



# CLIENT RETENTION STRATEGIES

The essence of any good Client Retention program is to maintain and enhance your relationship with satisfied customers. There are several tactics you can employ to accomplish this including but not limited to these ideas.

1. Suggest complementary products or services subsequent to the original purchase.
2. Announce a preferred customer exclusive sale event perhaps one evening after business hours.
3. Host a customer appreciation event. (For professional service providers or manufacturing companies this could be a wine tasting social gathering; for retail companies this could be an advance sneak-peak at a soon to be released new product.
4. Sending periodic greetings for birthdays, anniversaries, etc.
5. Sending news & information of interest pertaining to your business or services.
6. Communicate new product arrivals based on previous purchases.
7. Communicate the need for product or service updates based on new laws, new technology, new models, new styles, etc.
8. Send updates concerning expiring warranties with options for extensions.

To facilitate and manage a robust Client Retention program, most firms will benefit by utilizing a CRM (Customer Relationship Management) tool to manage customer lists, their purchase history and behavior, track individual client milestone events like birthdays and anniversaries, and more. These same CRM tools can also be used to automate marketing and schedule outreach via email, social media, telephone calls, direct mail, etc.

The bottom line is to find ways to **STAY IN TOUCH** with relevant and meaningful communications with your customers. Think about how you can enrich their experience with you and your firm and create opportunities to surprise and exceed their expectations. Remember that it is infinitely less expensive to market to existing customers than to acquire new ones.

If you need assistance with any of the above, contact [RSC Marketing and Advertising](#), we're here to help grow your business!

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