

Bring Your Customers Back

Reconnect, Reengage, and Reap the Rewards of Your Customer Base

You're sitting on a gold mine, and you might not even know it. Or you might, and you might not know how to "mine" that gold mine.

In this short report, I'm going to show you, step-by-step, how to do that mining.

According to Forbes magazine, ***selling just 5% more to your past customers can result in a 25% to 95% growth in your profits***, depending on the type of business you're in.

That's huge, and at first glance, you might not believe it. Without going into a lot of numbers, let me quickly show you why this is.

Advertising!

Roughly speaking, the cost of acquiring a new customer (or client, or patient) is, on average, eight times greater than the cost of maintaining an old customer. Here's another way of saying this. ***A sale to a new customer will cost you, on average, eight times more to create than a sale to an existing customer.***

So, why don't businesses focus more on selling to existing customers?

In my experience, it's normally because they don't know how.

Most businesses know how to advertise. Few know how to remarket to their existing customers. Doing so requires a different approach and, nowadays, using different technology.

In this short report, I want to guide you through the steps you need to take to "mine" those past customers. If you do this, your profits are going to skyrocket!

Step 1: Getting Prepared

I'm assuming you know who your past customers, clients or patients are. Most businesses do. However, quite a few don't. Let's suppose you do. You have those customers on a list somewhere. If you don't have a list, I'll tell you what to do shortly.

So, you've got a list of past customers and hopefully their email addresses. (Email is easiest for this. It takes less time, and you can let automation do all the work for you. Don't worry. This isn't hard. Although, if you need help, my contact details are below.)

Many business owners I meet have lists of past customers in various forms, often on spreadsheets.

If you've changed over to a POS style system (Point of Sale, like Gaap or ConnectPOS), the system itself will have this list if you've been doing things like loyalty programs.

However you do this, you need to get that list!

Once you do this, you're going to need to upload your list into an autoresponder.

In case you don't know what an autoresponder is, it's a software platform that handles your mass mailing for you.

There are a lot of different autoresponders on the market. Most of them are relatively inexpensive, too.

Many small businesses are satisfied with [MailChimp](#) – it's one of the most popular email marketing platforms in the world. It allows you to add up to 500 contacts to your account at no cost.

However, it's not exactly easy to use, and once you exceed 500 contacts it quickly becomes quite expensive.

Another option is [Systeme.io](#), which is a simple marketing automation platform. Systeme has a free tier which allows 2000 contacts. It's fine for simple campaigns like the ones we discuss here.. If you want to do the advanced tagging and tracking I'll talk about towards the end of this report, you'll need to upgrade to a paid plan.

The system I use is [HighLevel](#), which handles email and SMS sending, as well as Facebook and Instagram messenger and a lot more.

There are dozens of other alternatives, and each one has its own features and benefits.

Once you get the autoresponder figured out, you'll need to upload your list. Usually, this is very easy to do, although how you do it varies from platform to platform. So, follow the instructions for the platform you're using and upload the list.

Now, if you don't know who your past customers are, you're going to need to start getting more information about who buys from you. Fortunately, POS systems make that easy. My suggestion would be to set up a loyalty program right now, so you can start capturing this data.

So, you're done with Step 1. Let's move on to Step 2!

[\(If you need help with this, reach out to me!\)](#)

Step 2: Cutting Through the Noise

If you're like most businesses I deal with, a lot of these people on your list that you just uploaded to your autoresponder haven't heard from you in a while. Not only that but like all of us, they're inundated with email.

We're going to have to cut through the noise and get their attention. Also, we're going to have to give them a big reason to react to your email and hopefully start doing more business with you.

I like to do this with an event or promotion of some sort.

Precisely what event or promotion is business-specific. So, you're going to have to think of that yourself.

Here are a few ideas:

- A contest or giveaway
- A sizeable discount on everything or a selection of things—remember your goal is to get their attention and compel them to take action
- An upgrade
- A free item or service if they act within a specific time frame
- A preview of new products or services (along with a discount, if they buy now)

You know your own business. You know your customers (or clients or patients). So, come up with something that's going to WOW them!

We also want to make this promotion, event, or whatever you come up with have a three-day lifespan. So, a three-day sale, a three-day period where they get a free upgrade to something, a three-day time to get a discount on a new item or items.

Three days is the perfect time frame because it's long enough to have value, yet short enough so that people take it seriously and get off the couch and drive over to your business (or call or order online). With three days, people have to act now, and that urgency is what we want.

[If you need help brainstorming this, let me know.](#)

Step 3: Getting the Word Out

Note: this campaign is JUST for your past customers. If you want to do another campaign for everyone, feel free. But our goal here is to get the attention of your past customers, make them feel exceptional and wanted, and get them to take action.

As you might have guessed, we're using email to get the word out to all those past customers, clients or patients on your list.

So, your next step is to write five emails.

We're doing a three-day event, right?

Five emails are perfect. I suggest you send email one on day one, then emails two and three on day two, then emails four and five on day three.

It looks like this:

- Day 1: Email 1
- Day 2: Email 2 earlier in the day. Email 3 later in the day
- Day 3: Email 4 earlier in the day. Email 5 later in the day

The subjects of the emails are as follows:

- Email 1: Announcing the promotion
- Email 2: Reminding them of the promotion and also letting them know time's running out
- Email 3: Same thing, different words
- Email 4: Today's the last day!
- Email 5: You only have a few hours left!

Couple of things about the emails:

They have to be short! People don't read long emails.

Also, these emails have to really get the reader's attention.

You want to WOW your past customers into changing their behavior and coming back!

You know your customers much better than I do. Figure out what might "knock their socks off" and do that!

[If you need help writing these emails, I'm here.](#)

Step 4: Send the Emails Out

After you have the emails written, you'll want to load them up into your autoresponder and schedule them.

Remember, we're doing a three-day event.

- Schedule email 1 to go out at 8 AM on day 1.
- Schedule email 2 to go out at 8 AM the following day.
- Email 3 goes out several hours after that.
- Schedule Email 4 for 8 AM the last day.
- Email 5 goes out several hours after.

Those times are relative to the type of business you run, and the hours it's open. If you're open at different hours, then adjust the time accordingly.

In email marketing platforms like MailChimp, Systeme.io and the others, you can track opens and clicks. Ideally, it would help if you tagged people on your list according to the action they've taken.

You might set up a page on your website where people can go to find out more about the offer, or where they can get a coupon code. If you do this, you would link to the page from your email, allowing you to track the people who click on the link.

So, you'd have people who did nothing, people who opened but didn't click, and people who clicked.

Obviously, people who clicked are the ones who are the most interested in your offering.

Some of these people will get reactivated during the three days, and they're going to buy from you again. You'll also want to tag those people, the ones who completed the action we want them to take—buying!

Look at what you have now. You've not only got a list of past customers in an autoresponder, but you've also got them segregated according to "hotness." That's going to be invaluable information later on because we can target each of these groups differently. And that leads to our last step.

Step 5: Follow Up

By this time, you've had the promo. You've gotten people buying from you again, or calling you again, or ordering again. And, you've got your list segregated into several groups according to their level of involvement with your business.

Now we can follow up with them.

There are so many things that can be done here, I can't even outline them step-by-step.

One big thing, though, if you're using a POS system is to get that system hooked up with your autoresponder. Most POS systems have this capability. Just like they hook up with your QuickBooks, they can hook up with your autoresponder.

Ideally, you want the following. You want all your current and past customers tagged and tracked by your autoresponder automatically. When someone buys something, they get tagged.

With all of this tagging, you can further segregate your customers/clients/patients. Exactly how that breaks down is business-specific.

The result of all of this should be the following:

- You've reactivated your past customers
- You've started using a marketing automation platform (higher-end autoresponder)
- You've got everyone tagged according to what they buy and when
- You've got your POS system hooked up with your marketing automation platform so you can do things track and target individual buyers

The result of all of this will be that 25% to 95% growth in your profits!

Conclusion

I know this is a lot of work. It's not only worthwhile, in today's marketplace, it's necessary.

If you need help with this, I'm here.

Reach out to me right now and [schedule a discovery call](#).

Contact Information

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