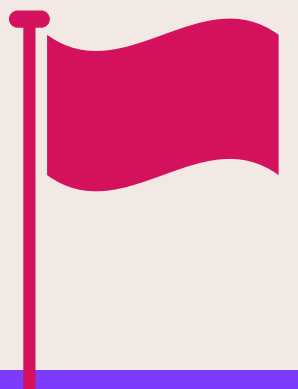
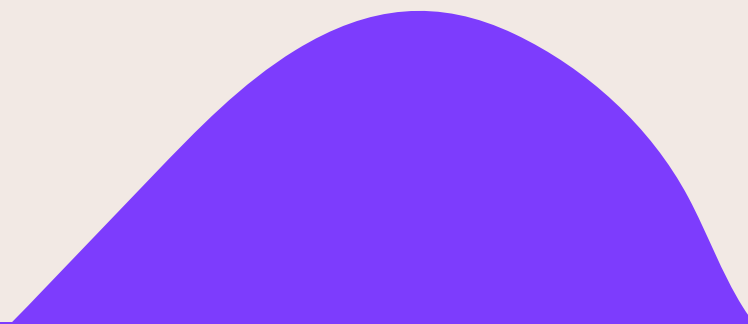


5

**Ways to Get  
Customers  
Over That**

**'Third Purchase  
Hump'**



**Do your customers get  
stuck between their  
second and third  
purchase?**

**It's a challenge we often  
hear brands talk about.**

**Once they're past the third purchase, it's much easier to build loyalty and turn them into lifetime buyers.**

**Here are 5 things you can do to get them there...**

1

**Offer added-value  
incentives to encourage  
them to buy again**

2

**Create a **loyalty scheme**  
to provide goals they can  
work towards.**

3

**Take advantage of a  
targeted replenishment  
campaign**

Just because they've  
bought from you before  
doesn't mean they'll  
remember to come back;  
make sure you remind  
them.

4

**Keep in touch with them**  
**consistently**



Give your customers  
reasons to remember you  
by sending frequent,  
relevant messages.

5

**Use cross-channel  
marketing**

Coordinate email campaigns with organic and paid media retargeting, to deliver consistent messages and build awareness via multiple channels.

**Overall, it's important to be in consistent contact with your customers, and give them reasons to want to buy again.**

It may take time to get people to buy, but **don't give up.**

Marketing automation software can help you send the right message to the right people at the right time, consistently and reliably.

**If you'd like to learn  
more about how  
marketing automation  
can help you create  
lifelong customers,  
[check out our service  
here.](#)**

