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4 Stepping Stones of Customer Retention

1. Awareness - This is the beginning of the story - how do people notice you? When you can get someone to actually sit down, listen to you, pay attention, that is priceless. And it's all about differentiating yourself.

Job one is getting your traffic source - either you pay for traffic, or you do content marketing. Given, traffic is trickier than it used to be, but there are still ways that work.

And once you have attention, you have to know where to send people. So it's important, A, to get attention and B, to have something to sell, and then to bridge the gap between the two.

2. Consideration - The goal of the next phase, consideration, is to deepen connections with potential customers who express interest in your content. And email is a medium that allows segmentation and targeted messaging.

Once you have people's email address, you can set about deepening the connection via email by continuing to deliver value and helping them with their problems.

If you can show people you understand their problems and demonstrate that you can help them, you pull them in and progress to the third step, conversion.

3. Conversion - This is where an exchange of money for value takes place. To get to this point, it's very important to create value for the customer that is lopsided in their favor, making them feel they would be foolish not to pay for the product or service.

It's also essential to understand what to offer and how to sell it.

4. Retention - If awareness is the first sale you have to make, this is the last. You want the people you've won over to stay. Businesses must work to retain their customers through ongoing value and engagement.

Retention is a function of both relationship and results. You want to have a great relationship with the people you work with, and you have to take responsibility for ensuring they get their desired results.

Points provided by Charl Coetzee of JBayStudios.com

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