



Client Acquisition Strategy Plan for New Customers and Improving Retention Rate

Your Company Name



Agenda for Client Acquisition Strategy Plan for New Customers and Improving Retention Rate



Drafting a plan to acquire a specific set of customers and managing the risks involved in the same.



Highlighting the specific steps and strategies necessary for the implementation of the approved acquisition strategy.



Optimize the processes involved in customer acquisition.



Managing the costs involved in acquiring new customer.



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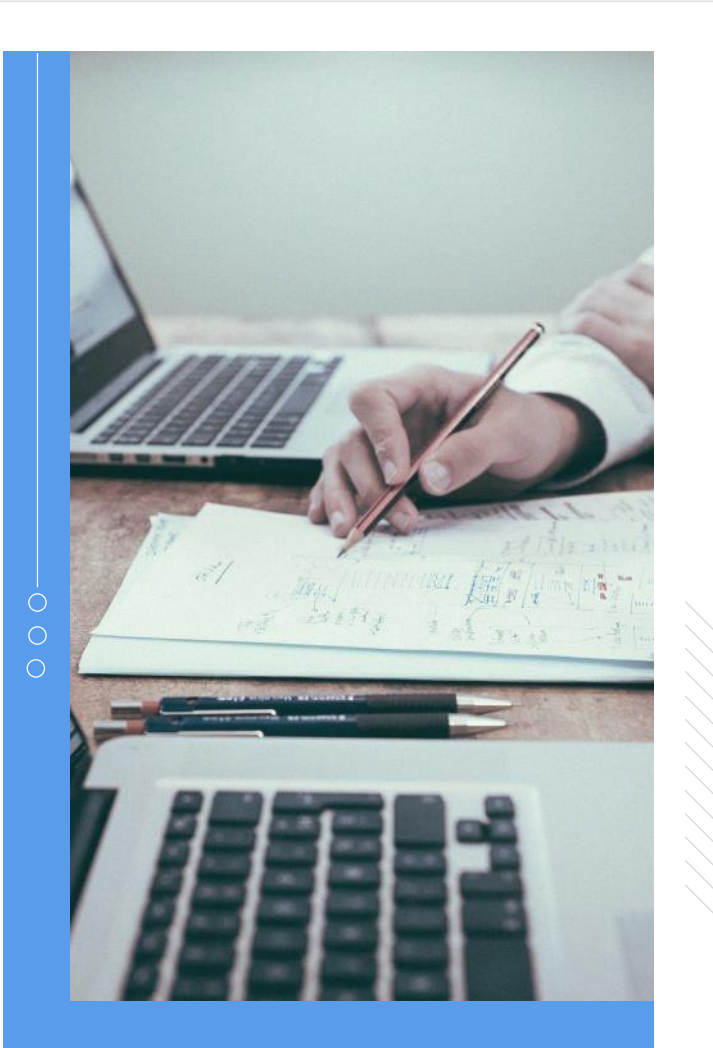
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Challenges Faced During Acquisition Strategy Plan Implementation



Challenge 1



Capturing Customer Attention is the major challenge faced by the company as audience is exposed to around 2,000-5,000 ads per day. Achieving a cut-through is the major challenge.

Challenge 2



Creating a great first experience with your clients is another challenge faced by the company. The content needs to be relevant and engaging in order to acquire new customers and retain the existing ones.

Challenge 3



Poorly Defined Buyer Persona results in limited customer reach and volume. Identifying your target market and developing strategies accordingly is an essential task that needs attention as soon as possible.

Challenge 4



Add challenge description here

Challenge 5



Add challenge description here

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Acquisition Strategy Planning Process and Stages

This slide shows the planning processes involved in Customer Acquisition Strategy such as attracting the audiences, Convert the leads, lead nurturing and implementing the sales.



Legends

● Done

● In Progress

● Not Started

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Requirements to Draft a Customer Acquisition Strategy Plan

Define Customer Acquisition and Business Strategy



- The company must lay out its business strategy that it is following such as cost leadership or differentiation.
- Also, it is important to define the acquisition strategy that the company is to adopt such as Referral marketing or Telemarketing.

Estimate Acquisition Cost



- Figure out the costs that the company will incur in acquiring new customers in advance using CAC (Customer acquisition cost) model.

Define Target Audience



- Predefine your target audience in order to reach them within time and use effective strategies to lure them. Figure out effective communication channels such as face to face, broadcast or electronic media.

Improve Customer Engagement



- It is important for the company to improve the customer experience through application of various strategies such as increasing personalized communications or in-product marketing.

Maximize Word of Mouth Marketing



- Increase your brand awareness via various word of mouth marketing strategies such as referral programs, shared product ratings and customer testimonials.

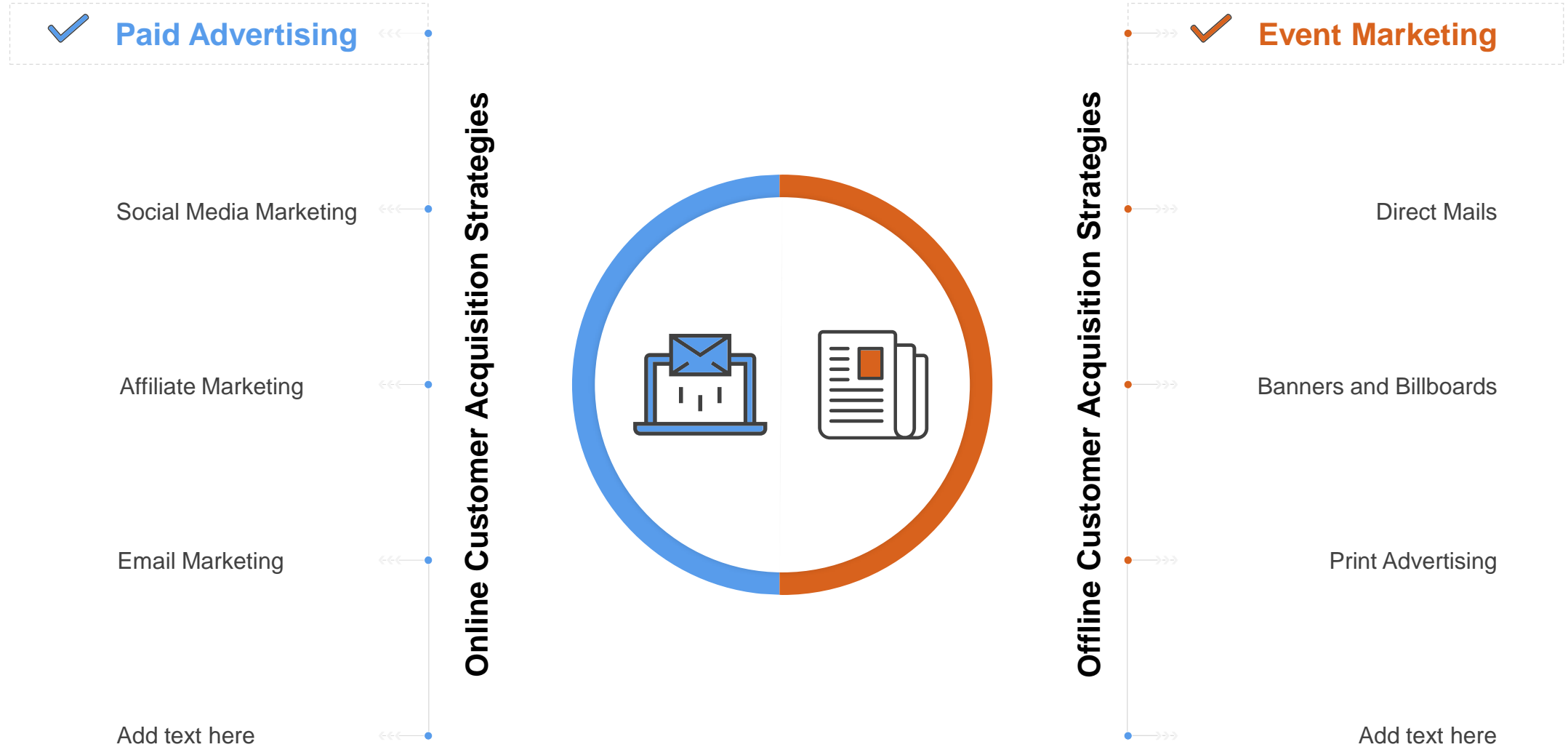
Optimize your Landing Pages



- It is important to customize your pages in accordance with the audience expectations. Some optimizing tools that can be used are AB Testing, Unbounce, 5 Second test, User testing etc.

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Choosing an Appropriate Customer Acquisition Strategy



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Online Customer Acquisition Paid Advertising Strategy

Display Ads

- Pop Up-Ads
- Floating Banners
- Videos
- Add text here



Remarketing/Retargeting

- Buyer Persona Retargeting
- Cross-Channel Retargeting
- Email Remarketing
- Video Remarketing



Social Media Ads

- Organic Ads
- Paid Ads
- Media Sharing
- Microblogging



Video Ads

- You Tube
- Facebook
- Twitter
- Add text here



Native Advertising

- Search Ads
- Recommendation widgets
- In-feed
- Add text here



Email Marketing

- Welcome Emails
- Seasonal Campaign
- Newsletter
- Triggered Email Series



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Offline Customer Acquisition Event Marketing Strategy

- Launch Release
- Event Press Release
- Product Press Release
- Add text here

Press Releases

01

- Host Giveaways
- Guest Blogging
- Brand Ambassador Programs
- Sponsored Blog Posts
- Add text here

Influencer Marketing

02

- Media blogs
- Freelance bloggers
- Business Blogs
- Professional Blogs
- Add text here

Blogging

03

- Add text here
- Add text here
- Add text here

Add Marketing Strategy here

04

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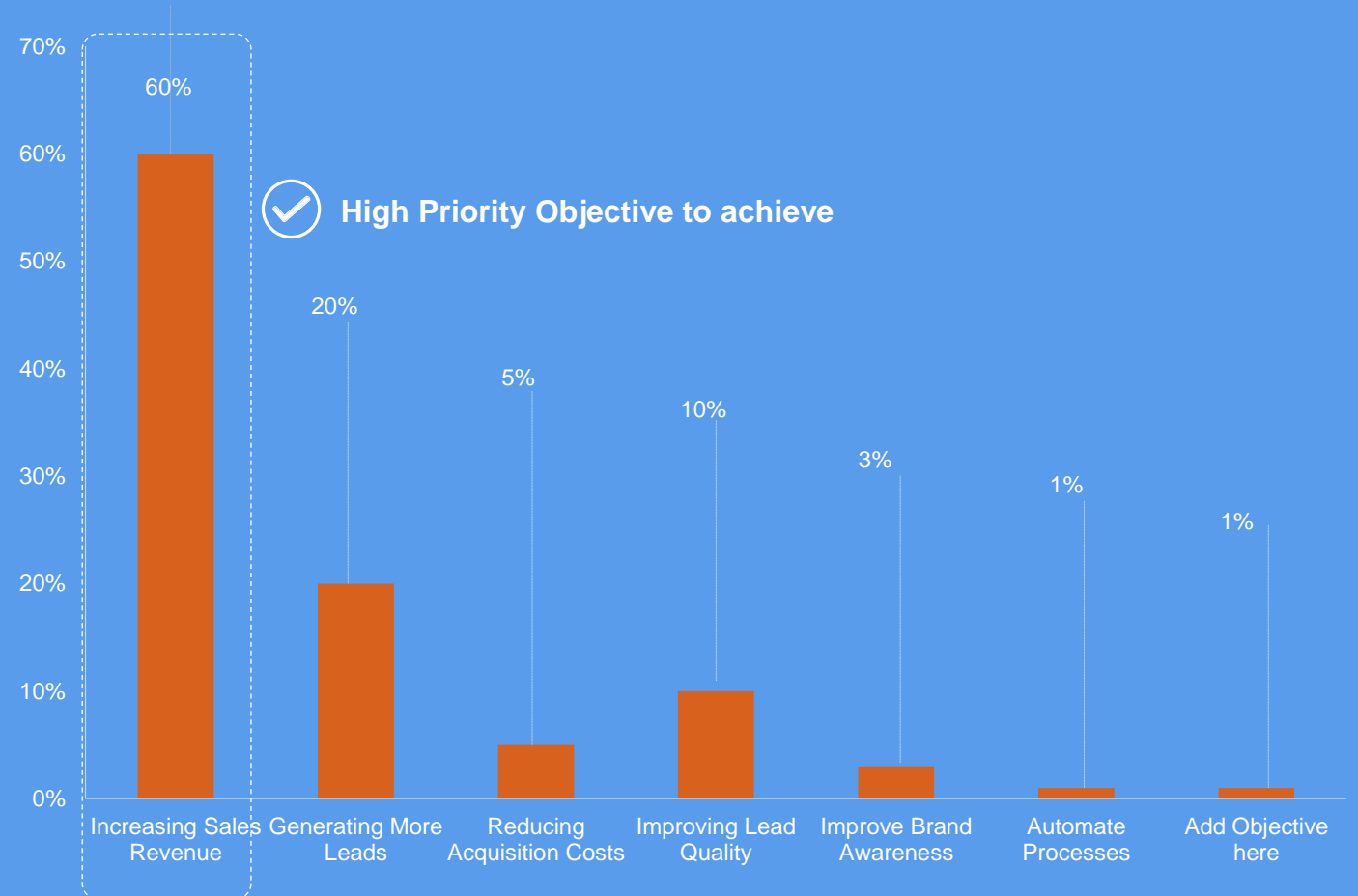
Goals to Achieve by Implementing Customer Acquisition Strategies



- The main goal behind the implementation of online and offline customer acquisition strategy is to increase sales volume and generate more leads
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Objectives of Implementing Customer Acquisition Strategy



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FAQs on Client Acquisition

What are client acquisition strategies?

Client acquisition strategies refer to techniques implemented during stages of a business to target a wider range of potential customers, raise brand awareness, and generate more profit. There are many different client acquisition strategies, and the best strategy for your business will depend on your industry, target market, and resources. Some common client acquisition strategies include online marketing, content marketing, event marketing, referral marketing, and networking.

What is an acquisition plan in marketing?

An acquisition plan is a tool used by businesses to map out the steps they will take to acquire new customers. The plan may include research on potential target markets, as well as strategies for outreach and advertising. Depending on the business, the acquisition plan may also include a budget for customer acquisition efforts. The aim of the acquisition plan is to provide a roadmap for acquiring new customers in a way that is efficient and cost-effective. By developing a well-thought-out acquisition plan, businesses can increase their chances of success in the marketplace.

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FAQs on Client Acquisition

How do you create a customer acquisition strategy?

There are many plans, ideas and strategies used in customer acquisition with each having its unique steps. As a broad umbrella term, there are some steps that are common and integral to every customer acquisition strategy, given as below:

1. Identifying the target market and determining that what are the needs and wants of an ideal customer
2. Creating a marketing plan that outlines how you will reach your target market.
3. Implementing your plan and tracking the results to see what is working and what needs to be improved.

Why is client acquisition important?

It's important to keep acquisition a top priority to maintain and grow your customer base. The benefits are:

1. It can help you to offset any losses from previous clients who may have stopped doing business with you.
2. Acquiring new clients can help you to expand your business by opening the doors to new markets.
3. Gaining new customers can also help to increase revenue and profits, which is essential for the long-term success of any business.

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