

Top 10 Reasons to Market to Past Customers



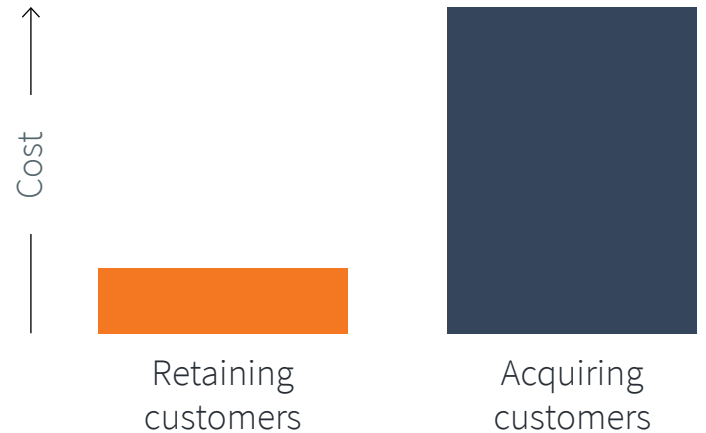
CustomerLobby

customerlobby.com

1



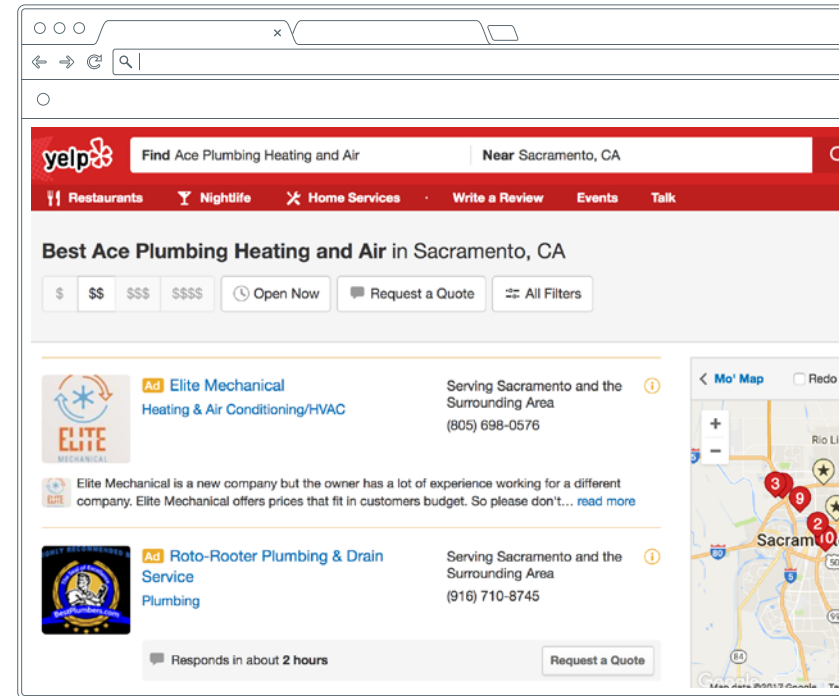
Retaining a customer is
5-7x less expensive than
acquiring a new one.



2



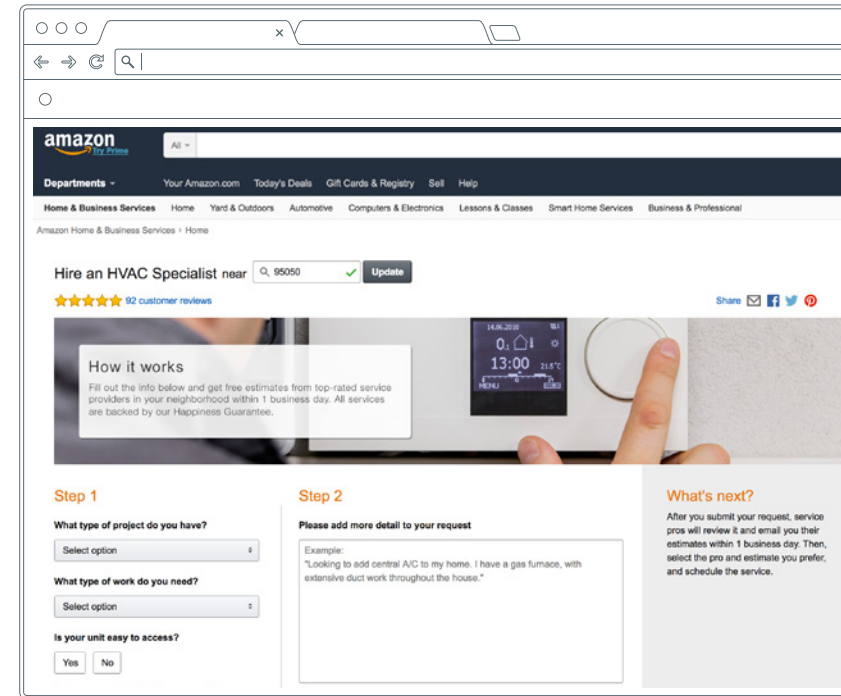
Competitors are targeting your customers through Google, Yelp and other platforms.



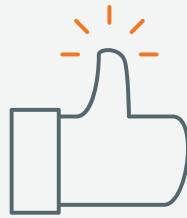
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Service “marketplaces” are threatening to change how customers find local businesses.



4



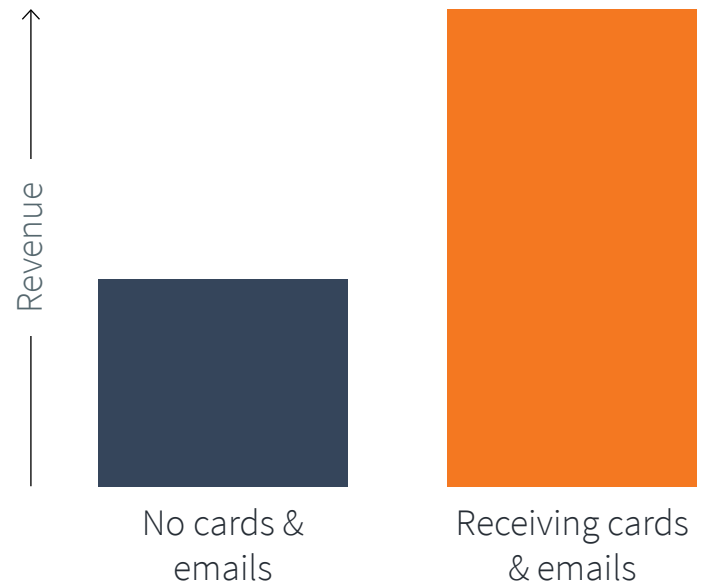
Past customers often provide referrals and reviews that help you bring in new business.



5



It works! A study shows a 2.3x increase in revenue from customers receiving targeted postcards and emails.

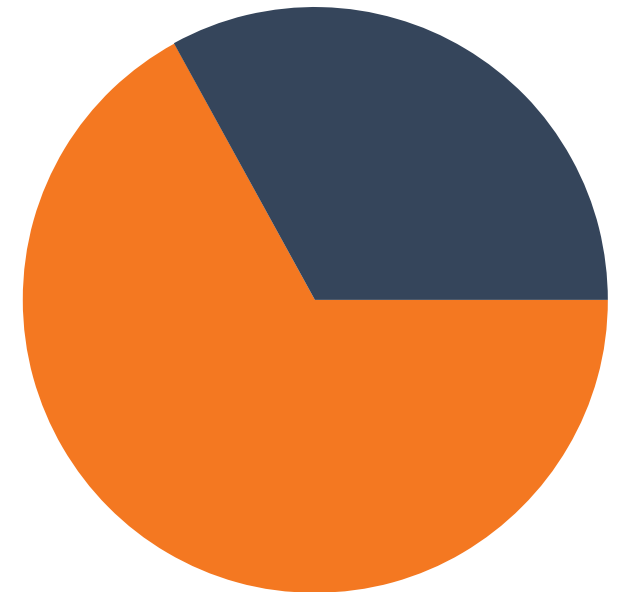




Two-thirds of local business revenue typically comes from past customers.

Past customers

New customers



Revenue

7



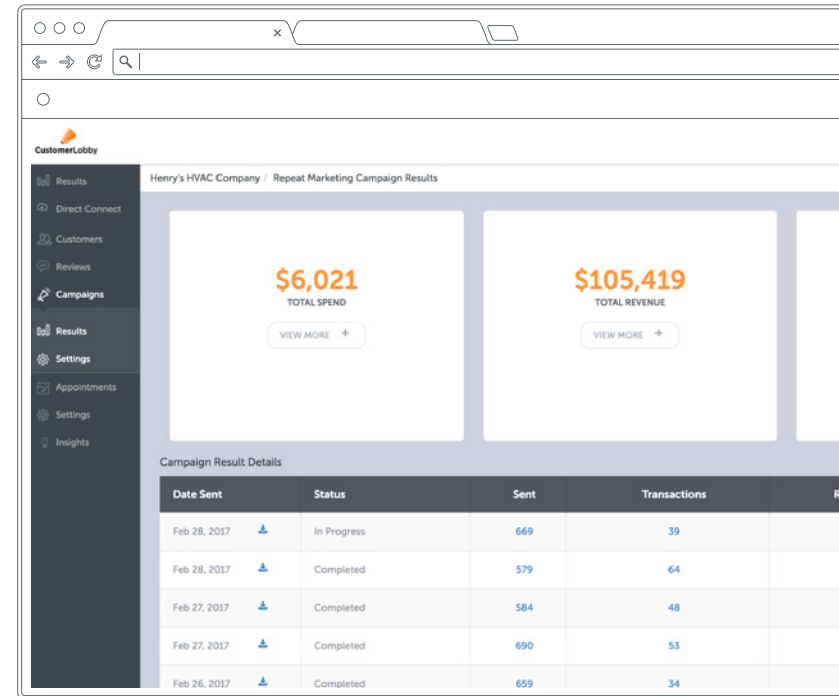
Your data on past customers can help you target them with highly relevant and timely messaging.

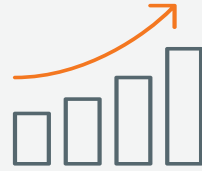


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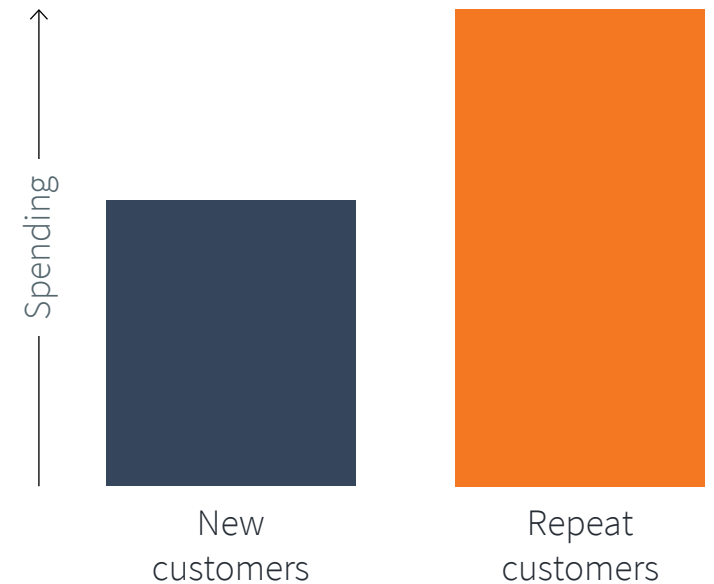


With past customers, you can measure exact ROI — who you marketed to and whether they came back.





Past customers spend 67% more on average than a new customer, because of established trust in the business.



10



If you don't keep your brand in front of past customers, your competitors will.

Wayne,
Did you know we provide a full range of plumbing, heating and AC services? It has been over 9 months since we last provided service. What else can we do for you?

THOMPSON
PLUMBING, HEATING & AIR

1234 E Broadway Rd
Phoenix, AZ 85001
ghvac.com

Services

Wayne,
Stay healthy and worry-free with regular system maintenance

Presorted
Standard Mail
U.S. Postage Paid
Customer Lobby

3-DIGIT 947

by **Customer Lobby**

Thompson Plumbing, Heating & Air
480-555-1234

See details »