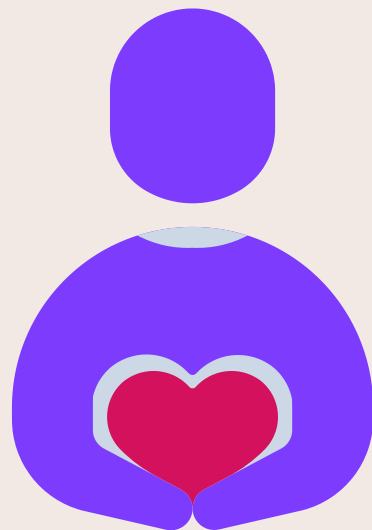




**Ways to make your  
customers *fall in love*  
with you**





# Detail

**It's the little things you do  
to **show you care** about  
your customers.**

**Take care** with your  
product, messaging and  
packaging.

Surprise them with little  
details they wouldn't  
consider to show you care  
about their **experience**.



# Customer experience

How you treat your customers  
**heavily influences** their perception  
of you.

**In fact, 80% of customers claim customer experience is just as important as the product itself.**

**Consider how to help every interaction your customer has with you to craft an exceptional customer experience.**



# **Be transparent & vulnerable**

**Respect your customers and build trust by being open and honest.**

**Share details about your products and how they're sourced (**ethics** and **sustainability** is important to consumers)**

**Own up to your mistakes and strive to **do better**.**



# Content

**Personalised content** gets customers attention and delights them if they feel helped by it.



**Ask yourself:**

**Are your marketing messages  
meaningful to your  
customers?**

**Are they helpful to them?**

**Are you talking to them about  
something they're passionate  
about?**



# People

**Share the people behind  
your brand.**

Share **who you are**, what  
you're **passionate** about and  
why you **believe** in your  
business.

**Use faces** in your marketing  
to create that human  
connection that customers  
**naturally** feel drawn to.



# Appreciation

**Don't take customer loyalty  
for granted.**

**Customers ultimately want  
to feel valued and  
appreciated by their  
favourite brands.**

**Don't take them for granted.**

**Reward them for their  
loyalty in a way that feels  
valuable to them.**

**Ultimately, you want to show customers you care about them through your **actions**.**

**Invest in your customers and they'll love and support you for life.**



If you want to put  
these plans into  
**action...**

We're the CRM and  
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**specialists** to help.

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