



# A QUICK CHEAT SHEET FOR MORE REPEAT PURCHASES

Marketing that Matters

## MIND YOUR PROCESSES

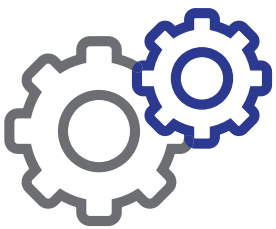
**Create processes that encourage repeat purchases.**

**Cross-sell:** Offer customers a product that complements the product(s) they have already purchased.

**Upsell:** Recommend customers replace an existing product with an upgraded version.

**Customer Support:** Present customer service policies clearly and resolve concerns efficiently.

**Customer Feedback:** Survey buyers to better understand their needs and desires.



## NURTURE THE RIGHT PROGRAMS

**Develop win-win customer incentives.**

**Loyalty Program:** Encourage customers to visit and purchase by rewarding recurrent engagement.

**Referral Program:** Ask customers to share their product and purchase experience with others.



## USE EFFECTIVE TACTICS

**Engage customers at key touch points.**

**Birthdays:** Acknowledge birthdays with an email and a token of appreciation.

**Annual Events:** Recognize milestones like years of loyalty (i.e., anniversary of first purchase).

**Missing You:** Remind customers that you miss hearing from them after a period of inactivity.

**Thank You Notes:** Send handwritten thank you notes, especially for large purchases.

**Promotions:** Offer discounts judiciously.

**Create an Account:** Encourage buyers to create an account rather than use an anonymous/guest checkout.



## ANALYZE WHAT MATTERS

**Understand and measure key statistics.**

**Repeat Purchase Rate:**  $\text{Number of two or more purchases} / \text{Number of customers}$

**Purchase Frequency:**  $\text{Number of purchases} / \text{Number of customers}$

**Average Order Value:**  $\text{Total revenue} / \text{Number of orders}$

**Average Customer Value:**  $\text{Total revenue} / \text{Number of customers}$

