a bigger engagement diamond for the ring they're about to buy, or you might convince them to buy a power drill with more features. Upselling is effective for the buyer because in most cases it happens when the buyer is ready, or almost ready to make a purchase. Think about it, before a customer makes a purchase they first need to browse your site, then they need to decide they trust you, and also learn about your products. When you hit them with the upsell, they've already overcome any objections they may feel and are much more likely to consider the upgrade product offering.



UP-SELLING



CROSS-SELLING



EXAMPLES

- Suggesting a premium brand of alcohol when a brand is not specified by a customer.
- Selling an extended service contract for an appliance.
- Suggesting that a customer purchase a faster CPU, more RAM or a larger hard drive when servicing that customers' computer.
- Selling luxury finishing on a vehicle, such as leather upholstery.
- Suggesting a brand of watch that the customer hasn't previously heard of as an alternative to the one being considered.
- Suggesting that a customer purchase a more extensive car wash package.
- Asking the customer to supersize a meal at a fast-food restaurant, or adding extra toppings to a pizza.
- Using mobile check-in services to send upgrade seat or service offers to flyers.
- Suggest a room upgrade or an early check-in to hospitality guests.
- If you sell sunglasses, you could upsell sunglasses that have polarized lenses or UV protection. In this instance, your customer may not have considered protecting their eyes with polarized lenses.

UPSELLING OR CROSS-SELLING?

Both techniques increase profits for businesses, but research has shown that upselling is generally more effective than cross-selling. Cross-selling means to offer more services to existing customer and upselling means enhance sale by describing features of new product.

UPSELLING AND CROSS-SELLING ARE QUITE SIMILAR.

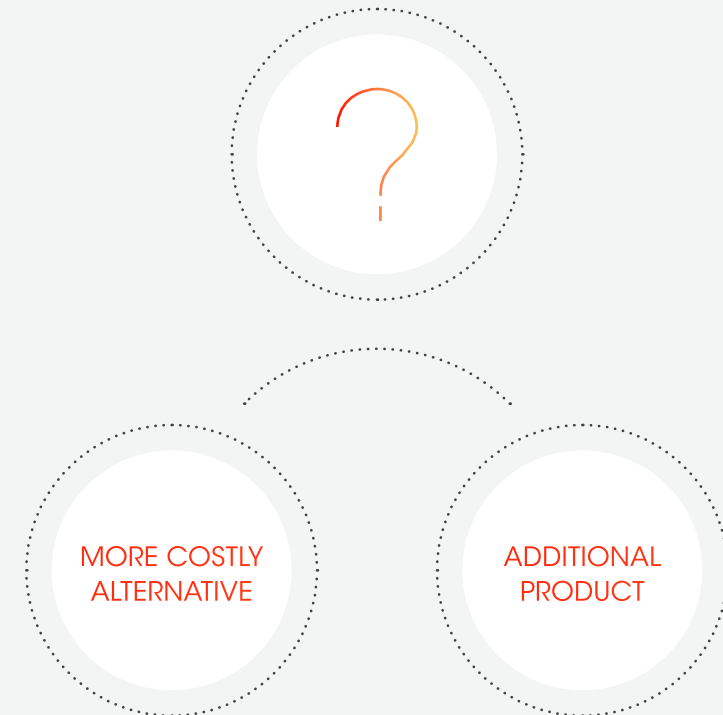
They both focus on providing more value to customers by prompting them to consider additional products and variations. In both cases, the business objective is to increase the Average Order Value (AOV). Every retailer should use a combination of upselling and cross-selling in their business to maximize revenue.

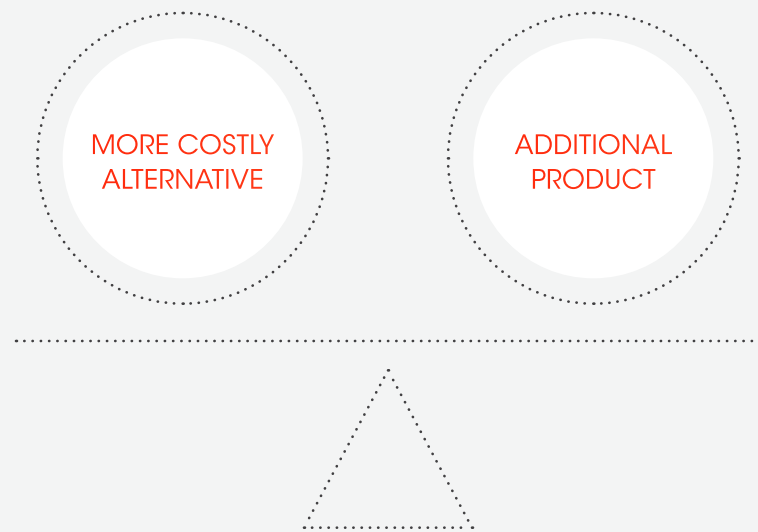
That said, cross-selling is more effective when presented on the checkout page. In this case, data showed that cross-selling drives sales by up to 3%. Bottom-line? Start upselling first, and then add cross-selling tactics afterward.

GETTING THE MOST OUT OF UPSELLING AND CROSS-SELLING

Before discussing how to implement upselling and cross-selling tactics to boost sales, it's important to understand four key points:

- Make it easy for the customer. If you don't make things easy for your customers, they just won't want to do business with you.
- Offer reasonable choices. These choices should be something your customers are likely to buy.
- Put the Customer First.
- It's about providing value, and fulfilling your customers' needs and desires, provide that value. through additional products or features, and improved customer experience. Merely providing recommendations for upselling or cross-selling opportunities is not enough.





UPSELLING AND CROSS-SELLING DURING THE CHECKOUT PROCESS

Checkout is a great time to catch people's attention with a cross-sell or upsell offer. They've already committed to purchase a product and they're likely excited about it. So why not use this opportunity to offer them further incentives they might want to consider.

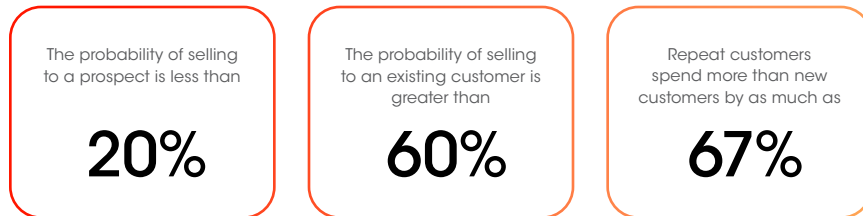
INCENTIVIZE CUSTOMERS TO PURCHASE YOUR UPSELLING AND CROSS-SELLING OFFERS

The point is, you don't just have to show related products or premium versions of products. You can increase your average order value. This can be done by encouraging people to reach a certain spending goal to receive a reward. For example: offer customers free shipping for orders over \$100. Incentivize by proposing a gift (free product) related to the purchased product.

CUSTOMER RETENTION

Customer acquisition can sometimes get all the attention. But customer retention is where the money's at. Depending on which research you look at customer acquisition is anywhere from 5 to 25 times more expensive than retention. Moreover, according to Bain and Co. 5 percent increase in customer retention can increase a company's profitability by 75 percent.

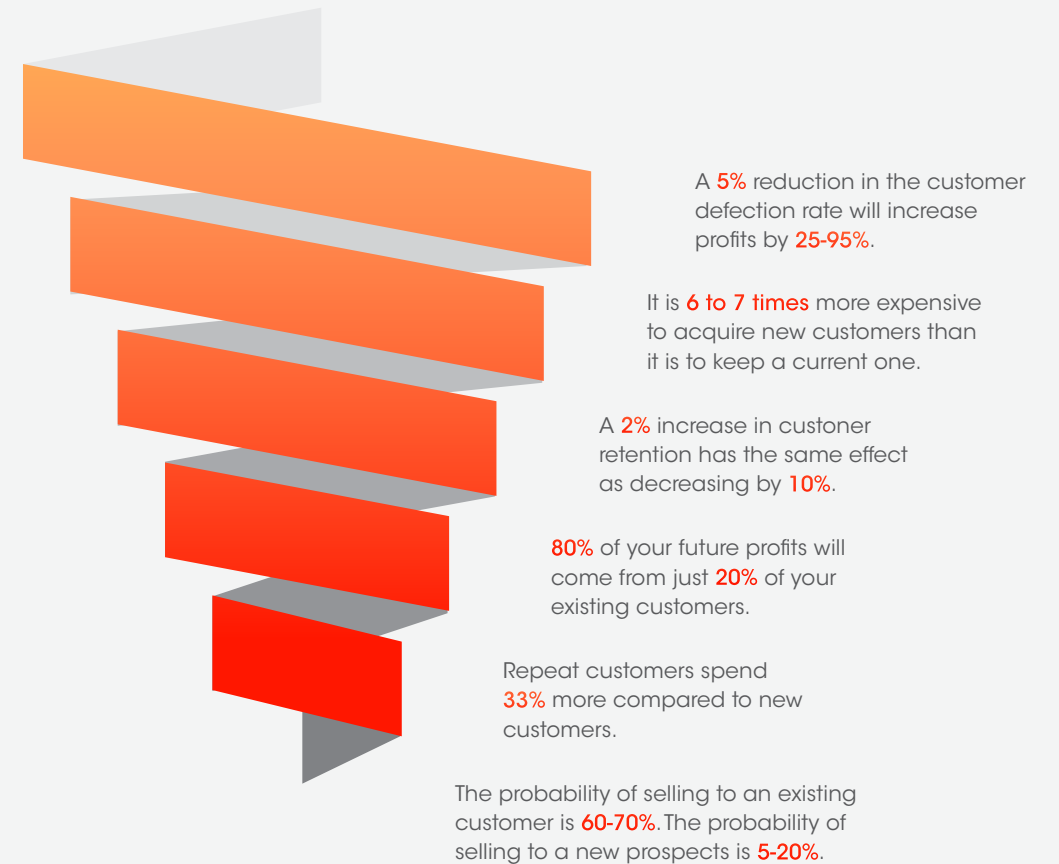
The question is, how can you cash in on all that customer retention has to offer? To answer that, let's first understand what customer retention is and why it's important.

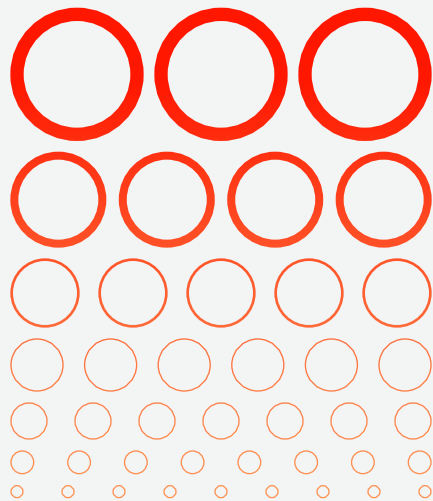


WHAT IS CUSTOMER RETENTION

Customer retention refers to a business's ability to attract and maintain repeat customers. You measure it by using your customer retention rate, which is the rate at which your business can retain those existing shoppers. In retail, customer retention can help you understand not only how positive the customer experience is but also how you're able to meet customers' expectations. Retailers have to be able to fulfill the demands of returning customers too.

But customer retention is more than just profitable. It also helps you gauge the health of your customer relationships. Not to mention, loyal customers can turn into brand advocates, doing a lot of the heavy lifting for customer acquisition for you. Word-of-mouth is the most influential factor in a purchase decision for nearly 75% of consumers.





EXCLUSIVE MEMBERS-ONLY OFFERS AND EVENTS

Everyone wants to feel like a V.I.P., so start giving your customers this treatment.

Instead of offering rewards points with every purchase, some retailers opt to provide repeat customers or loyalty members with exclusive discounts, early access to promotional sales and items, and/or invitations to brand events. We've all been part of a "Buy 9, get the 10th one free!" promotion, but many of today's retailers are going well beyond this elementary loyalty tactic.

Understand what your customers value and do what you can to provide it through your loyalty program. That is exactly what Amazon did when they created Amazon Prime. They knew their customers valued free and fast shipping above all, so they created a program that would allow members exclusive access to free, two-day shipping for a wide selection of products.

RUNNING TARGETED AND PERSONALIZED CUSTOMER EMAIL CAMPAIGNS

One of the most common and effective methods for converting a new customer into a return customer is through exclusive and targeted email discount offers and promotions. Return customers are far more likely to take advantage of discounts than new customers, particularly in the Health & Personal Care, Apparel & Accessories, and Home Furnishing industries.

Still, targeting isn't always enough. Personalization has become a key component of strategic email campaigns, with 41% of consumers in a recent survey saying they would buy more from retailers that send them personalized emails. Putting the personal touch on customer emails has been proven to increase email open rates by 39% and reduce unsubscribe rates by 28%. While adding a customer's name is a great place to start, determining where they found you, which product(s) they have researched, and knowing their previous purchases are all ways to help you make your emails more relevant to shoppers, thereby increasing the likelihood of repeat transactions. For example, if a customer bought a bathing suit, send them emails promoting sunglasses, beach towels, and sunscreen.

Targeted discounts and personalized messaging are convenient retention strategies because interest in your brand has been established, order and search history data can improve success rates, and the ROI can be precisely controlled — you know exactly how much a discount will affect your margins.

PROVIDING CUSTOMER VISIBILITY INTO SHIPPING AND DELIVERY

At no time is the importance of communication more critical than between the moment a transaction takes place and when the product is actually delivered. Effectively communicate the status of a customer's order as it goes through the payment, fulfillment, shipping, delivery, and returns processes. Continually provide up-to-date tracking information through emails, in-app messages, social, and/or text messages to keep your customers informed and engaged.

Treating your customers as humans rather than sales numbers is extremely important for customer retention. A recurring theme in this article, strong brand-customer relationships drives loyalty and repeat purchases. One way to build on those relationships is through post-purchase communications.

Rather than taking customers' money and setting your sights on the next sale, use post-purchase communications to keep the conversation going, provide value, and demonstrate appreciation for their loyalty. This will make customers want to return to your store rather than a competitor's.

