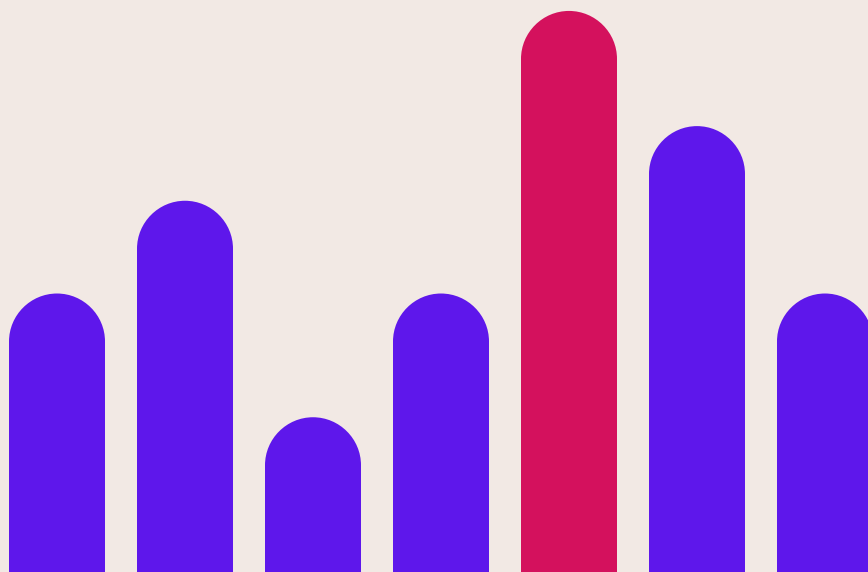
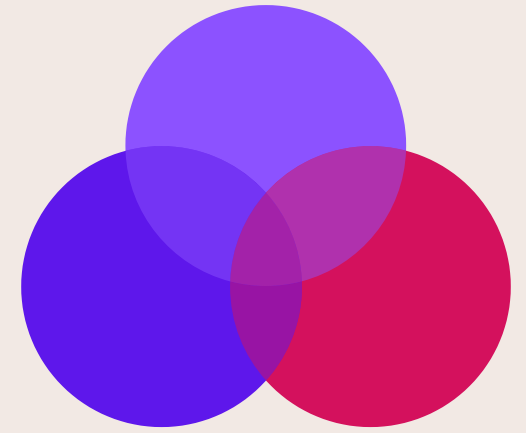


5

**things your  
business  
needs in its  
retention  
strategy**

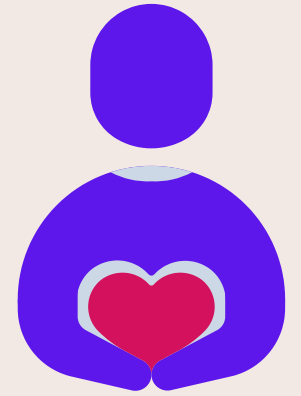


# Segment your customers



- **Divide** your customers into groups based off shared characteristics.
- **Tailor** your content towards your ideal customer profile.
- **Fine tune** your messaging towards your segment.
- **Understand** your customers better.

# Personalise



- **Building** on segmentation, personalise your content towards your customers.
- Speak to your customer's interests, likes and **desires** through personalisation.
- Build **trusting** relationships with your customers.
- Improve your customer **engagement** through personalisation.

# Offer rewards

- Show your customers **appreciation** through the use of rewards.
- **Retain** existing customers whilst attracting new ones.
- **Increase** brand revenue during slow seasons through rewards.
- Rewards encourage brand **engagement**.



# Prioritise customer feedback

- Implement customer feedback loops.
- Improve brand reputation through sufficient feedback resolutions.
- Use feedback to guide marketing decisions.
- Retain customers through satisfactory customer service.



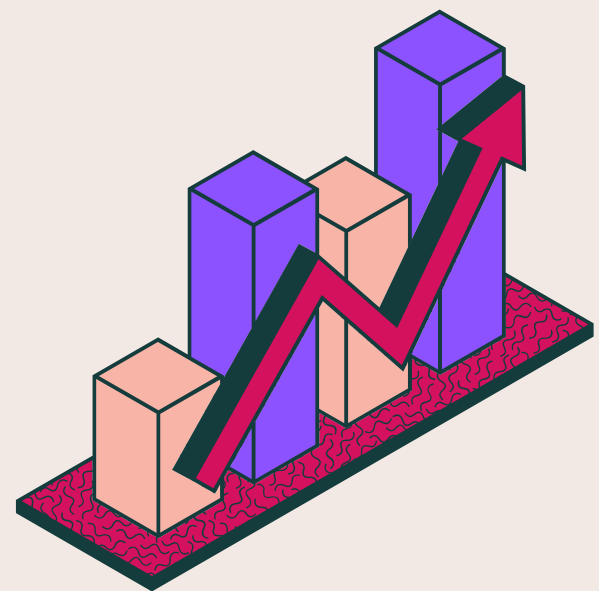
# Create a **brand** **newsletter**



- Maintain **contact** with your customers through a newsletter.
- Take advantage of **trends** through newsletter content.
- **Promote** recent brand activity via newsletters.
- Increase brand **credibility**.

About **half** of a  
company's revenue is  
from approximately **8%**  
of their most loyal  
consumers

(Think Impact)



So, **optimising** your  
retention strategy is  
vital for a brand's  
success...





**Invest in Airbase and let us do the hard work for you.**

**As CRM specialists, we're able to design a retention strategy which specifically meets your company's needs.**

**Follow the link in the comments for more information.**

