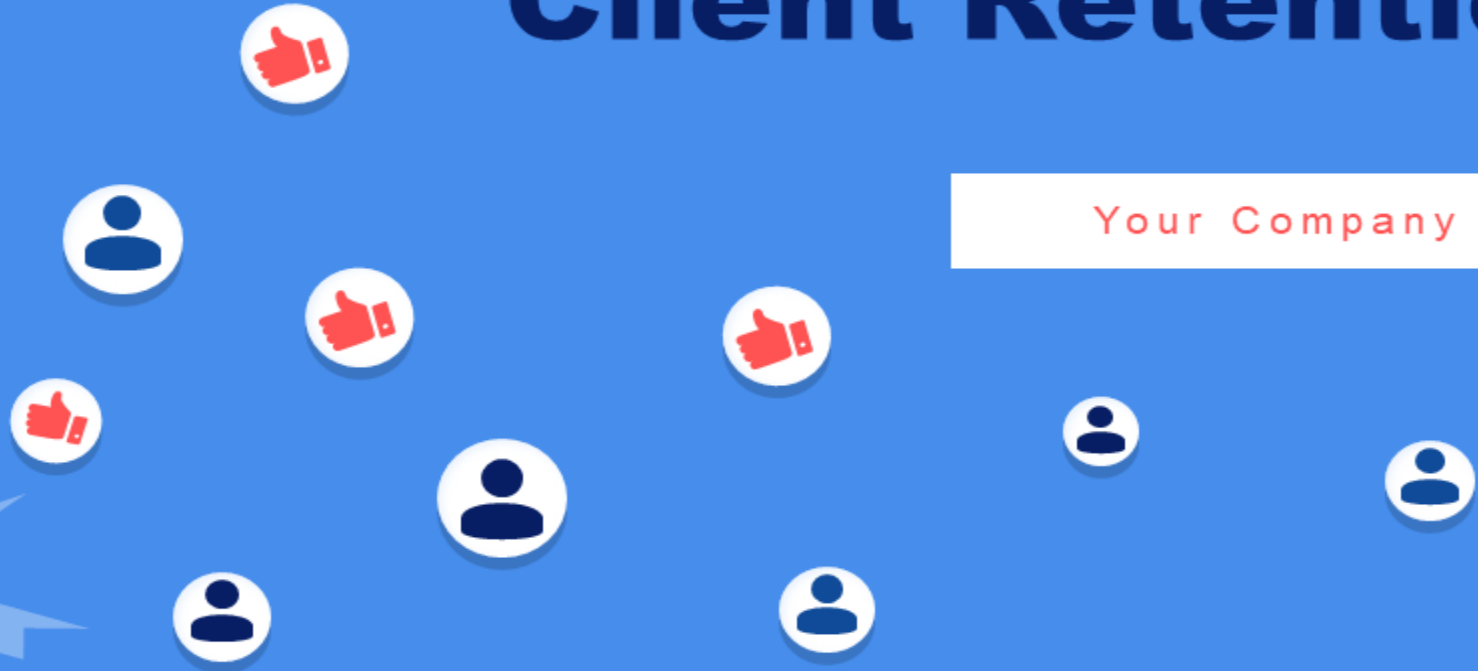


Customer Marketing Strategies To Encourage Client Retention

Your Company Name



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Agenda for customer marketing strategies to encourage client retention

01 To increase customer engagement rate

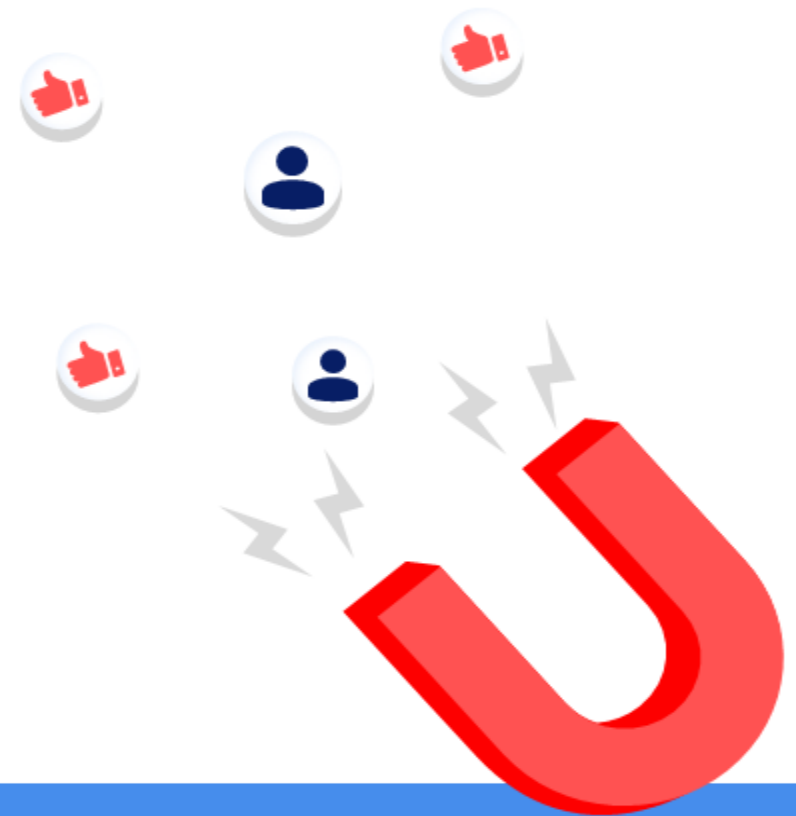
02 To keep customers happy & satisfied with products & services

03 To foster customer loyalty

04 To grow & enhance by customer perspective

05 Add text here
Add text here

06 Add text here
Add text here



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Customer marketing strategies to encourage client retention

01 Introduction

- Overview of customer marketing strategy in business
- Best Practices for effective customer marketing
- Trends for efficient customer marketing strategy
- Steps to build efficient customer marketing strategy
- Benefits of consumer marketing on businesses
- Solutions to challenges faced in customer marketing

02 Customer Marketing Strategies

○ Referral Marketing:

- Overview of referral marketing strategies
- Steps to create customer referral program
- Examples of customer referral programs
- Strategies to implement referral marketing in organisation
- Best Practices of referral marketing program
- Various types of referral marketing programs
- Comparative Assessment of referral marketing software tools
- Success Metrics to measure customer marketing performance

03 Influencer Marketing

- Overview of influencer marketing for better customer services
- Process for creating influencer marketing strategy
- Strategies for implementing influencer marketing in business
- Types of influencer marketing collaborations
- Reasons why influencer marketing is must for business
- Tools for successful influencer marketing campaigns
- Effective influencer marketing strategy checklist
- Success Metrics

04 Loyalty Program

- Overview of customer loyalty program in business
- Process of creating customer loyalty program
- Types of customer loyalty programs
- Loyalty marketing strategies for customer satisfaction
- Various customer loyalty programs for business
- Tools used for customer loyalty programs
- Success KPIs for measuring loyalty programs



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Customer marketing strategies to encourage client retention cont.

05 Employee Referral Strategy

- Overview of referral programs in marketing
- Ideas for successful customer referral programs
- Referral marketing strategies for better program
- Process to create employee referral program
- Employee referral program of XYZ company
- Referral marketing software tools for business
- Success Metrics to measure referral program performance

06 Social Media Marketing

- Overview of effective social media marketing strategy
- Various types of social media marketing strategies
- Various social media marketing platforms for business
- Best Time To Post on social media platforms
- Different techniques to market business on social media
- Social media marketing tools for organisation
- Social media marketing campaign of snapchat
- Social media marketing campaign of TikTok
- Social media success metrics to measure performance

07 Long term customer lifecycle marketing timeline

08 Development of customer marketing budget

09 Impact of various customer marketing strategies

10 KPI Dashboards

- Customer Loyalty Program Dashboard
- Referral Marketing Dashboard
- Influencer Marketing Dashboard



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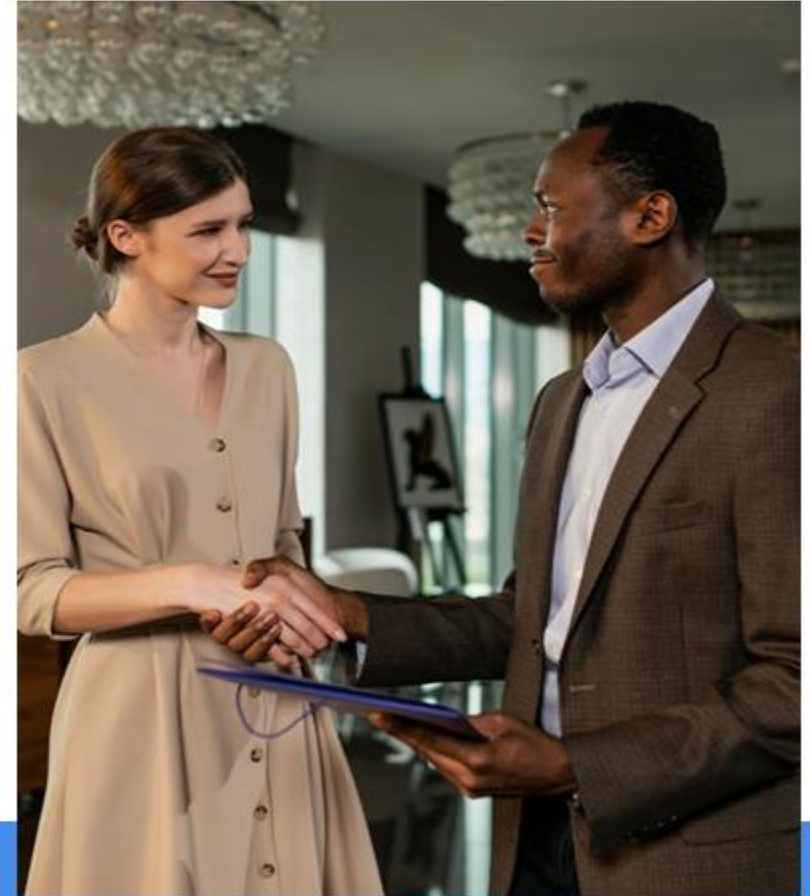
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