

How Many 'One Off' Customers Visit Your Store, Never To Be Seen Again?

Do you feel like there's nothing you can do?

All retailer's, no matter what they're selling have a percentage of customers that after visiting once don't return to make further purchases.

Have you ever wondered why this is? While there are those who maybe just visiting your location as a once off and never to be seen again, for those local to your store the chances they simply forgot about it! These same customers might continue to pass your store regularly yet, there wasn't any reason for them to check it out or 'drop' in.

This is the reason why internal brand marketing is so important.

Here's something interesting, did you know it's almost five times cheaper to bring back a 'forgotten/lost customer' than fork out more money to spend on advertising in an attempt to bring in a new customer? The customer that has made a previous purchase and still passes by your store on a regular basis is so much easier to market to than to find new customers. This being the case, it definitely makes sense to focus a percentage of your marketing budget on these customers.

How do we get these customers to come back?

- 1) First off you need a way of identifying them. Something like a 'Customer Loyalty Program' is a great method of identifying those customers who haven't made a purchase in the last few months (and it's always a popular drawcard if you can offer discounts or rewards for regular customers!)
- 2) Compile a list of these 'lost' customers (once again, use your customer database – the list can be generated by a simple 'click' on the screen!)
- 3) Send these 'lost' customers a reason to return to your store, in the form of marketing, a voucher or a special deal, and in this age of social networking and technology it's incredibly easy to contact customers in a non-threatening manner like sending an SMS to their mobile phone, email, facebook, or post.
- 4) Repeat the process...how often? Three months after the initial visit and then every month!

The best way to do this is to link it into your own buying patterns and/or how customers think. For example new season product comes in every 3 months/ customers think about purchases at regular times for example, return to school, holidays, birthdays and other social & personal 'events'.

What are the results?

If returning customers find something that they like they will almost certainly make a purchase. Why else would they come back? Which means if you have 100 returning customers who each spend say \$120 (on average) you net sales will increase by \$12,000.

I hate to point out the obvious but this means that retailers who don't contact 'lost' customers could be missing out on bug bucks! Are you?

Summing up:

FACT 1: lots of customers will visit once, never to return.

FACT 2: Retailers have a choice...do nothing about these 'lost' customers and miss out on the 'easy' yet significant revenue generated from 'return' customers, or, use a system to identify them, market to them and bring them back!

For more information about creating and using a system to save customer information and to identify and market to lost customers call us for a no obligation chat.

I look forward to hearing about how I can help you!

Regards,

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