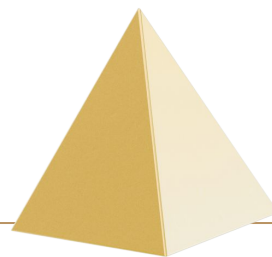


How to Drive Retention & Loyalty

with Email Marketing



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Leverage the business advantages that retention has to offer

In a digital world where customers are spoiled for choice, your newsletter is simply not enough to retain their business and neither are your invoices. To keep your best customers, you must find opportunities to engage customers throughout their lifecycle, beyond transactional touch points, so that they develop attachment to your brand, product and services.

If retaining customers has not been top of your priority list, don't worry, you're not alone. So many companies, especially startups, are focused on an aggressive acquisition strategy to drive immediate high growth and start making a profit, in order to make their business viable fast and allow them to continue to invest.

This certainly doesn't mean that these companies don't care about their customers. Businesses go through different growth stages and focusing on retention typically comes in when the company is starting to see a healthy acquisition headway.

The good news is that if you're reading this, you're probably considering that retention might also be an opportunity to grow more sustainably and future-proof your business. We've developed this guide to show you how email marketing can help you support these endeavours and actually reduce your cost of acquisition by lowering the cost of churn.

Are you ready to retain your customers? Let's get started!



Nora Gonzalez,
Head of Enterprise Marketing @ Sendinblue



PART ONE

Retention as a growth
opportunity



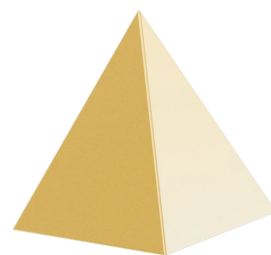


Retention as a fundamental part of any business strategy

Any successful business acknowledges customers come first, and is likely going to great lengths to ensure they're satisfied with its products and services. The missed opportunity lies in thinking that a high satisfaction rate provided by quality products and great customer service will suffice to guarantee customer loyalty. Unless you're totally alone on your segment, **your customers will definitely shop around and if they don't, they'll be naturally targeted by your competitors with aggressive acquisition techniques.** Product innovation, discounts and great service are instrumental to retention, and email marketing is the ultimate channel to communicate on your initiatives with your existing customers.

The concept of retention

Before embarking on a retention strategy, it's important to understand the fundamentals concepts and how to track results. First things first, the return on investment of retention makes it worth your while. According to Harvard Business Review, **it costs between 5 and 25 times more to acquire a new customer than to keep an existing one!** Did this catch your attention? Read on, we have a few more wow-effect numbers that will make you want to get started immediately.





What is customer retention?

Retention refers to **the ability of a company to keep its customers over a certain period of time**, and the activities and actions an organisation takes to reduce the turnover.

From a marketing perspective, retention covers the tactics that brands use to build attachment, trust and customer loyalty and ultimately drive customers to buy their products and services again.

According to research done by Bain & Company, **increasing customer retention rates by 5% increases profits by 25% to 95%**.

How to calculate your retention rate

You will need:

- The period you're considering, for example the duration of a contract.
- The number of customers at the start of the period (CS)
- The number of customers at the end of the period (CE)
- The number of new customers acquired during the period (CN)

Then apply this formula:

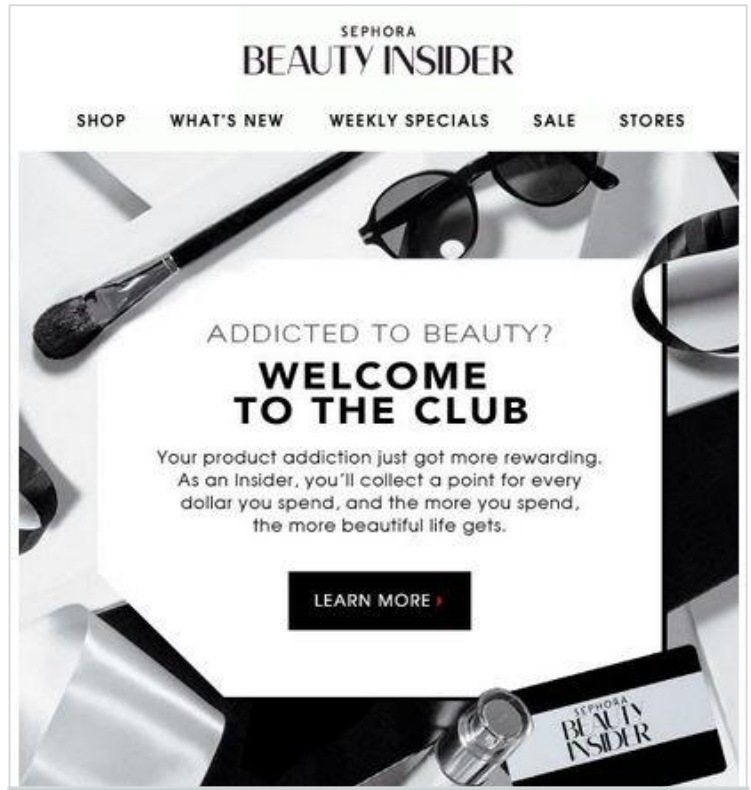
$$\frac{CE - CN}{CS * 100} = \text{Retention rate}$$





Examples of popular retention initiatives

- ✓ **Rewards or loyalty program:** Incentivising your customers either for their tenure with your brand, a certain number of purchases and/or their value.
- ✓ **Random acts of kindness:** An unexpected action designed to delight your customers, such as a surprise gift or discount.
- ✓ **Referrals program:** Incentivising existing customers to introduce their family, friends and contacts to become new customers
- ✓ **Feedback collection and implementation:** Gathering comments, opinions and suggestions from customers, and then communicating on what was done about it, for example product innovation
- ✓ **Discounts:** Encouraging customers to renew their contract or purchase from your brand again by offering discounted prices or a “buy 1 get 1 free” package



An example of a communication sent to a client after their addition to Sephora's popular rewards program.





The cost of churn

Every time you lose a customer or a customer stops buying from you, you lose revenue. However, **replacing that same customer with a new one is going to cost you more than if you had kept them in the first place.** It makes sense as you won't need to spend money to acquire the customer, and keeping them happy is ultimately cheap.

When a customer churns, you don't just miss out on the existing revenue they were bringing you, **you're also depriving your business of a revenue expansion opportunity.** Clientsuccess.com reports that "the probability of upselling to an existing customer is around 65%, compared to the probability of selling to a new prospect which is only around 13%. This means that **for every current customer lost to churn, your organization is also missing out on a 65% chance of a new upsell** or cross-sell opportunity." That overall loss of revenue requires more and more acquisition of customers to close the gap, meaning that your growth will slow down substantially.

How to calculate your churn rate

It's basically the other side of the coin of retention. For example, if your retention rate is 70%, then your churn rate is 30%. There are several ways to calculate churn depending on your type of business, in any case, similar to the retention rate, you should **start by defining the period of time** that you'll be considering. Here we're showing the calculation based on lost customers, for example if your business is subscription-based.

$$\frac{\text{Number of customers lost over the period}}{\text{Number of customers that you started with over the period}} * 100 = \text{Churn rate}$$

To assess the impact of churn on your growth, you can also incorporate the number of newly acquired customers over the period.





The importance of lifetime value

When thinking about retention and loyalty, a **crucial KPI to consider is Customer Lifetime Value (CLV)**, which refers to the net profit that you can expect from a given customer of their lifespan with your company. This is particularly important when you're figuring out which customers bring the highest value to your business. Typically, it's less concerning if low-value customers are churning, than if you're repeatedly losing customers that make up most of your revenue.

CLV is a complementary metric to your cost of acquisition (CAC), as it's an indicator of how much you can invest in going after a certain customer before it's no longer profitable for you. As such, **your CLV calculation should always include the CAC.**

How to calculate CLV

$$\left[\begin{array}{c} \text{Annual revenue} \\ \text{per customer} \\ \times \\ \text{Customer relationship} \\ \text{in years} \end{array} \right] - \begin{array}{c} \text{Customer} \\ \text{Acquisition} \\ \text{cost} \end{array} = \text{CLV}$$

One more element you could also factor in is the cost-to-serve, which is the total cost of actually having this customer in your base. This should include overhead cost, customer service, logistics etc.





The business case for email

If we had to summarize the value of email marketing for building loyalty in one simple sentence, we would emphasise that **it's the best channel to create community engagement with your existing customers.**

And we mean it, **email is better than social media or customer care when it comes to your customer base!**

Not only does it allow you to personalise your content to adapt it to your circumstances and persona profile, **making it more impactful than social media**, but it also creates a touch point that is not related to a support query, meaning the perception of the customer is immediately different.

Of course, email is not the only channel to support your retention efforts, **it's simply the one that has the most benefits.**



Birthday emails including a discount for the customer are a classic example of using email marketing beyond transactional touch points.

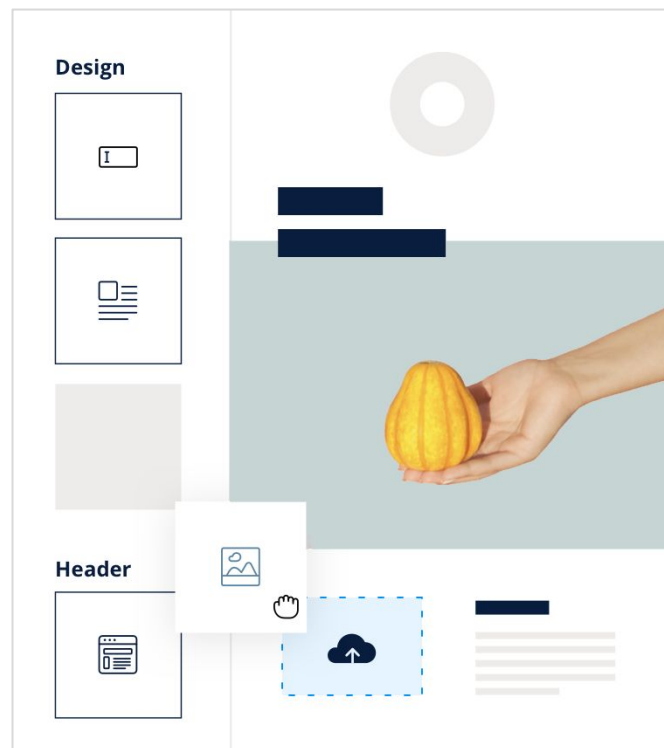


The channel with the best ROI

True, video and social content have taken a huge share of digital communications over the past few years. But the bottom line remains the same: email is still the most cost-effective channel.

With an average ROI of \$44 for every \$1 spent, it dominates the marketing mix by having a return rate at least four times higher than any other channel.

It's also the easiest and cheapest channel to implement and track, especially when you're using a **user-friendly platform like Sendinblue**. Thanks to our acclaimed drag & drop editor, **an email campaign can be ready to go out in minutes!** By combining a personalised email campaign with our marketing automation feature, you can immediately reach the right customer at the right time, serving them with the best message related to their situation.



The detailed statistics allow you to understand the **effectiveness of your message and targeting at a glance**. That's where great engagement comes from!





An opportunity to create additional interactions with your customers

When it comes to building customer loyalty, **ROI is not the sole reason why you should consider email marketing** as your main retention channel.

What you're aiming for is building a long-lasting meaningful relationship with each customer, and this needs to **go beyond your transactional touch points such as invoices or shipping updates**, and even further than promotional emails to encourage repeat business. To do that, you need to create additional touch points and find opportunities to communicate with your customers, in order to generate brand attachment, which in turns drives loyalty.

Email is the easiest channel to convey this type of message because it's highly visual and accessible, with email you're simply able to reach more of your customers directly, more often!

DAY 30

bellroy

Settled in yet?

It's day 30 since you started your Bellroy journey and we're keen to know how you're getting along. Have you slimmed your pockets? Streamlined your things? Discovered a brand new way to carry? Doesn't it feel good...

So we can keep your journey on track, we'd like to know how it's been so far.

★★★★★

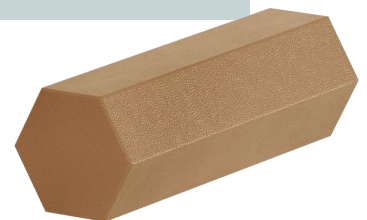
Tell us how much you like it

How likely is it that you will recommend Bellroy to a friend?

0 1 2 3 4 5 6 7 8 9 10

NOT LIKELY VERY LIKELY

One month after account creation, Bellroy sends a feedback request email inviting their customers to give them a star rating.





A real-life success story: how Nestor drove retention using email marketing with Sendinblue



Nestor is a French startup that cooks and delivers lunch meals to offices and homes. In a very competitive industry, the brand sets itself apart by making customer experience the cornerstone of its strategy, relying on Sendinblue's email marketing and automation features to build loyalty and drive repeat purchases.



Every weekday morning, the teams send out the menu of the day to their customers to drive orders, and every Sunday, the menu of the upcoming week.



As **these communications make around 20% of the turnover, Nestor needed a robust and reliable tool to send them**, allowing them to segment their base according to the marketing preferences of the customers.



Besides these emails, **automation is at the heart of the marketing team's loyalty strategy**. The first scenario they implemented was aimed at evaluating the Net Promoter Score and customer satisfaction.

"Every Thursday, the scenario is programmed to automatically trigger an email to customers who have placed an order in the previous seven days. It's just so practical!"

- **Ludivine Glorias, CMO of Nestor.**



To drive customers to repeat their orders, the Nestor team chases them regularly, especially when they've placed less than three orders. *"We've noticed that once the third order has been placed, customers tend to come back more often."* reports the CMO. **Automation has proved to be very effective** in this case too as it allows her to use the date of the last order as an entry point to the scenario.

"It's magical, I no longer have to go through IT to do the typical large data extracts so in terms of preparation, there's nothing to do!"



Display of Nestor's website with weekly menu available for customers

The CMO is really happy with the efficiency of her loyalty program, even though it only launched a few months ago. *"We've already observed that more customers are placing a third order"*.



Retention is everybody's business!

If you're thinking that retention is a topic for your Customer Care only, think again! Although it's true that customer service plays a huge role in building loyalty, **every single member of your organization should be actively involved in driving retention.** In fact, in our experience, the businesses who have the most loyal customers are the ones that have made retention a common core goal for all their employees, regardless of their role in the company.

Here are some examples of how different departments may contribute:

Sales

Often the first human point of contact between your prospect and your brand, your commercial team is the one that informs your future customers on your products and services. Needless to say that **the first impression they leave must be spotless, accurate and professional** or you'll likely lose them at the first hurdle!

Encouraging your sales team to **provide extensive information about products and services as well as build rapport with the prospect from the first contact** will not only increase your sales but also develop the customer's attachment to the brand early-on.





Marketing

As the masters of content and campaigns, **marketers have a unique opportunity to influence customer loyalty in every communication.** They'll be the ones to develop a loyalty program if this is appropriate in your company, and as **frequent users of email marketing tools such as Sendinblue**, marketers are the perfect ambassadors of your retention activities.

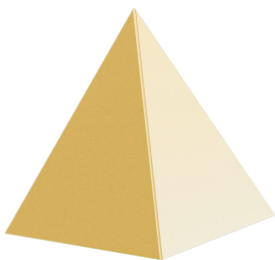
Product & Technology

It seems obvious, but customers want products and services that work and respond to their needs. This includes **a fully operational website and a functional telephony system when they contact customer service.**

By focusing their efforts on both keeping the lights on and innovating, product and technology teams contribute to maintaining customer satisfaction and preventing avoidable churn.

Customer Care

In addition to dealing with queries and complaints to achieve high customer satisfaction, **your first-line responders have the best chance of collecting useful customer feedback**, they're the voice of your clients so listen to it! Organise regular sessions to hear their suggestions and act on their feedback.





PART TWO

Defining your strategy



2



Assess the current state

In the first part of this guide, we covered why retention matters and the foundational concepts to evaluate it. We can now begin to think about how to define and implement a good retention strategy in your organization. There are some fundamental steps you should follow to ensure that you've covered all the bases. Defining your strategy is just as important as setting up the activities, without it you won't know what you're aiming for.

Understanding where you are now will give you a starting point and is essential to measure your progress. **Numbers, initiatives, feedback are all essential to having a clear view of what retention looks like across your business.** Don't judge yourself if the results are not what you expected, the objective here is to improve!

Uncover issues

The first step in assessing your current performance is to deep dive into your KPIs to evaluate how big of a problem you have. Metrics are here to guide you by highlighting any issues that require your immediate attention.

Beyond simply observing the level of churn and satisfaction, we encourage you to **go deeper and analyse the root causes of why your customers are leaving.** Does your product fail to meet customer expectations? Are customers struggling to find answers? Are they finding it difficult to do business with you? How does the competitive landscape impact you? Researching these topics and **understanding friction points will help you in the next stage when you map the customer journey.**



List current initiatives and their impact

Chances are you already have a few retention initiatives going. **Start with customer care and ask them how they're dealing with complaints or customers that are threatening to leave.** How successful are they?

Then speak to marketing & digital to understand whether they have set up campaigns aimed at existing customers. For example, there may be emails going out to customers to offer discounts or simply newsletters. What is the impact on repeat purchases?

The idea here is to:

- ✓ **Have a clear understanding of all the existing activities that relate to retention** to ensure consistency and visibility to key stakeholders.
- ✓ **Identify which initiatives are working well** and could be expanded or automated in order to accelerate results

Collect customer and employee feedback

Numbers are very important, but you'll struggle to make them mean anything if you can't back them up with strong customer evidence. **We suggest launching a piece of research that will cover both direct customers and customer care employees** as they deal with queries day in-day out.



How to do customer research on a budget



Prepare a detailed questionnaire covering everything you would like to know. If you have any working theories as to why customers might be leaving or not buying from you, **use this opportunity to ask!** Don't forget to include questions about what you could do to make their experience better e.g. new services, different communications etc.



Include demographic information in the questionnaire, this will be useful to **profile your customers and define your personas.**



Build your survey, there are online tools you can use to simplify the process.



Email the questionnaire to customers. **It's very easy to send it using the Sendinblue campaigns feature!** You may wish to offer a discount or gift card to encourage responses. It's also a good idea to **include former customers to understand why they left.**



If possible, **try to run 10% of these interviews over the phone** with your customers and employees. **They will give you invaluable verbatims** that they wouldn't necessarily have the opportunity to include in an online survey.



Collect and analyse the data. Most online tools will provide you with data sheets that you can then work from to build graphs.

Once you have all the feedback, you'll be in a much better position to understand how your customers perceive your brand, product and services and it should give you lots of ideas about how to improve the customer experience.



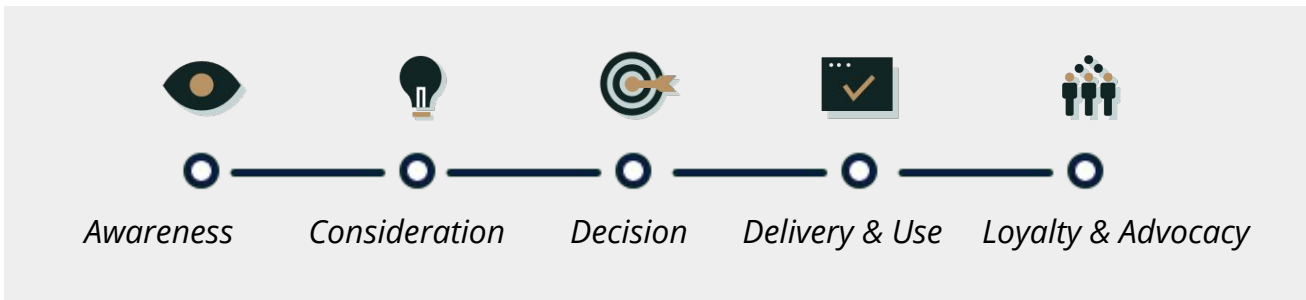


Map the customer journey and develop your customer knowledge

The objective of this activity is to have **a clear view of the different touch points that your customer will go through during their lifecycle**. Even if it looks a bit messy, your map should include every possible interaction that the customer may have with your company.

Define core stages of the journey

The customer journey should follow a clear path. Here is a typical map that should help you get started:



Start at the point of sale

The relationship between your brand and your customer begins from the very first stage of the customer journey: **the discovery phase**. The first impression you're leaving on your prospect when they first come into contact with your brand is crucial and will define their perception of you. **If you make a good impression, chances are this will last a lifetime and will encourage customers to repeat their purchase or renew their contract.**

Incorporating the buyer journey from the stage of discovery of your brand into your customer journey map will ensure you're not missing out on potential friction points that could later result in churn.





Identify moments of truth

A clear view of your customer journey is just the starting point. Now you need to identify the **“magic moments”** or **“moments of truth”** in the customer journey as these will be the crucial points to work on as a priority.

What are “moments of truth?”	How can you use them?
They refer to any interaction where your customer might form an impression of your brand , product or service, that will influence their decision to buy from your company. The concept was made famous by leading customer experience author, Brian Solis , who developed the theory that four types of ‘moment of truth’ exist.	Understanding magic moments in the customer journey will help you answer critical questions regarding when your customers are most likely to churn and how you can predict at-risk customers . With that in mind, you can start prioritising where you should focus your efforts.

- ✓ **Zero Moment of Truth:** Searching for information about available brands and making a decision based on that information.
- ✓ **First Moment of Truth:** The point when a consumer sees a product/service for the first time and formulates an opinion about it.
- ✓ **Second Moment of Truth:** The moment when a customer who has purchased your product or service and starts experiencing it, thus forming an opinion that will likely determine future purchase decisions. There can be multiple “second moments”.
- ✓ **Ultimate Moment of Truth:** When a particular experience with your brand leads customers to naturally become advocates of ambassadors of your brand




Evidence the journey with data

Once you have your map ready, it's a good idea to inform each stage with the data you collected from your current state assessment, it will help you **view at a glance friction points and moments of weakness, so that you can come up with ideas of how to improve these.**

Developing your customer knowledge is absolutely critical to identify priority focus areas and touch points where you might want to reinforce the communication. To be clear, the mapping of your moments of truth are not sufficient to understand whether they're a problem area, **you need data to visualize if these magic moments are also moments of weakness.**

Examples of data-evidenced touch points

FIRST PAYMENT



- % of payments made within the allotted time
- % of queries/complaints about the invoice
- % of churn

PRODUCT UNBOXING



- Social media activity and sentiment
- % of product returns
- % of complaints





Define who your valuable customers are

You might not want to keep ALL the customers that churn. Bad payers and low-value customers might be doing more damage than good to your bottom line so **you need to decide which customers you want to invest in retaining.**

We suggest this simple map to evaluate your customers by ranking them based on their value and their cost-to-serve over a 12-month period. If you're more advanced, you could also consider doing **a full customer profitability analysis.**





PART THREE

Deploying email as a
retention channel



3



Pick the right communications for your business

You have defined a strong strategy and you're ready to get started! Now, **it's time to design and plan powerful email campaigns that drive retention.** There are multiple approaches to setting up your communications plan for existing customers, we cannot cover them all so we've chosen to provide you with some guiding principles and examples of effective campaigns that we've observed from our clients. Let us know which ones work best for you!

It's definitely not a one-size-fits-all approach! **Different industries and different audiences require different retention activities** that depend on the moments of truth that you've identified in the customer journey mapping stage. Here are some examples of email campaigns you could implement depending on your type of business:

1. Onboarding

This is a key moment in the customer lifecycle as they will start experiencing your product or service and chances are they'll have questions. It's a good idea to proactively use this opportunity to educate your customers, it will delight them to not have to look for answers and have a clear understanding of what their journey will be like.



SaaS	Banking	Retail & CPG
Consider sending your user guide in several campaigns over a few days, for example as lessons, with some FAQ. This will prevent customers from feeling overwhelmed and get them in the habit of opening your emails.	On the day that your customer receives their new card, send an educational email of how to activate and use the card, as well as the app or online banking service.	Send a welcome email immediately following a newsletter sign up or an account creation, ideally recommending the products they've viewed.



2. First transaction

Great news: your customer has made their first transaction with you, whether placing their first order or receiving and paying their first bill! This transaction is another moment of truth for most companies, as the customer experience in this crucial moment will make or break their perception of your brand. Try providing as much help and options as you can.

Fragile customers

These customers may require extra help at this stage. By acknowledging that you've identified a customer as fragile and **offering solutions or providing extra help will make a huge difference in brand attachment**. For example, you can send a dedicated campaign to offer extra time to pay or information about the accessibility of your website.

Utilities

The first bill can be a source of stress, as the customer may not understand the numerous items on the bill or be confused by the total amount or period covered. **Avoid complaints by pre-empting the bill with an educational guide of how to read and understand it**. Or simply attach it to the paperless bill. Go the extra mile by offering different payment options, including a payment plan.

Retail & CPG

This is an opportunity to use the transactional email that confirms the order to provide additional information about shipping. To further delight customers, you can also send a guide to the product that the customer has ordered (if applicable), and **encourage them to share the unboxing and pictures of their order on social media, as well as a review on your site**. In this case, it's a good idea to offer some sort of reward, such as a discount on their next purchase.



3. In-life education

When it comes to retaining your customers, **education should really be the cornerstone of your strategy regardless of your industry** or audience type. Educating your client base is quite a vast concept, it can take multiple forms but if you distill it smartly throughout the customer lifecycle, it will provide you with a multitude of opportunities to communicate with them in a useful manner.

SaaS

Your product team is working hard to release updates and new features, why not **email customers regularly to inform them of what's been released?** It will remove a lot of customer effort as they won't have to proactively look for product news.

Financial Services & Insurance

Personal finance can be a tough topic to approach for a lot of people. With so many confusing ads about investments and loans out there, customers are looking for a reliable source of information about how to manage their own finances. Regularly sending them **short guides about simple ways to manage their money will increase trust and brand attachment.** Not to mention perhaps improving their lifetime value!

Travel & Hospitality

If a customer has expressed an interest in a certain destination, whether or not they've actually booked it, it can be a game-changer to **offer a destination guide, even if it's just a one-pager!**

Did you know?

With Sendinblue, you can easily automate all of these campaigns based on the event, and link it to your CRM or e-commerce provider!





Plan carefully

Once you've identified where in the customer journey you would like to influence customers' decision to stick with your brand, products and services, **we encourage you to devise a campaign plan**. This will help you ensure your retention activities aren't overlapping with other communications and fit in well with all other messages across your organisation.

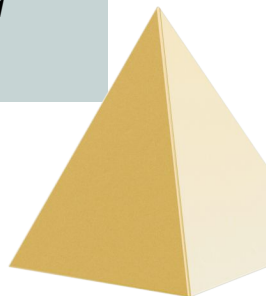
Consistence

When you're building your campaign calendar, it's a good idea to **use the customer journey map as a basis to plot your campaigns on**. This will allow you to view at a glance where you're making a difference but also help you to ensure you're communicating to the right customer at the right time.

We also recommend that you add or **take into account other marketing campaigns that might be running at the same time**. You wouldn't want a customer to receive conflicting messages or simply too many emails over a short period of time.



Build a campaign calendar based on the customer journey and to avoid overlapping communications





Alignment

As first-line responders to customer queries, your Customer Care team should be kept informed of any retention initiatives, especially if they're likely to generate additional contacts. For example, if you're running a special referral campaign with an extra reward, consider that your customer might have questions.

As a general rule, we recommend that you **inform all departments regularly about your retention and in-life campaigns. There might be impacts to consider for them.** For example, the technology team will be interested in having some notice of any potential spike in web traffic or telephony systems traffic.

Excitement

One of the goals of customer retention is to build long-lasting relationships by creating additional touch points of communication beyond transactions. When planning your campaigns, think about exciting occasions that you could use as touch points.

Birthdays, anniversaries, loyalty rewards milestones and events are perfect times to reach out to your customers and let them know you're thinking about them, and perhaps even give out an extra discount. Any "Random Acts of Kindness" that you can offer, such as a surprise gift, will also build excitement and happiness as they're unexpected, and of course, positive.

YouTube

499

High five Smiles Davis, you have enough fans to fill a jumbo jet!

Your YouTube channel is up to 500 subscribers – that's awesome! We can't wait to see where you'll take your channel next. Tag @YouTube and use #500subs on social to let everyone in on the good news!

Share Tweet Share

Well done,
The YouTube Team

Was this email useful?

Messages to highlight reached landmarks are effective to make the recipient feel closer to the brand.



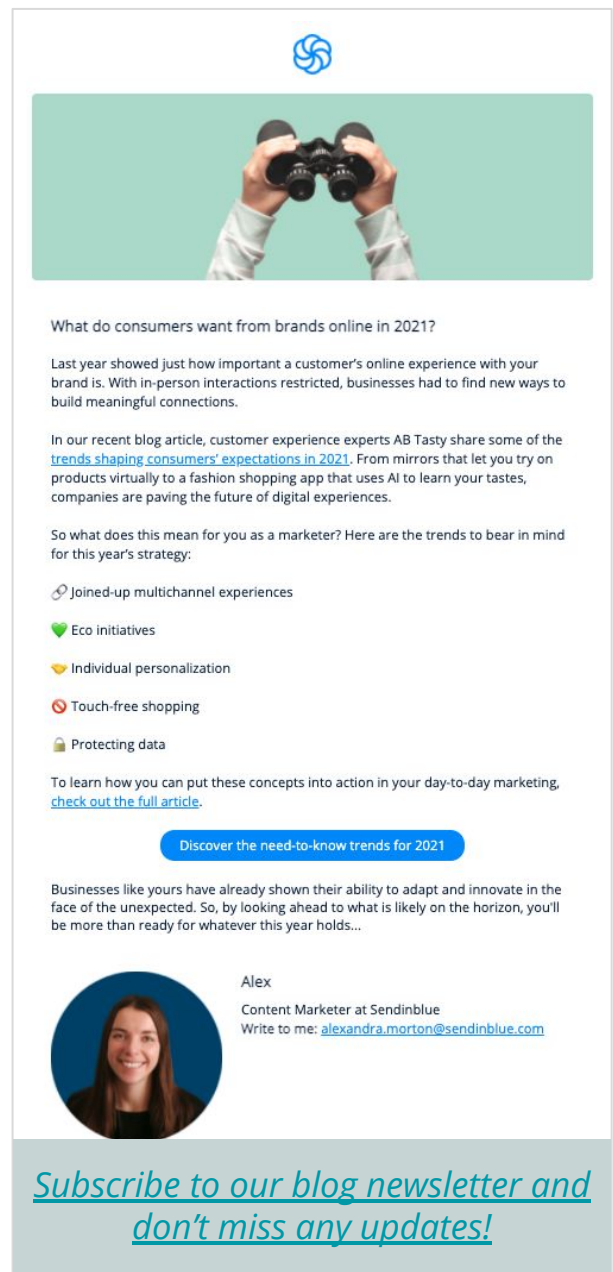
Create compelling content

The last step before you start sending retention campaigns is to craft your message and creative, and of course set up your actual campaigns. **Your content is just as important, if not more, as the strategy and plan** you've just spent some time preparing. Ultimately, this is the output of your efforts and what will influence your customer's decision to stay.

Leverage your existing content

Nurturing existing customers doesn't necessarily require lots of new content creation, especially if you already have a blog or some educational materials. It's worth speaking to your marketing team. Essentially, **most of your content can be repurposed into an email campaign** so save some effort and start digging into your existing resources!

For example, if you run a clothing e-shop and you've identified that your customer is currently interested in jeans, check if you have a buyer guide for the perfect pair of jeans, sending it to them is an easy and effective technique to encourage them to purchase an item! **It builds trust too, as the customer knows they can rely on your brand to provide them with expert advice,** and so will be more likely to return to your e-shop next time.



The image shows a preview of an email newsletter. At the top, there is a blue Sendinblue logo. Below it is a teal banner with a photo of hands holding binoculars. The main text discusses consumer trends for 2021, mentioning a blog article about 'trends shaping consumers' expectations in 2021'. A list of trends includes: Joined-up multichannel experiences, Eco initiatives, Individual personalization, Touch-free shopping, and Protecting data. A blue button says 'Discover the need-to-know trends for 2021'. Below this, there is a bio for Alex, Content Marketer at Sendinblue, with her email address alexandra.morton@sendinblue.com. At the bottom, there is a teal banner with the text 'Subscribe to our blog newsletter and don't miss any updates!' in white.

What do consumers want from brands online in 2021?

Last year showed just how important a customer's online experience with your brand is. With in-person interactions restricted, businesses had to find new ways to build meaningful connections.

In our recent blog article, customer experience experts AB Tasty share some of the [trends shaping consumers' expectations in 2021](#). From mirrors that let you try on products virtually to a fashion shopping app that uses AI to learn your tastes, companies are paving the future of digital experiences.

So what does this mean for you as a marketer? Here are the trends to bear in mind for this year's strategy:

- Joined-up multichannel experiences
- Eco initiatives
- Individual personalization
- Touch-free shopping
- Protecting data

To learn how you can put these concepts into action in your day-to-day marketing, [check out the full article](#).

[Discover the need-to-know trends for 2021](#)

Businesses like yours have already shown their ability to adapt and innovate in the face of the unexpected. So, by looking ahead to what is likely on the horizon, you'll be more than ready for whatever this year holds...

Alex
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Get personal to be more relevant

We've said it before, customers are spoiled for choice so if you want to grab their attention, your best bet is to craft a message that appears to have been written specifically for them. The fact is that **customers are much more likely to buy from you or stick with your brand if you use behaviour-based personalisation**. Indeed, effective personalisation is about more than just using the customer's name, it's also about tailoring your message to your customer's interests, preferences and demographics. Not sure what will work for your customers? Don't hesitate to conduct A/B tests, it's very easy to do using Sendinblue!

Tips to personalize your email:

- ✓ An impactful subject line, to encourage them to open the email. Remember to include their first name! **It only takes a click in Sendinblue to add it as an attribute** on your subject line.
- ✓ Interesting information about their account, for example the number of points on their loyalty card, the name of their plan or even their pants size! You can **add all of these as contact attributes by linking your Sendinblue contact list to your CRM**.
- ✓ Dynamic content, such as **product recommendations based on past purchases**. You can do this by linking your Sendinblue contact list to your e-commerce provider.
- ✓ **Be mindful of the customer's location**, especially the time zone and the language. You can **use the SendInTime feature in Sendinblue**, which automatically sends your email at the best time to maximise open rates.



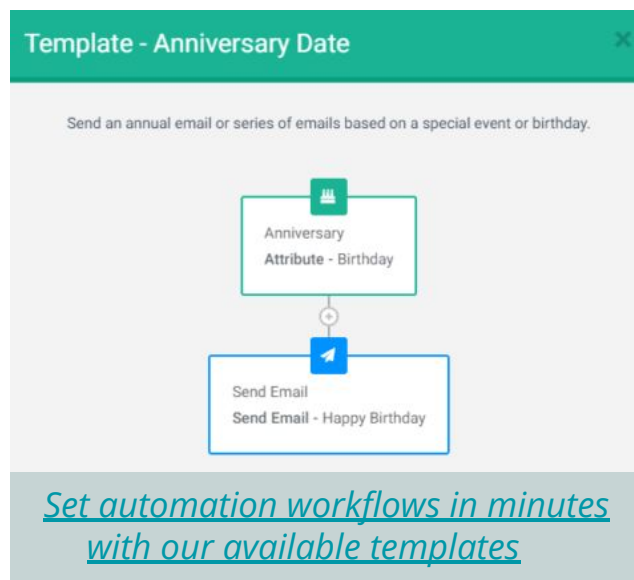


Use segmentation and automation for more precise targeting

Reaching the end of this ebook and thinking that it sounds like a lot of work? It doesn't have to be! You can leverage the power of marketing automation to design automated workflows that will do most of the work on your behalf.

The best starting point is to **segment your customers based on touch points in the customer journey** that could be moments of weakness, or even better, if you've completed a churn risk analysis, use this to define your segments. Where automation comes in handy, is that you can define a scenario for each segment, whereby a series of emails will be triggered automatically according to a set of criteria you define.

For example, you can **set up a scenario in Sendinblue to send out an email when it's the customer's birthday**, or when their contract renewal date approaches. To go even further, you can define additional steps to send other messages based on the actions taken on that first campaign.



And the best part is, you can **set up your automation workflow so that customers who match certain criteria are automatically added to the segment of your choice**. So save yourself some valuable time and start using marketing automation today for your retention activities!





Ready to start your retention strategy? Let's go!

We hope that reading this guide has helped you realize the great benefits of having a solid retention strategy and how important it is for any business to include client loyalty as a main goal to achieve.

Get started with **Sendinblue** to increase the effectiveness of your email campaigns and to improve your customer experience today.

Don't hesitate to share with us your thoughts on client retention and loyalty with email marketing. We also invite you to check out our further resources to deepen your knowledge of how you can make the most of our solution!



If you have questions, our dedicated customer care team is standing by to help! Send us a message at contact@sendinblue.com

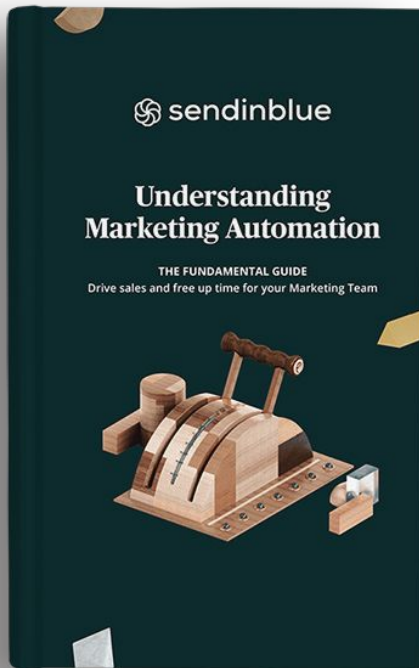


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Further Resources



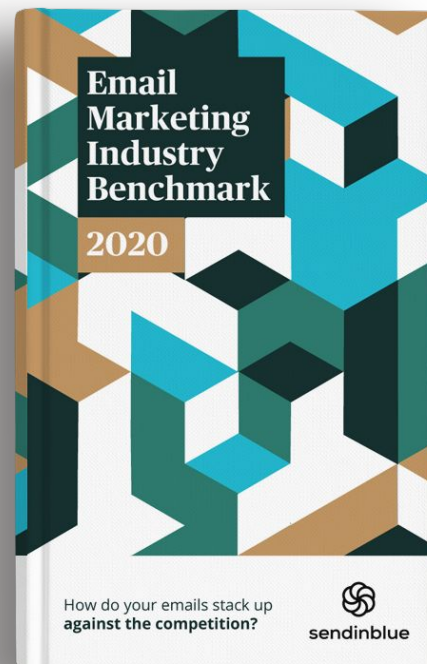
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Sendinblue, the all-in-one digital marketing platform

Communication



Email Marketing & SMS



Advanced Segmentation



Live Chat

Engagement



Transactional Email



Automation



CRM

Conversion



Landing Pages



Facebook Ads



Forms

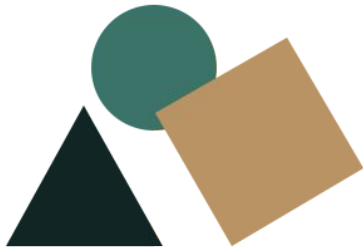


Our plans are tailored to your needs

Free

Getting started with Sendinblue

- Up to 300 emails per day
- Unlimited contacts



Lite

Perfect for new marketers

Everything in Free, and:

- Up to 100,000 emails
- Unlimited contacts
- No daily sending limit
- Email support
- Lite+ add-on: A/B testing, remove Sendinblue logo, advanced statistics

Premium

Best solution for marketing pros

Everything in Lite+, and:

- Up to 1,000,000 emails
- Marketing Automation
- Facebook & Retargeting ads
- Landing pages
- Multi-user access
- Telephone Support

Enterprise

For marketers who need more

Everything in Premium, and:

- Custom email volume
- Priority sending
- 20+ landing pages
- Sub-account management
- SSO (SAML)
- Customer success manager
- Priority support

And much more...



Accelerate your growth with Enterprise by Sendinblue



Personalised service

Make the most of all the Sendinblue features with custom training, our online academy and a team focused solely on your success



Scalability & robustness

Designed to grow with you, the platform scales to meet your needs, allowing you to do more whilst maintaining our simple and user-friendly interface



A la carte features & services

Boost your performance with features & services that add value to your activity: Single-Sign-On, sub-account feature, advanced parsing & analytics are at your fingertips



Our platform is trusted and recognised by market leaders





Start
now