Bring back your best clients over and over...

In this section, we will discuss several proven strategies that won't cost you too much to implement - and they work like a charm. Remember that the most costly marketing objective (and often the most used by your competitors) is the one designed to bring new people to your place.

However, you know better by now. Your current clients know about your business, they like it and like your products and your service. It's logical that you should spend some time and effort to make sure they don't forget about you.

Three reasons why a client may stop going buying from you

There are three main reasons why clients may stop buying from you:

1. They moved out of town or to a new place far away and your business is not convenient for them anymore. Of course, if you sell online this is less of a business although the shipping charges may rack up if you need to send your goods far away.
2. They were unhappy the last time that they bought something from you but they never told you.
3. They just are too busy and forgot about you, or sometimes they remember your goods but they keep on postponing buying your pieces.

We will cover here, briefly, what you can do to solve problems two and three (there is not much that we can do about number one other than trying to minimize the shipping charges). However, before you can bring your clients back, you need to know how to contact them.

How to Bring Back Your Clients:

Gathering client information is the first step that you need to master to be successful in bringing your clients back.

You need to setup a system to capture your clients' information. The more information you can gather without being intrusive or violating a client's privacy, the better off you'll be.

If you don't know how to capture your customers' information, I suggest that you read this article: ***How to Capture Your Restaurant Customers' Information***. So, now that you have your client's information, what do we do with it?

We do have several great mechanisms to make people think about your business and purchase again from you. Let's look at some of them:

1. Call your former customers if you have their phone number.

This is a very important step to re-activate dormant clients. You can use several steps in this process:

- Collect Data
- Contact Them
- Update their Addresses
- Give Them a special discount when they buy something again from you
- Send them birthday or anniversary gift certificates so that they can use them to buy some of you special items
- Offer them promotions
- Send them monthly or by-monthly newsletters
- Tell them about your Website each time that you update it or add something of interest
- Offer your clients a Membership Card or some other kind of rewards for repeated business

So there you have it: plenty of ideas designed to bring you repeated clients. Of course, you can use your imagination and come up with many more ideas similar to these; and by the way, if you would like to share them with me, I would be very happy to hear from you, just send me an email at jose@riescoconsulting.com

If you implement just one of them, you may be able to increase the frequency of visits of your clients by at least 10%; however, if you combine several techniques together, you'll multiply your success rate several percentage points, following the rule of geometric growth.

Bringing back your best clients is a great way to bring back committed patrons who love your products and who'll spread the word about your business, bringing you additional hand-crafted products loving people, just like them.

Happy selling,
Jose L Riesco
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