

## **Lapsed Clients?**

### **Winning Back Their Interest Could Be This Easy!**

Are you looking for ways to resurrect the interest of your old customers or prospects to increase your sales ?

Lead nurturing strategies can quickly turn a relationship that was practically on ice, back to the exciting adventurous partnership you once shared , early on.

Peoplepulse.com completed a market survey that showed 50% of Marketing Managers cant' identify the percentage annually of their company's customer loss. Those that chose to guess, estimated a yearly lapse/loss of 6%-8%, however, the research clearly showed a 20% to 40% defection rate.

Perhaps its nostalgia but I miss my firata. My first relationships built with the Company. So, now is the time to rekindle those relationships and our profits

Remember how exciting it was in the beginning. The search, the chase, the challenge, Then negotiations were over. You provided them with everything thing they asked for , and they paid as promised. With time, new challenges,arose and your past with fresh excitement and suddenly one day you wake up and realize what happened to us.

In order to provide each customer with the level of service and value to cultivate long term business relationships, you must create automation and immediately research, create, implement, and execute omnichannel lead nurturing processes.

.This is what we will run through today, which will allow you to reach out again to those lapsed customers.

When determining when it is best to reactivate this relationship and take that first step, there is no better time than the present.

Now whom ever tells you that any action is better than no action at all, is greatly mistaken. Consumers and Wholesalers alike stated that ONE was their limit. If they receive more than one email a week from vendors, yes even with golden content, they will immediately or not too soon thereafter will unsubscribe and sometimes change vendors all together due to their email habits

### **Send “Win-Back” Email**

Sending emails can be extremely effective in encouraging engagement from lapsed customers. Here are some tips on how to win back previously interested customers via email.

Tip 1: Use “We Miss You” in your subject line to make them feel important.

Tip 2: Schedule multiple , short and engaging emails showing that you care for winning them back. You can schedule every month for the next 3 months. But never re-engage later than 6 months.

Tip 3: Make it more personal to build connection with your customers again and amplify your brand. Here’s an example of the template that we use when sending out follow up emails to lapsed customers.

### **Reconnect through Social Media**

Use linkedIn, Facebook or Twitter, etc to reconnect with previously interested customers. However, be extra careful when reconnecting with them as reactivating them through social media can be inappropriate.

Here’s how to do it the right way.

Tip 1: Find out what they want when they first expressed their interest to your company. Social networking sites analytics will surely give you an idea of your audience top interest. Below is a screenshot of my twitter analytics.

Tip 2: Use the things they're interested in when they first expressed interest with our company such as the products or services they inquire at that time.

### **Create Good Quality Content to Lure Them Back**

Remind them of what they're interested in and entice them by creating quality content, even better if you could craft content related to their industry and try posting them on your website. You can also send them content via email and put a CTA (call to action) to direct them back to your website.

Customers come and go regardless of what business you're into. There are several ways on how to reactivate lapsed customers. Right timing in delivering the right message is the key. Reconnecting with them through multiple marketing channels will help you win them back in no time.

If you would be interested in receiving valuable content like this on a multitude of categories, offering wholesalers real time solutions for current retail challenges , visit us on the web at [www.wholesale.peterstone.com](http://www.wholesale.peterstone.com) .

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