

## Customer Loyalty and New Customer Acquisition

### Course Outline

Surviving a downturn is about retaining the most valued customers, and where possible acquiring more. During this course Lexinc will provide you with the best practices and tools to help you with your Customer Loyalty and New Customer Acquisition strategies.

### Desired Results

- ⚡ Increased sales from existing customers through greater customer loyalty
- ⚡ New profitable customers, and greater market share
- ⚡ Sustainable competitive advantage
- ⚡ Greater return from your marketing investment through cost effective, winning marketing strategies

### Course Duration

1-3 days: This course has been split up into logical topics so that you can pick and choose the topics of particular interest to you. Alternatively you can stick with the fixed 1, 2, or 3 day programme.

### DAY ONE:

#### **Customer Loyalty:**

- ⚡ Framework to better understand the attitudes and behaviors of your customers so you are able to serve them in ways that meet their expectations
- ⚡ Techniques to evaluate your products and services to ensure they meet your customers changing needs
- ⚡ Best practices on devising customer loyalty campaigns to ensure your customers stay loyal and ultimately increase spend
- ⚡ Best practices on establish on-going customer lifecycle management strategies

### DAY TWO:

#### **New Customer Acquisition:**

This part of the course will cover a range of tools, techniques and best practices across the below channels to ensure you maximize the return from your marketing budgets and grow market share.

- ⚡ Direct Mail
- ⚡ Telemarketing
- ⚡ In store
- ⚡ Vertical Marketing & Partnership Management
- ⚡ Advertising (TV, Radio, Print)
- ⚡ Direct Sales
- ⚡ Interactive (eg. Web optimization, Banner campaigns, Email campaigns)
- ⚡ Sponsorship
- ⚡ PR