

FACT SHEET 4



How to turn your customer communications into profit

Ok, so you've made sure your email, text message or mailshot comply with the law (see our Factsheet 3). However, it doesn't mean they'll necessarily be welcomed by your customers. Here are some suggestions on how to make the most out of your customer communications.

1. Use the 80/20 rule

There's nothing more likely to turn off customers than the hard sell. A good rule of thumb is to aim for your message containing at least 80% (useful) info, and 20% sales info at the very most.

2. Don't become a nuisance

Avoid the temptation to send out marketing information too frequently. We suggest contacting a customer no more than once a month.

3. Make it interesting and valuable

Put yourself in their shoes – would you like to receive the information you're sending? Would you react positively? Or would it just become a nuisance? Our emails have a one-click unsubscribe option, so just one lukewarm message too many and you may lose that customer's interest for ever.

4. Keep it simple and short

People will ask themselves just one thing – what's in this for me? Research shows that for maximum effect, your message should be written as if it's aimed at an 11 year old!

5. Make it relevant

Avoid sending all-purpose emails to every customer. Research strongly shows that, from the recipients viewpoint, irrelevancy can quickly turn good permission-based email into spam. If we're managing your database for you, we can split it into sub-groups and that way you can target your marketing message at specific groups.

6. Make the most of important dates

They offer a great reason to get in touch with a customer. It might be a birthday or anniversary (especially if you hosted their wedding), or just a Christmas card. Send a card around 2 weeks before the date, inviting them to celebrate by dining or staying with you. Offer an incentive, eg a free glass of champagne.

We'll notify you well in advance of any upcoming important dates for customers on your database.

7. Say thank you

Sometimes it's nice to offer your best customers a reward for their custom. A free night's accommodation, a 2 for 1 dinner deal, a free bottle of wine with dinner... Choose the reward and timing carefully (eg mid-week or off-season), and you'll get a welcome boost of revenue. A real win-win situation.

8. Try variety

It's worth varying how you send your message, and that's why we recommend you capture as many types of contact info as possible (see Factsheet 2 'Creating a customer contact 'capture card').

Remember... *Using our experience and expertise, we'll work with you to ensure your marketing messages are legal and effective.*

Disclaimer: *This information is intended for guidance only. You should consult a suitably qualified lawyer on any specific legal matter.*

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