

FIVE WAYS TO FOLLOW UP WITH CUSTOMERS AFTER THE SALE



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THE ART OF SAYING THANK YOU

Good manners matter. Whether in business or our personal lives, proper etiquette makes a positive impact on others and helps us stand out. Expressing gratitude is known to improve relationships and make us likable. It may be a given that you are grateful for sales, but are you making sure your customer knows how grateful you are?

One of the easiest ways to follow up after the sale is to show gratitude. Saying thank you builds your relationship with customers and sends them the message you appreciate their purchase and gives you an opportunity to deepen their commitment to your brand without asking them to do anything in return.

Use the Right Platform to Say Thank You

There are multiple ways to connect with a customer after their purchase to say thank you. Each has advantages and disadvantages. Choose the best platform for your brand, resources, and comfort zone.

Email- Email is a common way to express gratitude after the sale. The benefits of the email include being fast and easy, but your email may get lost in a sea of other emails and remain unopened. It may also seem impersonal or insincere to your customer since email has become commonplace.

Snail Mail- Sending a card or note of thanks has more impact than it once did. As email has become more common, fewer cards and letters are being sent via post. Sending a thank you note in the mail can be great as long as it is handwritten. Many people discard mail that looks like junk mail or appears to be sales-related.

Texting- Texting has become very popular and can be a highly effective way to say thank you. Depending on your market, they may be very responsive to texting, while some customers may not be tech-savvy.

Phone calls- Calling someone after the sale can be one of the most effective ways to say thank you. There is a risk your call will be unanswered or sent to voice mail, but a well-crafted voice mail can be very effective and make as big of an impact as a conversation.

Create a Well-Crafted Thank You

Saying thank you is essentially a simple task; however, there's an art to saying thank you in business. Your thank you is most certainly a polite gesture of gratitude, but it can also be a tool. A well-crafted thank you can

- Show appreciation
- Boost brand loyalty
- Increase referrals
- Support the sale
- Grow trust

A lot can be said in a simple thank you note. A well-crafted thank you will convey gratitude, offer additional value, and tailor to the sale that was made. Here are some guidelines for well-crafted thank you notes.

Show appreciation- Indicate how happy you are to have their business and that you appreciate their purchase when you know they have plenty of options.

Offer support- If you have customer service, be sure to share how to reach out should they have any issues.

Be sincere- People can tell when someone is going through the motions. Be sincere in your communication and find the balance between professional and personal communication styles.

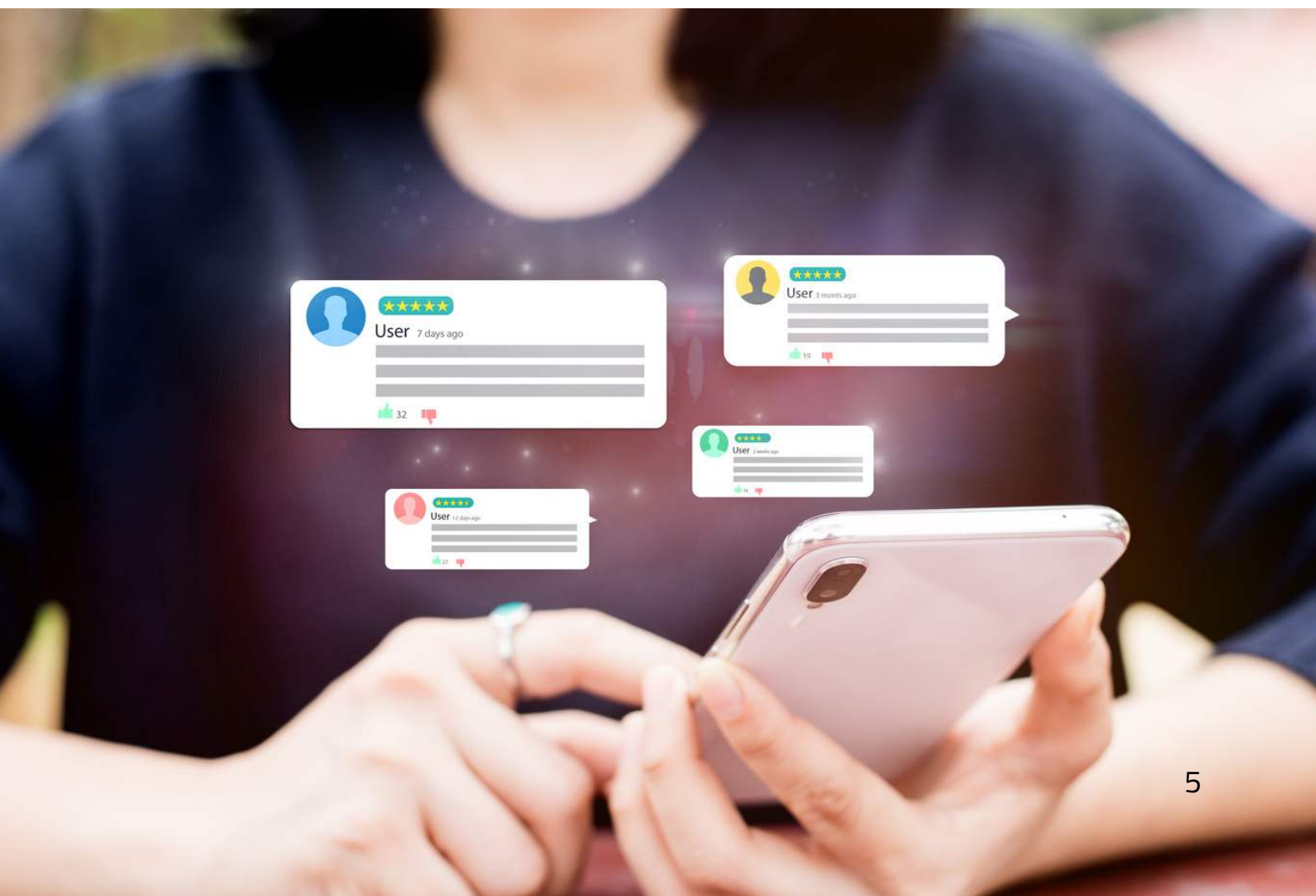
Tailor your message, but don't upsell- Your thank you should be a one way exchange, offering your gratitude for nothing in return. Don't use this time to try to sell more goods or services. Try to say something specific about the sale that is tailored to the customer. If they made an online purchase say "thank you for your online order."



Open yourself up to feedback- Offering the opportunity to share feedback is always a great way to learn more about the customer experience. Encouraging your customer to share their sales experience and offering them an easy way to do it can result in valuable information you might not have gotten otherwise.

Keep it short- Your thank you doesn't need to be long. The sentiment is in the act of saying thank you altogether. You don't need to overdo it.

Following up with your customer after the sale is a gentle combination of marketing strategy and good manners. Caring about your customer after the sale helps boost loyalty, referrals, and increases future sales. Make saying thank you an easy and important part of your general business practices.



FOLLOW UP THE SALE WITH VALUE

There's a lot that goes into capturing a sale. From creating unique goods and services, crafting meaningful marketing, and delivering the best product possible, you've invested a lot of time and energy into attracting your customers. It makes sense to keep the momentum going and help your customers repeat their business.

Following up with your customers makes good sense. Sharing how grateful you are for their business lets them know they matter. Saying thank you is a good first step, but there's more that can be done to build lasting customer relationships.

Your Customers Want to Hear from You

We've all experienced an abrasive and persistent sales person. The sort that come across as insincere and salesy. You can almost visualize them crossing you off a long list of contacts that help them meet their follow-up quota for the week. No one wants to hear from that salesperson, but they do want to hear from sincere and helpful businesses.

On the flip side, ghosting your customers after the sale isn't smart either. Failing to connect with your customers out of fear you'll be labeled bothersome could lead to being forgotten and all the work you put into capturing them in the first place fades over time.

The key is finding meaningful ways to follow up after the sale that complement what they've purchased and increases your company's value to them as a customer.

Follow Up the Sale with Value

Ideally, following up with customers after the sale should provide value. Offering resources, information, or opportunities that add to what you've already provided is a great way boost customer loyalty and increase referrals. Here are some savvy ways to add value after the sale

Offer Advice

If you take the time to understand why a customer made their purchase, offering advice that helps to achieve their big goals is valuable. For example, if someone purchases a digital product, it makes sense to show them additional ways the product brings them value. Sending follow up emails expanding on the benefits of the product and showing them additional uses for it can help them get more for their purchase and reach their goals faster.

Offer Resources

Who you know and what resources you use can help your customers. Sharing resources that are pertinent to your customer adds to their success and the value you provide. In some cases, you can increase your own income by sharing resources that offer affiliate programs.

Solve Problems

Nothing cements customer loyalty better than solving their problems. When your follow up helps your customer overcome hurdles it promotes reciprocity. People naturally want to do business with people they like and everyone likes people who solve their problems.

Create a Community

One way to provide ongoing value is creating a community and keeping them engaged. Having a forum, group, or event that bonds customers to your products is a great way to add value and create a pipeline for ongoing follow up. Hosting a Facebook group can be an excellent way to engage customers regularly and keep your business top of mind.

Following up with your customer is important, but it means nothing if you aren't providing value. Engage your customers by offering them meaningful contact on a regular basis that takes them beyond the point of sale into a relationship with your brand.



STRATEGIES THAT BUILD CUSTOMER LOYALTY AFTER THE SALE

Customer acquisition is a predominant cost of business. The effort and resources required to attract a customer, convince them of your value, and make a sale are highest the first time around. Once a customer has experience buying from you, they tend to repeat their business faster and easier the next time. Often times, the methods you use to get the first sale are not the same for subsequent sales. You need different strategies as you follow up.

Three strategies that build customer loyalty and boost brand recognition

1. Give Existing Customers First Dibs on Products, Goods, & Services

Remind your customers how much you value them by offering them your newest products before they hit the general market. Making your newest offerings available to existing customers first, and making a big deal about it, helps them feel set apart and appreciated.

Whether you create an insider's club or use your email and newsletters to alert them to upcoming product launches, giving them insider information helps build buzz and excitement about your newest goods and services.

2. Offer discounts on Future Sales plus Exclusive Opportunities

People love to know they are special. Exclusivity is psychologically stimulating to customers. Having insider information or special codes and discounts increases customer loyalty and can lead to referrals and word-of-mouth marketing.

Follow up with your customers and routinely offer them exclusive discounts that new customers don't have access to. Be sure to let them know these are rewards for their past business and a thank you for their repeated business. Loyalty cards, BOGO offers, and bonus content are all great ways to offer discounts or added value.

3. Connect with Customers on Important Dates

Nothing tells a customer that they matter more than recognizing them on special days. From giving them a shout out on their birthday to celebrating their anniversary with you as a customer, there are plenty of ways to connect with them on important dates. Offering veterans or first responders a discount shows them how much their service means to your company. Recognizing Mother's and Father's Day or offering a discount to graduating seniors can get people excited to engage with your company.

Sending a gift card with a special coupon for their customer anniversary can encourage sales. Offering customers a once-a-year deep discount on their 6 birthday feels like a present. Small gestures make a big impact and set you apart from businesses that don't make any effort for customer retention.

You've invested a lot of time and energy into acquiring your customers. Keep the momentum up by creating strategies that keep customers engaged and feeling valued.





Review summary

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1,542 Reviews summary

ASKING FOR REFERRALS AND TESTIMONIALS BUILDS RELATIONSHIPS AND BUSINESS

When it comes to making a new purchase, customers tend to trust one another far more than they trust you. As a business owner, they expect you to want to sell to them. What they want to know is who else wants to buy from you. In this day and age, testimonials can make or break a business. When a customer has a good experience, they are primed and ready to be a marketing asset. Their positive attitude easily influences others who haven't had a first-hand experience. That's something other forms of marketing can't do.

Your Customers are Brand Ambassadors

Happy customers create more happy customers. When someone has a positive experience and shares it with someone else, it helps others say yes to your business. One well-worded testimonial can create a baseline for what customers believe they will experience with your business and since people generally see what they want to, the outcome is likely to happen. Your customers become brand ambassadors that attract other customers seeking a similar experience.

Additionally, new customers don't need a personal referral to make a purchase. Studies show that simply reading a testimonial on your marketing material can help customers make buying decisions based on peer feedback whether they knew the person or not.

Follow Up with Customers About Their Experience

Asking for referrals and testimonials is an excellent way to follow up with your customer after the sale. This can be done by sending a link to a survey or making direct contact and asking about their experience. Here are some important dos and don'ts to consider when asking for referrals and testimonials.

Do- Ask for Referrals

Asking if your customer knows of someone else who might benefit from a contact (or new client discount code) is a bold and powerful move. Chances are they know someone who would benefit from what you have to offer and they may be willing to make an introduction.

Do- Feel Confident Asking for Specific Testimonials

If you are looking for an endorsement in a specific area of your business, don't be afraid to ask. If you want to highlight that you have excellent customer service, asking for a testimonial to that affect can help you get the endorsement you need to fill a marketing gap.

Don't- Be Afraid of Criticism

Now and then there's bound to be negative feedback. Welcome it! Negative feedback can alert you to problems you may not have known existed or create ways for you to improve the customer experience. Be sure to address 8 negative feedback and do your best to offset and repair any damage. Also recognize that some customers tend to be negative despite your best efforts. It's true, sometimes it's them, not you.

Don't- Miss an Opportunity to Ask

Whether you speak to your customers directly or use your autoresponder or email for follow up, be sure to routinely ask for referrals and testimonials. Offering multiple opportunities to give feedback increases the likelihood your customers will take the time to offer their endorsement.

Following up with your customers about their experience and asking for a referral or testimonial can be one of the most strategic marketing tools you have. You may have the best sales copy ever written but it can't take the place of the heartfelt recommendation of an enthusiastic and satisfied customer.

AUTOMATION MAKES FOLLOW UP EASIER AND MORE CONSISTENT

When your business is bright, shiny and new, it's easy to follow up with your customers. As time goes by and your customer base grows, it can become harder and harder to have a one-on-one experience with everyone. This can lead to opportunities falling through the cracks and customers feeling ghosted. Automation makes follow up easier and more consistent. Since you can create your follow up ahead of time you can rest assured your clients will get the contact they need to keep them engaged and interested in your business.

What is Follow Up?

Follow up isn't just about saying thank you for your business and offering new goods and services. Follow up includes activities like:

- Social media engagement
- Offering resources and referrals
- Providing value after and between sales
- Ongoing electronic touch points like newsletters
- Maintaining relationships and a sense of community

Trying to manage a variety of touch points manually would take all day, every day. Thankfully many of these tasks can be automated.

What You Need to Know About Automation

There's a platform for every type of automation. Social media posts can be prepared and dripped out over time. Email campaigns can be created for a variety of sales and marketing goals. Finding the right platform for your needs is the first step, but the most important thing to remember is automation isn't one and done. Here are some tips to ensure your automation feels deeply personal to your customers.

Tip: Update your Automation When you Update your Website

Most people are very particular about their website. They want to ensure the customer experience is on point. It's equally important to ensure your automation, especially email campaigns, are reviewed regularly. Make certain your message remains on point and relevant.

Tip: Infuse Real-Time Content with Automated Content

It's easy to create automated information to be released over time, but you may be missing big opportunities to connect with your customers. Be sensitive to world events, conscious of the social climate, and engage with customers in real time as well as through automation. Customers will appreciate and respond to content and touch points that are timely and personal.

Tip: Be Strategic with your Automation

It's important to have goals when you automate your follow up. Strategize what you're driving your customers to do over time. Sending an automated birthday card is fairly cut and dried, but sending out an automated email series should strategically build on itself towards taking specific actions.

If you realize the value of following up with your customers but find it hard to be consistent, automation may be the answer. You can automate all or some of your touch points to create the right balance for you and your brand.



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