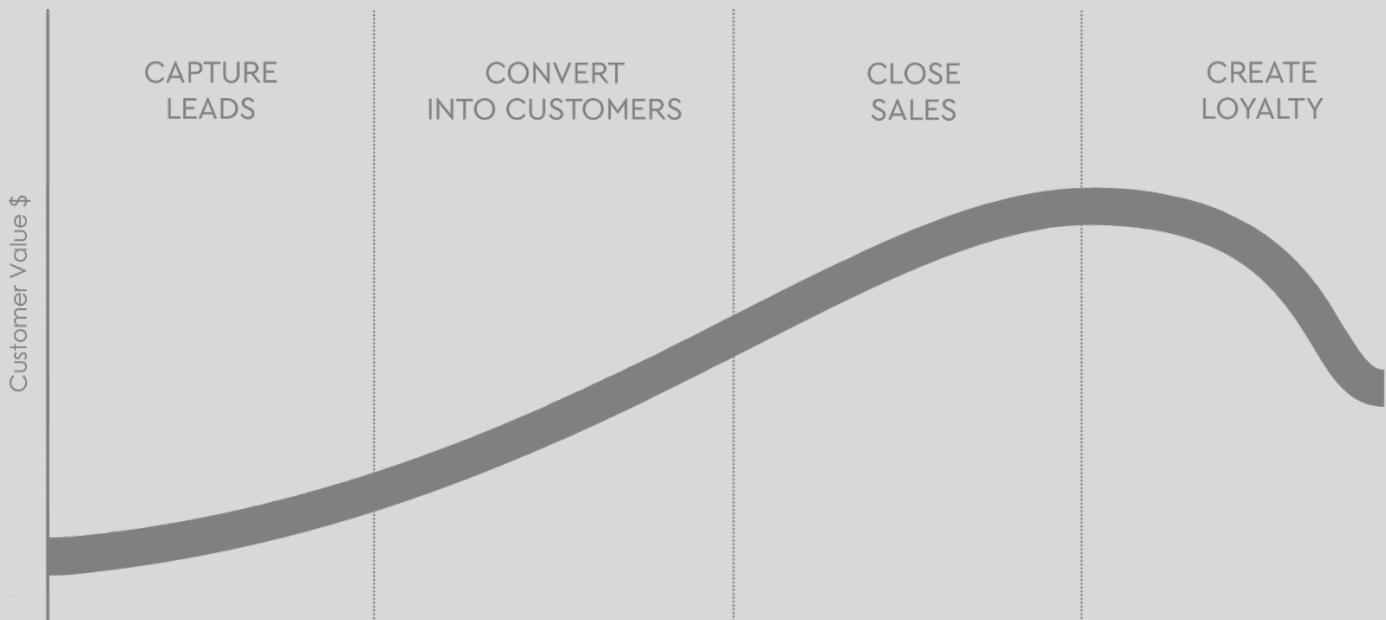


# Customer Lifecycle

## Openside Digital Customer Lifecycle



## Key Takeaways

- It's rare that customers will buy from you immediately - as such you need to plan a 'funnel' to be able to increase the number of touch points the consumer has with your brand to 'warm' them into a purchase
- It's significantly easier to generate new revenue from an existing customer, than to find a new one, so spend time on this part of the funnel if you already have a base of customers
- Building a 'funnel' to turn prospects into customers can be done simply and cost effectively with a combination of data capture campaigns, calls to action, and reminders to purchase via email/ SMS/ social media

## Action Items

1. Are you better off acquiring new customers, or upselling existing customers? Why?
2. Map out ideas for campaigns or ways you can achieve your goal at each phase of the lifecycle
3. Write out your goals and objectives as SMART Goals
4. Start implementing