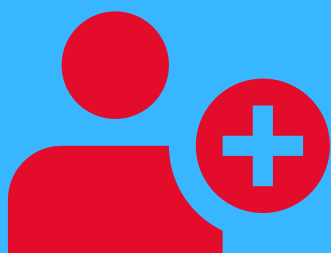


ACQUISITION V S. RETENTION

When it comes to customer strategy...

...where should you focus your efforts?



DEFINITION:

Acquisition: attracting and obtaining of new clients or customers for your business



Retention: Maintaining existing clients through continued use of your product or service

STRATEGY FOCUS

- Marketing-Heavy
- Uncovering Potential Customers
- Sales Follow-Ups

- Product Quality
- Customer Service
- Loyalty Programs & Incentives

FORMULA

Customer Acquisition Cost =

(\$ Amount of Marketing Expenditure)

(# Customers Acquired in Expenditure Period)

RESULTS: \$ spent per customer

Customer Retention Rate =

STEP 1:

(# End Customers) -
(# Customers Acquired)

(# Customers at Start of Acquisition Period)

STEP 2: Multiply by 100 for %

PROBABILITY OF SALE

5-20%

New Customers

60-70%

Existing Customers

MARKETING METHOD

- Website
- Email
- Social Media
- SEO/PPC
- Web Banners

- Email
- Mobile App
- Mobile Messaging
- Push Notifications