

Example

Proposed Customer Lifecycle Plan

Purpose

Target

- Define your target market (including niches)
- Motivations to buy
- Potential fears/concerns

Objectives

- Online (Request a quote, buy online, build a database, fill in an enquiry form)
- Offline (Phone your office, visit your store, etc.)

Promotion

Attract

- Online (SEO, social media, PPC, etc.)
- Offline (Alliances, referrals, direct mail, print, etc.)
- Test and measure

Persuasion

Capture

- Build trust and overcome objections (Testimonials, compelling content and imagery, show USP, etc.)
- Facilitate action (Contact form, sign-up form, etc.) and tag every lead

Nurture

- Educate and build trust (Trigger emails, ebooks, trials, etc.)
- Stay top of mind (Newsletters, offers, seasonal messages, etc.)

Productivity

Convert

- Overcome objections
- Create urgency (Time-based or limited number offers)
- Follow up consistently (Use a CRM)

Deliver

- Welcome new customer
- Deliver your promise
- Wow the customer
- Ask the customer for feedback (Surveys)

Persistence

Raving Fans

- Ask for testimonials and referrals
- Say "thank you"
- Niche messages
- Build loyalty (Birthday cards, gifts etc)

Upsell

- Educate clients about other products and suggest related products
- Increase average spend and frequency
- Follow up calls