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Short Case Study: Customer Outreach & Retention

One of the first questions for many companies with a product or service is, “How do we reach our customers or how do they reach us?” This is a question in the early stages of any company but there are two parts to the question. The second part is, “How do we ensure our customers keep doing business with us?” Customer outreach is a very important part of establishing or growing in any industry but growth would be impossible without retaining the customers gained over time. The answer to the question in relation to E-commerce also has to be broken into two parts with customer outreach related to social, mobile and local marketing practices as well as customer retention with customer habit tracking, customer promotions and product targeted ads.

Customers for any given industry are usually social with well-connected social media, more mobile with modern phones and apps to do whatever they want and are typically more social in areas where they are located. Customer outreach for E-commerce companies has become more expensive as the market has grown over time but still comes down to social, mobile and local marketing. Social marketing should take a strong approach to advertising on any social media platform the client expects their intended audience to be located. Targeting ads based on location and search preference via Facebook, Instagram or Snapchat is a semi-cheap and easily manageable approach to customer outreach that has proven to be a creative way to engage with customers and build a following. Mobile advertising refers to a mobile app created for a smartphone to engage and interact with the user. Good UI design that draws the user in and great functionality are the foundations upon building customer rapport in this field and gives the company direct access to the customer via app suggestions or notifications. Once the customer downloads the app, the outreach team should have a welcoming and supporting experience that advertises the benefits of the app but does not push the customer away with too much noise. Lastly, local advertising can be broken down into audio and video ads that are specialized to engage a local audience. Local audio advertising includes Pandora and Spotify music ads where personalized local advertisements are reasonably priced with an audience base that reaches a large amount of users. Local video advertising includes local news stations with digital banner ads, Youtube advertisements and Facebook video ads.

Customer retention

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