

# Customer Acqu

6 th model

- <https://www.youtube.com/watch?v=-SV1d8>

- **Customer acquisition is the process of acquiring new customers for a business or converting existing prospect into customers.**

# Customer Acquisition and Retention

- Situation Analysis

Evaluate your existing approach to customer acquisition and retention and make recommendations for finding profitable new customers, increasing the value of your current customers, and improving customer loyalty.

- Market Segmentation

Analyze your market opportunity and identify target market segments.

- Campaign Development

Create a robust marketing plan, ready for execution.

# Customer Acquisition and Retention

- Retention Marketing

Plan a dynamic ongoing customer retention strategy using personalized communications to increase the customer base.

- Loyalty Programs

Analyze your customer segments and recommend strategies to reward your best customers, keep them buying, and generate referrals.

# Process of Customer acquisition

- 1. Gather customer Intelligence.
  - Gather customer data
- 2. Organize internal Acquisition-planning meeting
- 3. Build strategy around the ideal customer profile
- 4. make the most of the CRM
- 5. share the knowledge

# Online customer Acquisition s

- Target prospects
- Improve direct mailing
- Using Analytical tools for customers segment
- Finding financial status of customers
- Coupons or discounts
- Royalty programmes

# Profile of the customer-comp

- Geographical
- Demographical
- Psychographic
- Buyers behavior



# Customer browsing behavior

- Entry
- Register
- Search
- Browse
- Select
- Add to cart
- Buy (billing)
- Exit

# Aggregate Metrics for E-busin

- Hits/second
- Page views/day
- Click-throughs
- Unique visitors
- Revenue throughput
- loss

# Customer Retention

- Identification of potential customers
- Analysis
- Streaming of targeting
- Contact strategies
- Testing
- Evaluation

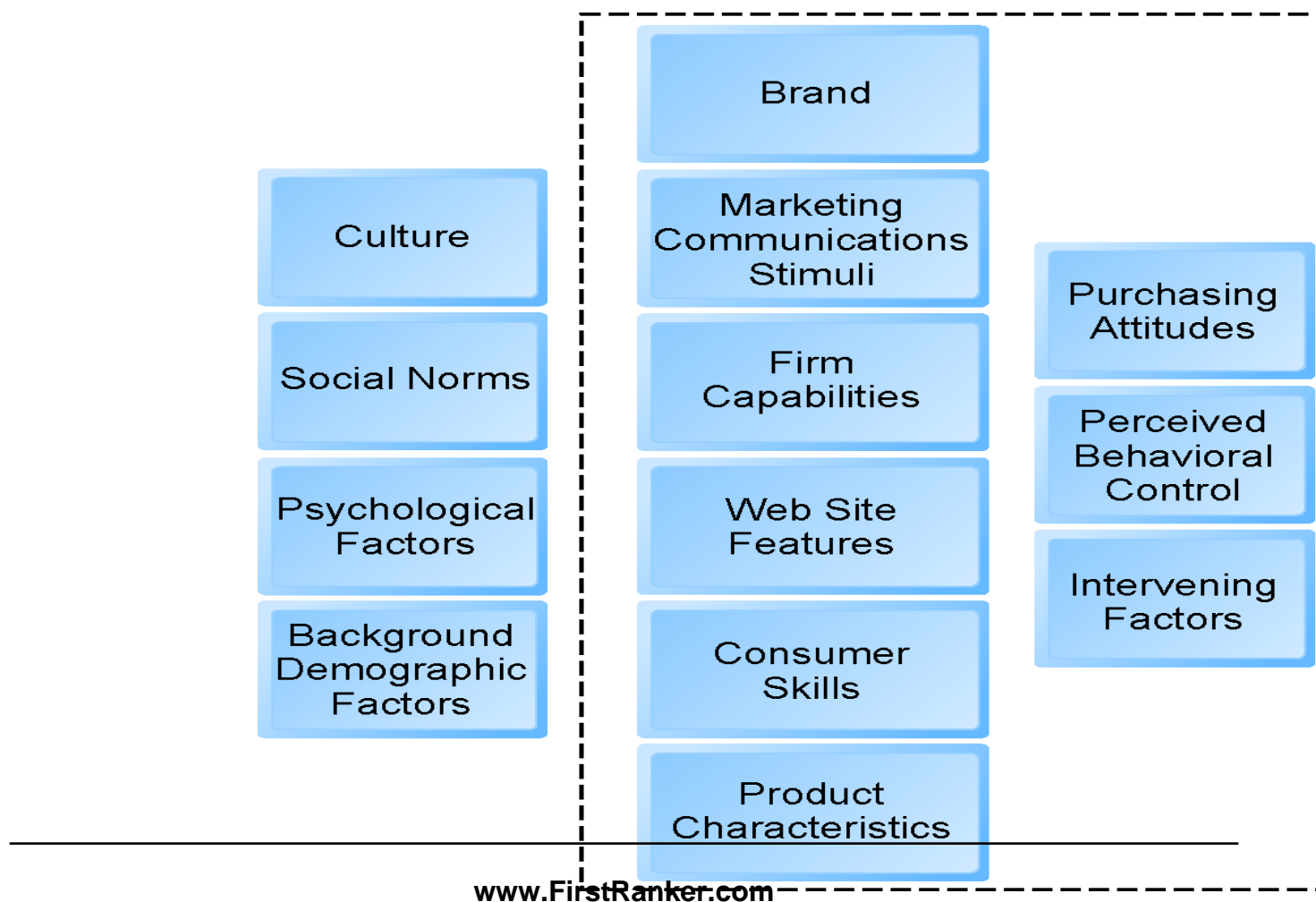
# Customer Retention strategy

- Financial bond
  - Discounts
  - Gifts
  - Membership
- Social bond
  - Special attention, informing about new service, v
- Customization bond
  - Personalizing service, combination of services
- Structural bond

# Online Customer Retention strategies

- Reducing attrition
- Loyalty programme
- Frequent communication
- Service
- Product of service integrity
- Retention emails

# A Model of Online Consumer Behavior

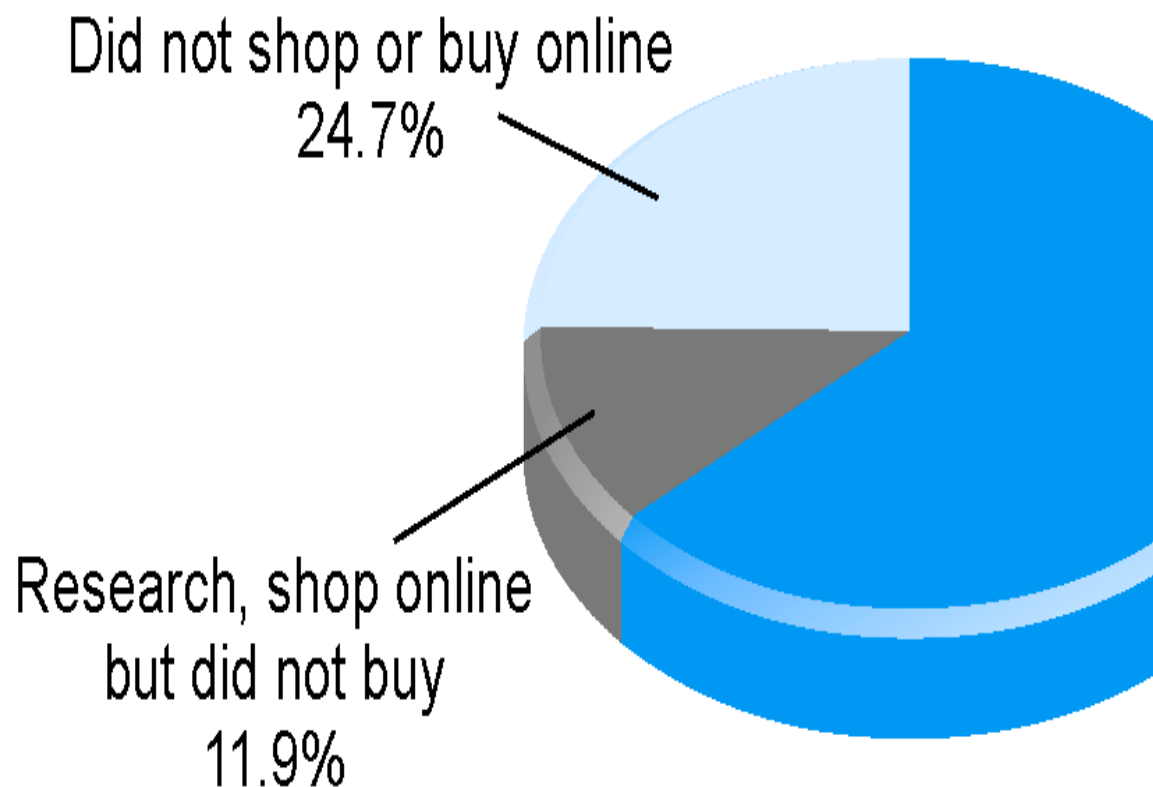


## Shoppers: Browsers and Buyers

- About 63% of online users purchase online after doing research online, but purchase offline.
- Significance of online browsing for offline purchase should not be underestimated.
- E-commerce and traditional commerce are viewed by merchants and researchers as part of the same consuming behavior.

## Online Shoppers and Buyers

Figure 7.5, Page 375



**SOURCE:** Based on data from eMarketer, Inc., 2005a; Shop.org, 2005

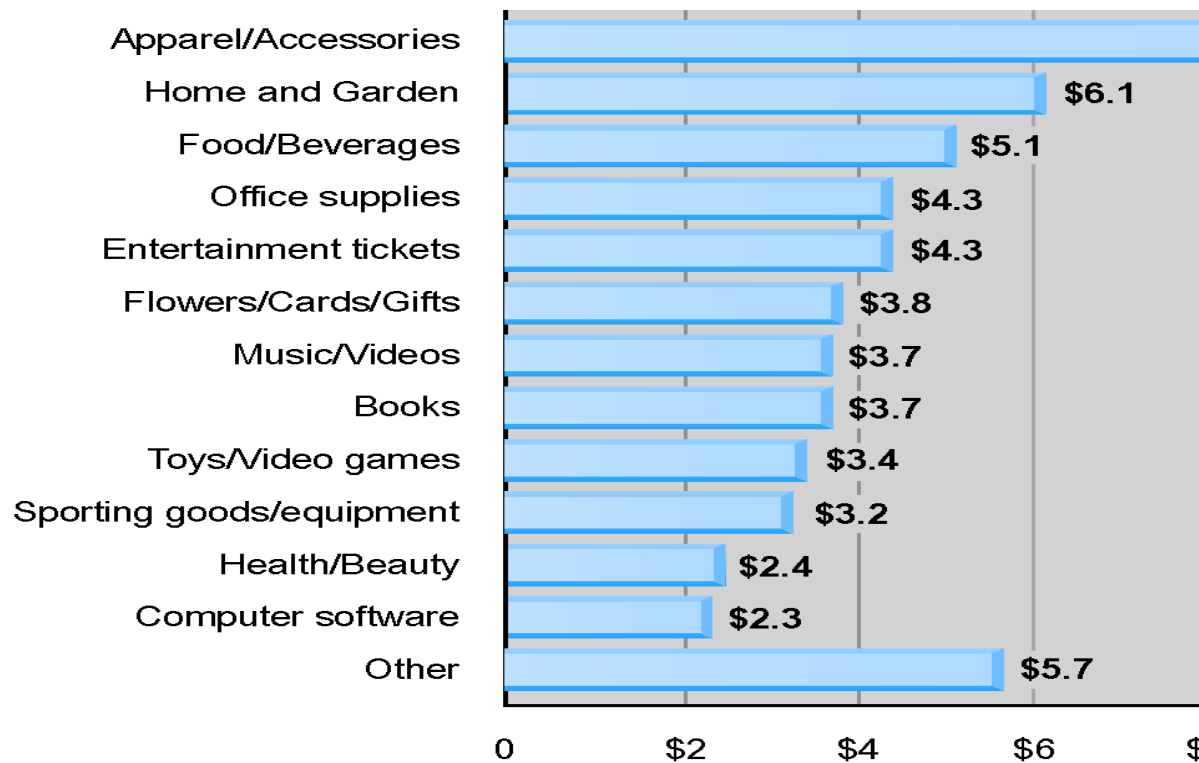


## What Consumers Shop for and Buy

- Online sales divided roughly into small ticket items
  - Top small ticket categories (apparel, home supplies, software, etc.) have similar characteristics: sold by first movers, small purchase price, small, high margin items, broad selection available
  - Purchases of big ticket items (travel, home hardware, consumer electronics) expensive

# What Consumers Buy Online—Small Items

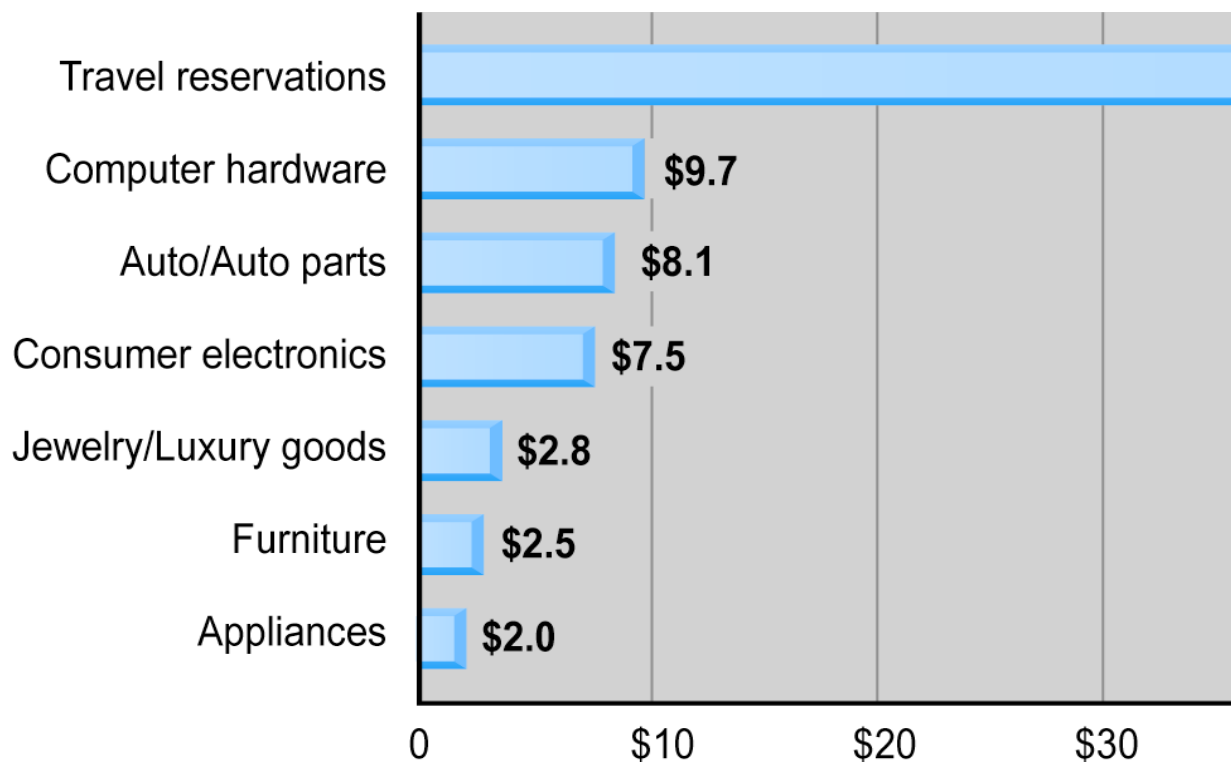
**Figure 7.6, Page 376**



**SOURCE:** Based on data from eMarketer, Inc., 2004b.

## What Consumers Buy Online—Large Items

**Figure 7.6, Page 376**



**SOURCE:** Based on data from eMarketer, Inc., 2004b.

## Intentional Acts: How Shoppers Find Online

- Over 85% of shoppers find vendor's product or store/brand name into search engine going directly to the site
- Most online shoppers plan to purchase within a week, either online or at a store
- Most online shoppers have a specific product in mind

## Why More People Don't Shop Online

- Major online buying concerns:
  - Security
  - Privacy
  - Shipping costs
  - Return policy
  - Product availability
  - Shipping issues/delays

## Trust, Utility, and Opportunism in Online Markets

- Trust and utility among the most important factors in the decision to purchase online
- Consumers are looking for utility (better value, convenience)
- Asymmetry of information can lead to opportunistic behavior by sellers
- Consumers also need to trust merchants before purchase
- Sellers can develop trust by building strong reputations for honesty, fairness, delivery

## Basic Marketing Concepts

- Marketing: The strategies and actions that a firm uses to establish a relationship with a consumer and encourage purchases of products and services.
- Internet marketing: Using the Web and other digital channels, to develop a long-term relationship with customers, to create a competitive advantage for the firm, and to charge a higher price for products and services than its competitors can charge.

## Basic Marketing Concepts (cont'd)

- Firms within an industry compete with one another on four dimensions:
  - Differentiation
  - Cost
  - Focus
  - Scope
- Marketing seeks to create unique, highly differentiated products or services that are produced or sold by a trusted firm (“little monopolies”)

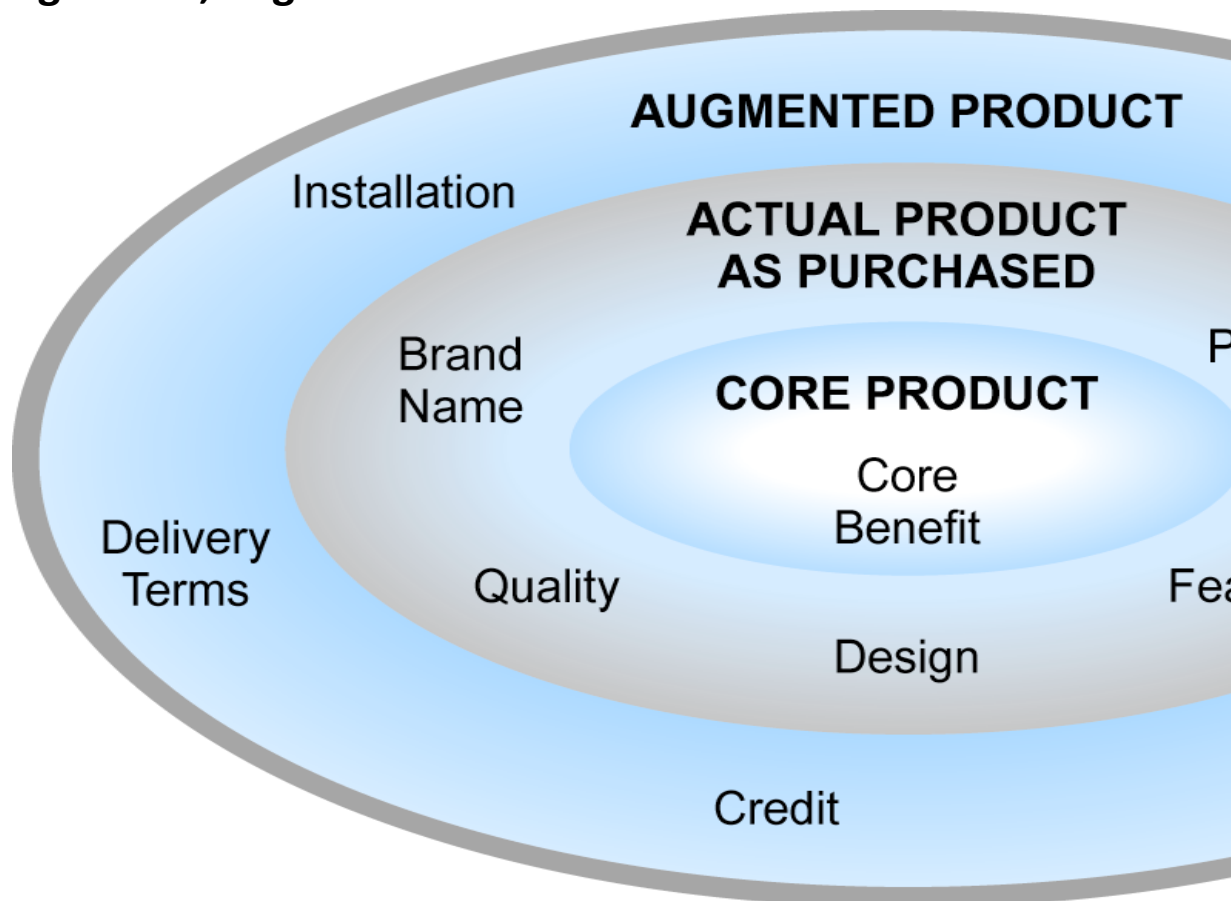


## Feature Sets

- Defines as the bundle of capabilities offered by the product or service
- Includes:
  - Core product
  - Actual product
  - Augmented product

## Feature Set

Figure 7.7, Page 379



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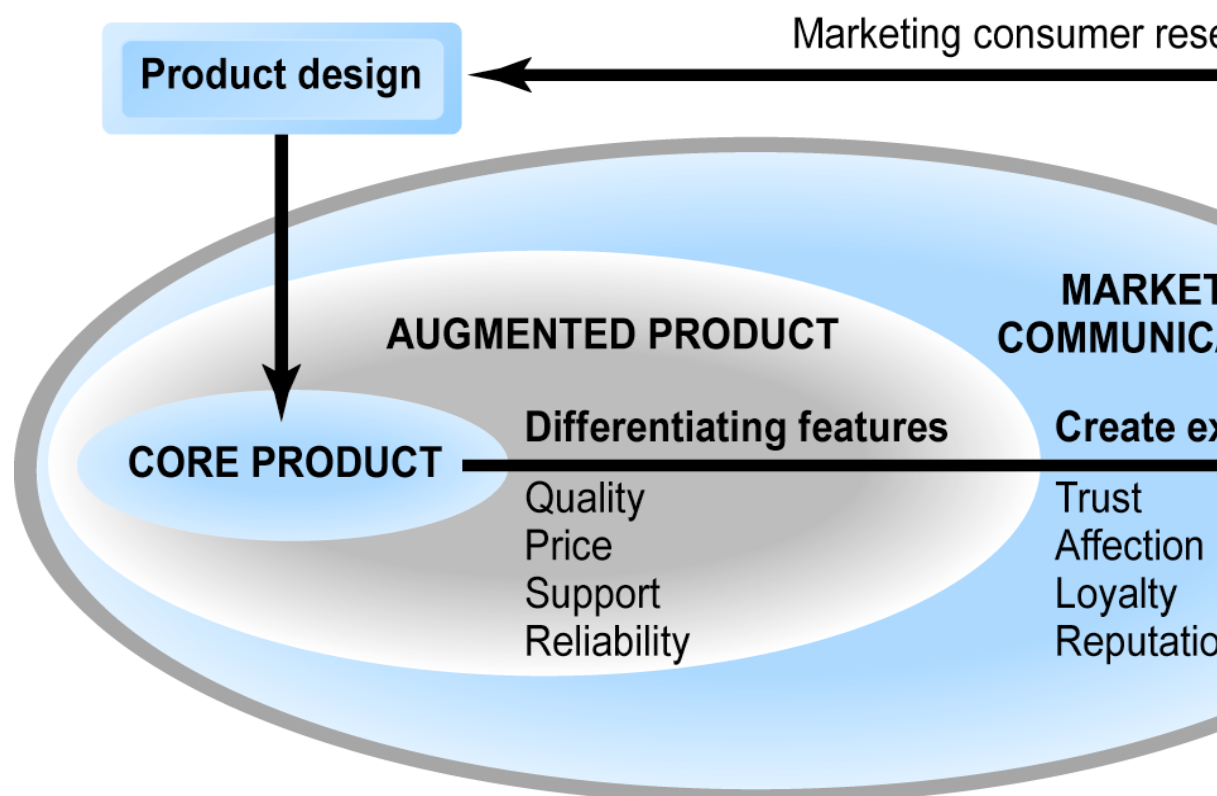
**SOURCE:** Kotler and Armstrong, 2006.

## Products, Brands and the Branding Process

- Brand: A set of expectations that consumers have about consuming, or thinking about consuming, a product from a specific company
- Branding: The process of brand creation
- Closed loop marketing: When marketers are able to directly influence the design of the core product based on consumer research and feedback
  - E-commerce enhances the ability to achieve this
- Brand strategy: Set of plans for differentiating a brand from a competitor, and communicating these differences in the marketplace
- Brand equity: estimated value of the premium that consumers are willing to pay for a branded product versus an unbranded competitor

# Marketing Activities: From Products

**Figure 7.8, Page 381**



# What is Social Media?



# 4 Key Elements Social Media Mar





## 4 Key Elements for Social Mark

- Whether you are a home business owner or a business owner marketing on social media, these steps to be effective.
- People don't go to social media to buy so how do you turn social media contacts into buyers?



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- Posting blatant ads for your products or business will turn people off and they will avoid you. And they will avoid you anyway.
- So how do you sell to people without “selling”?





## Element #1- Social Listening

- On your sites, your blog, your Facebook, Twitter, Pinterest and other social sites, pay attention to what people are saying.
- Respond to both praise and criticism.
- Don't delete criticism, respond in a way that shows you care about the people visiting your site.
- Then make changes to do better.



## Element #2 – Social Influenc

- As you post on your sites, be sure to include content that people can consume to increase your authority in your niche.
- The more valuable content, the greater you appear to your subscribers and followers.
- Use your blog to create content and post it



## Element #3 – Social Network

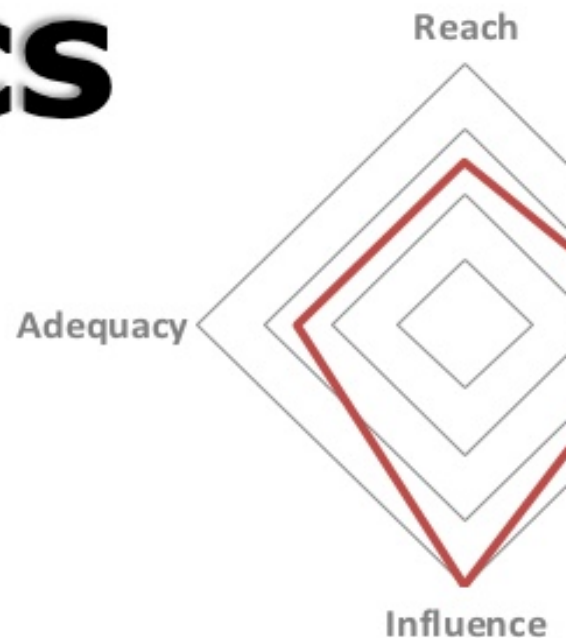
- Follow other influencers in your niche and As you “rub shoulders” with these influencers, your credibility and authority in the eyes of your audience will increase.
- Seek for the other influencers and post comments and tweets.
- People will start to see your name and associate it subconsciously with the influencers you interact with.



## Element #4 – Social Selling

- This is where all that we do can ultimately lead marketers want to be. But you can't just jump success without doing the other three steps.
- People buy from people they trust.
- People buy when they don't feel they are being
- People buy when they feel you have their best
- That's why the other steps are so important.

# Social Media Metrics



## Metrics

"A metric is a measuring system that quantifies a trend, dynamic, or characteristic. In virtually all disciplines, practitioners use metrics to explain phenomena, diagnose causes, share findings, and project the results of future events."

por Paul Farris; Neil Bendle; Phillip Pfeifer; David Reibstein.















