Paper + Spark

HOW TO BOOST YOUR CUSTOMER RETENTION

(AND MAKE MORE MONEY!)

Janet Leblanc
Paper + Spark

HELLO.

Hey, I'm Janet LeBlanc from Paper + Spark. I'm a CPA & financial educator.

🔥 Enneagram 5 and INFJ
🔥 Louisiana ➡ Texas ➡ South Carolina
🔥 This is my 6th Craftcation
🔥Started P+S in 2014 after running a jewelry shop called Lazy Owl Boutique 🦉
🔥 I have two kids named Hazel and Dean

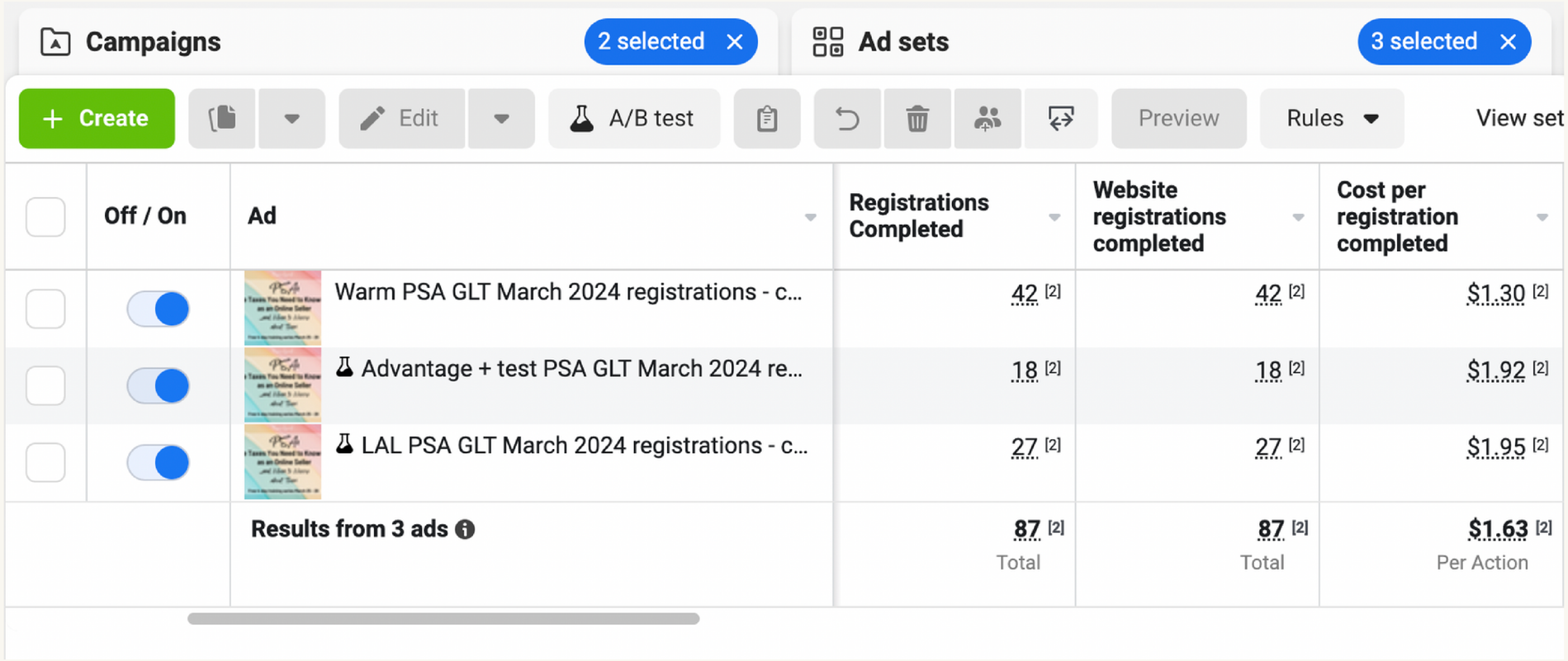
Geek

SOME STATS FOR YA

- A new customer costs up to 5x more than an existing customer (ad costs, energy costs)
- Repeat customers are more likely to spend more at checkout (about 31% more)
- Repeat customers are more likely to share about your brand (3-5x more likely in fact! free marketing!)
- One study found that increasing your return customers by just 5% can lead to a 25-95% increase in profit

WORKING ON BOOSTING YOUR REPEAT CUSTOMERS IS A GREAT EXAMPLE OF WORKING SMARTER NOT HARDER IN YOUR BIZ.

ACQUISITION COSTS OF NEW VS RETURN/WARM

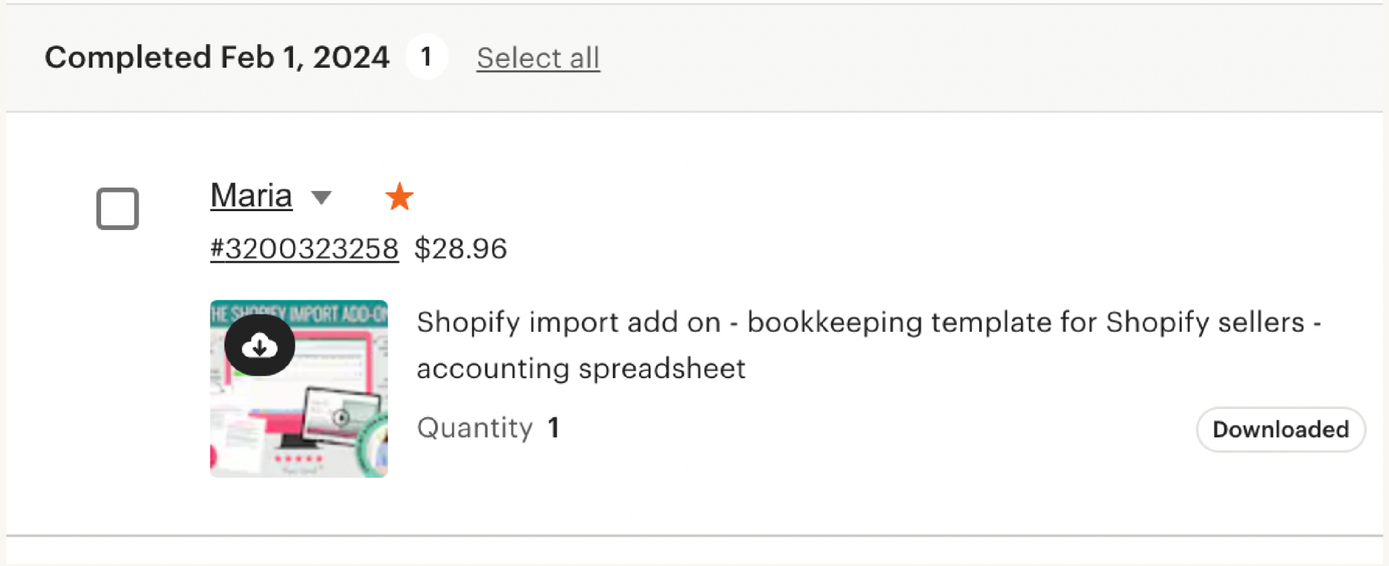


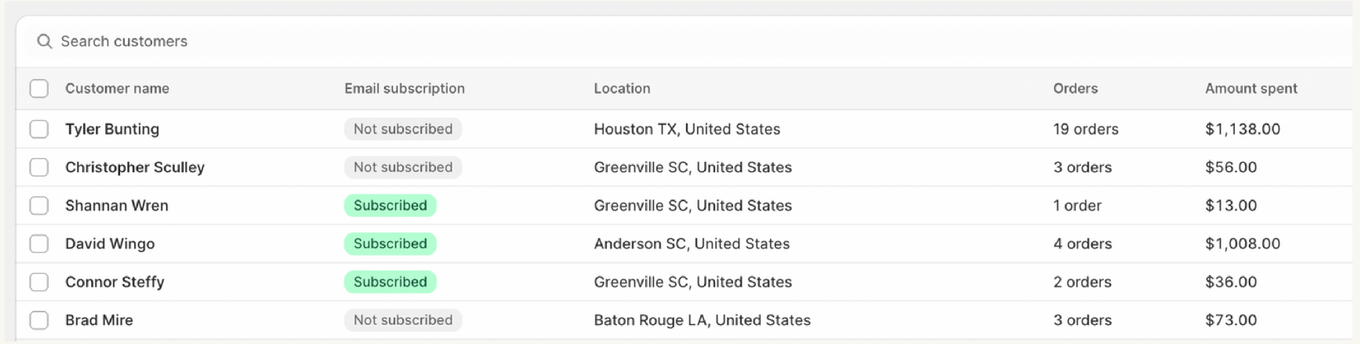
Off / On	Ad	Registrations Completed	Website registrations completed	Cost per registration completed
	Warm PSA GLT March 2024 registrations - c...	42 [2]	42 [2]	$1.30 [2]
	Advantage + test PSA GLT March 2024 re...	18 [2]	18 [2]	$1.92 [2]
	LAL PSA GLT March 2024 registrations - c...	27 [2]	27 [2]	$1.95 [2]
	Results from 3 ads	87 [2] Total	87 [2] Total	$1.63 [2] Per Action

It's less energy, effort, and money to get a return customer to come back and buy vs finding an all new cold browser and convince them to buy the first time.

CAN YOU ACTUALLY TRACK YOUR REPEAT CUSTOMERS?

- Etsy puts a star next to their order
- Shopify will tell you how many orders & how much money each customer has had
- You may be able to track this in your ESP (email service provider) too



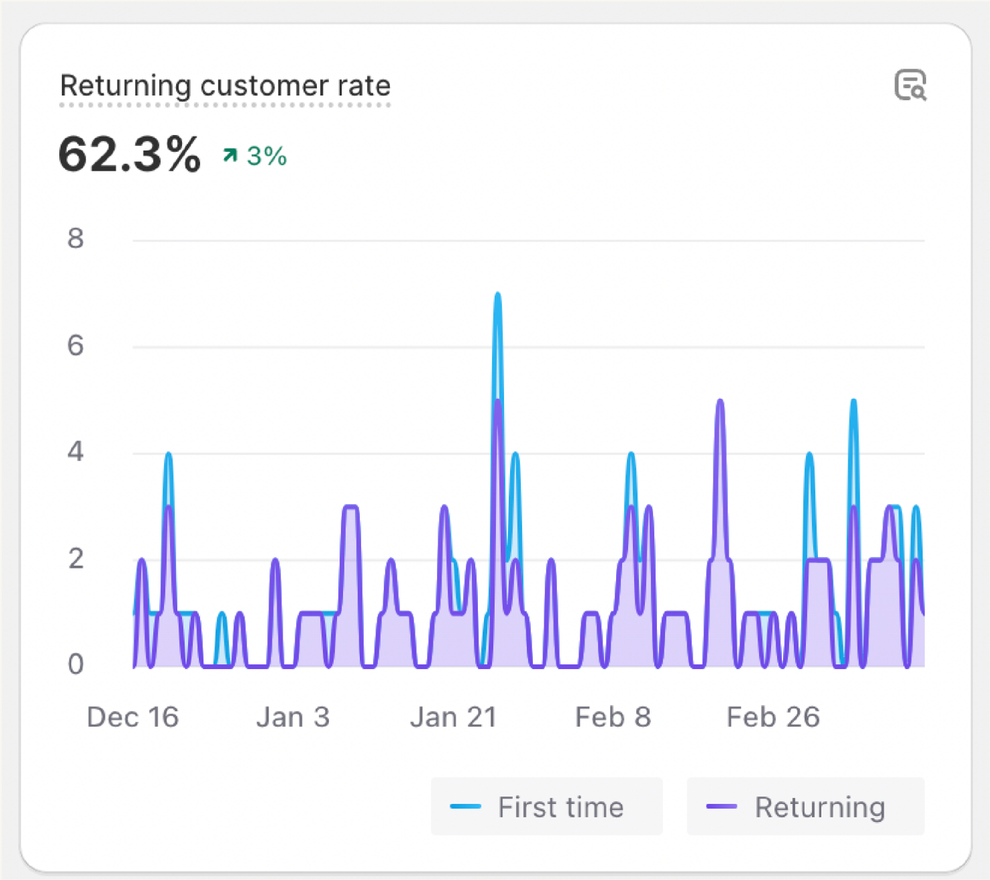


WHAT SHOULD YOU BE LOOKING AT?

The more info you can extract about your typical customer journey, the better.

- How long between repeat purchases?
- What do they buy the first time? What do they come back and buy?
- How much are they spending each time?
- What brought them in to begin with and what brings them back? *(coupon code, an email, a retargeting ad, etc.)*

WHAT SHOULD YOU BE LOOKING AT?



Customer cohort analysis

About cohort

Retention rate

Last 12 months

Date	Cohort size	First order	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
All cohorts	117	**100%**	**3.4%**	**14.0%**	**15.1%**	**11.2%**	**14.6%**	**8.6%**	**12.2%**
Mar 2023	10	100%	0.0%	10.0%	0.0%	0.0%	10.0%	0.0%	10.0%
Apr 2023	14	100%	0.0%	0.0%	7.1%	0.0%	7.1%	0.0%	0.0%
May 2023	8	100%	0.0%	12.5%	12.5%	37.5%	12.5%	12.5%	25.0%
Jun 2023	18	100%	0.0%	5.6%	11.1%	5.6%	5.6%	0.0%	5.6%
Jul 2023	7	100%	0.0%	28.6%	28.6%	28.6%	42.9%	42.9%	28.6%
Aug 2023	17	100%	5.9%	23.5%	23.5%	17.6%	17.6%	17.6%	17.6%
Sep 2023	7	100%	0.0%	0.0%	14.3%	0.0%	14.3%	0.0%	
Oct 2023	1	100%	0.0%	100%	100%	100%	100%		
Nov 2023	7	100%	0.0%	14.3%	14.3%	0.0%			
Dec 2023	17	100%	5.9%	23.5%	17.6%				
Jan 2024	8	100%	12.5%	12.5%					
Feb 2024	3	100%	33.3%						

IF YOU DON'T KNOW, YOU CAN ALWAYS ASK.

HOW CAN WE GET MORE REPEAT CUSTOMERS?

BUT FIRST...

THINK ABOUT YOUR ACTUAL PRODUCT SUITE.

DO YOU ACTUALLY HAVE PRODUCTS FOR EXISTING CUSTOMERS TO COME BACK AND BUY?

- Does your product wear out and need to be replaced?
- Can your customer collect items from you?
- Is your product giftable?
- Do you have a well thought-out product ladder up which your customer can “graduate”?

....or is your a product a one and done? And even if your customers love your brand, there’s really nothing much for them to come back and buy?

THIS WAS MY PROBLEM.

I had one great product that offered lifetime access for a one-time purchase. I had hundreds of happy customers and a great, engaged email list... with nothing else to sell them.

Etsy Seller Spreadsheet
★★★★★ 100 reviews
$97.00

PayPal Seller Spreadsheet
★★★★★ 4 reviews
$97.00

Shopify Seller Spreadsheet
★★★★★ 28 reviews
$97.00

Square Seller Spreadsheet
★★★★★ 6 reviews
$97.00

Amazon Seller Spreadsheet
★★★★★ 3 reviews
$97.00

Build Your Own Spreadsheet Bundle
★★★★★ 35 reviews
~~$174.00~~ from $149.00

SquareSpace Seller Spreadsheet
★★★★★ 2 reviews
$97.00

eBay Seller Spreadsheet
★★★★★ 4 reviews
$97.00

FOR PETE'S SAKE POTTERY

Temporarily Sold Out

End Of The Rainbow Bookstore Tall Holiday Village Home

$72.00

Temporarily Sold Out

Temporarily Sold Out

Temporarily Sold Out

Red Door Village Lantern

.00

Temporarily Sold Out

Ski Lodge Short House Village Lantern

$72.00

Sunflower House Village Lantern

$72.00

Temporarily Sold Out

Chemist House

$72

Apres Ski Bar Tall Holiday Village Home

$72.00

Fall Garden Party Village Lantern

$72.00

Sandy's Stick Shop House V

$72.00

Lemonade Stand Village House Lantern

$72.00

Horizontal Navy Stripe Boathouse Village House Lantern

$72.00

Out To Sea Village House Lantern

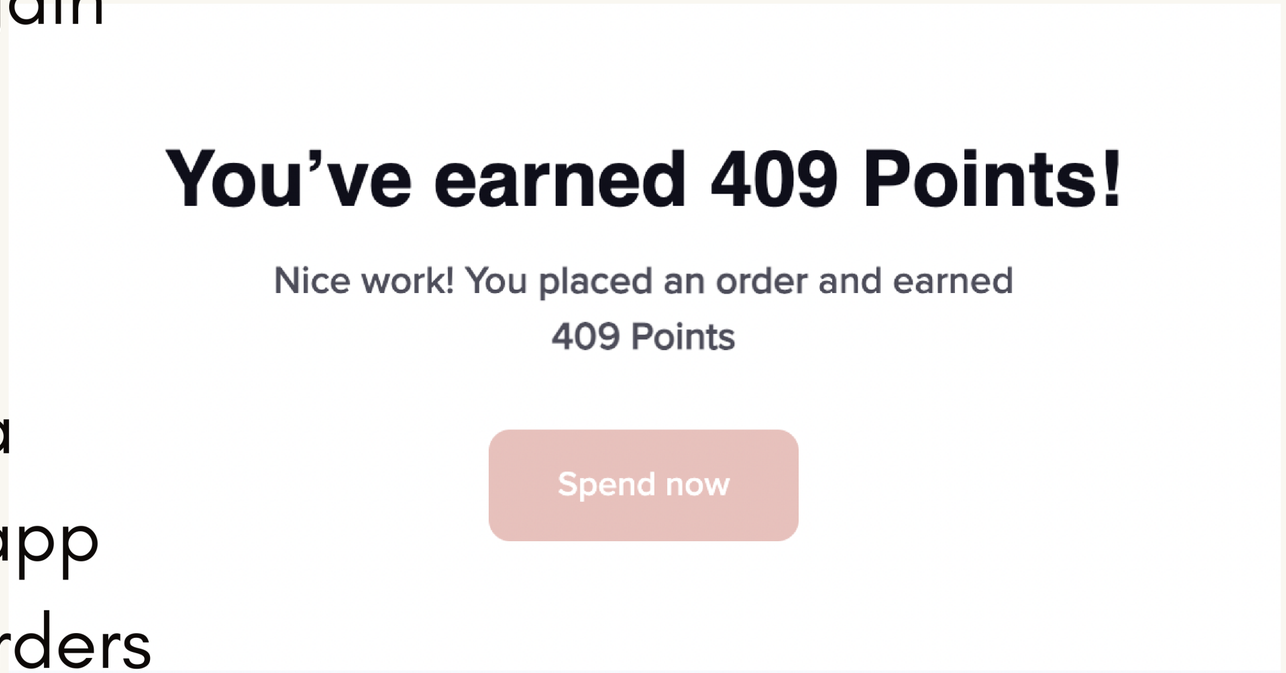
$72.00

OBVIOUSLY – YOU MUST PROVIDE A POSITIVE BUYING EXPERIENCE & GREAT CUSTOMER SERVICE WITH THEIR FIRST PURCHASE.

IDEAS FOR GETTING MORE REPEAT CUSTOMERS

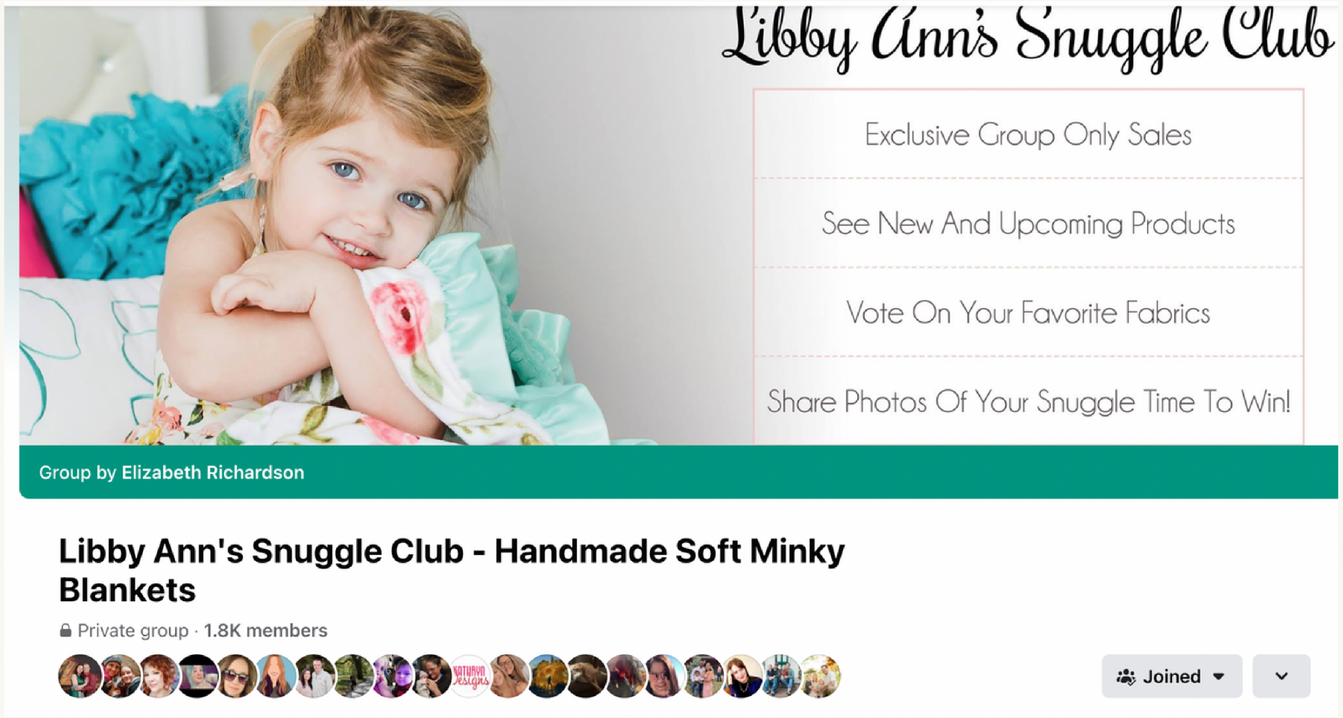
BAKE THESE IDEAS INTO YOUR BIZ MODEL

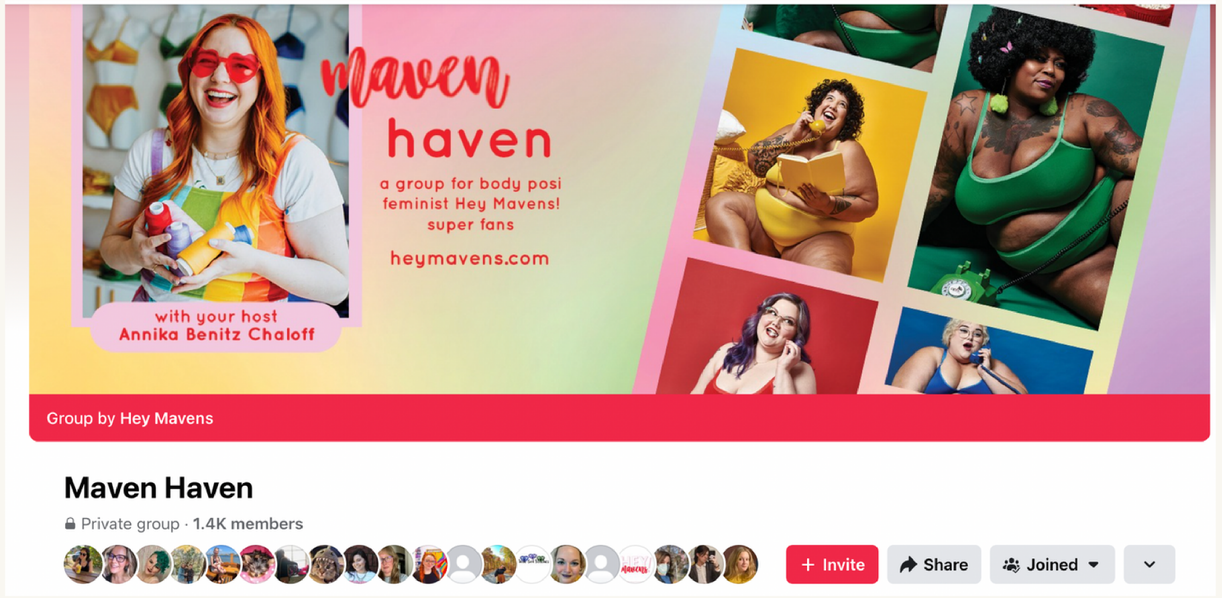
- Reward your customers for coming back and buying again
  - Exclusive discounts
  - Shop credit
  - Free gifts
  - Check out Smile.io for a well-reviewed Shopify app that's free (up to 200 orders a month)



BAKE THESE IDEAS INTO YOUR BIZ MODEL

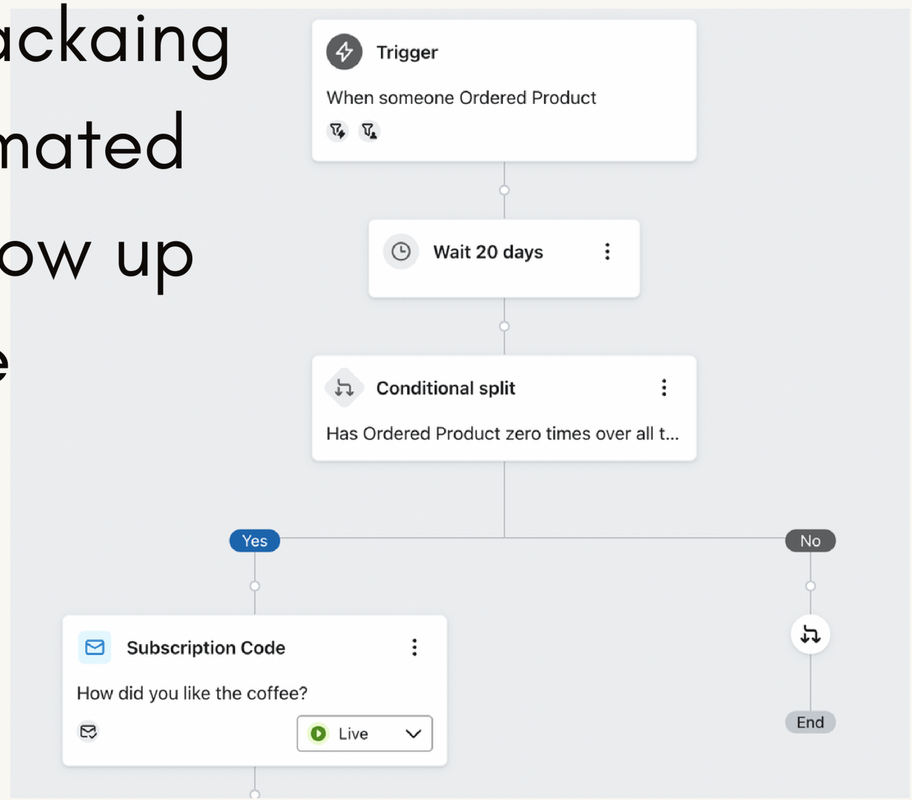
- Create a sense of community/FOMO/social proof around your brand (think LulaRoe...before the crash)

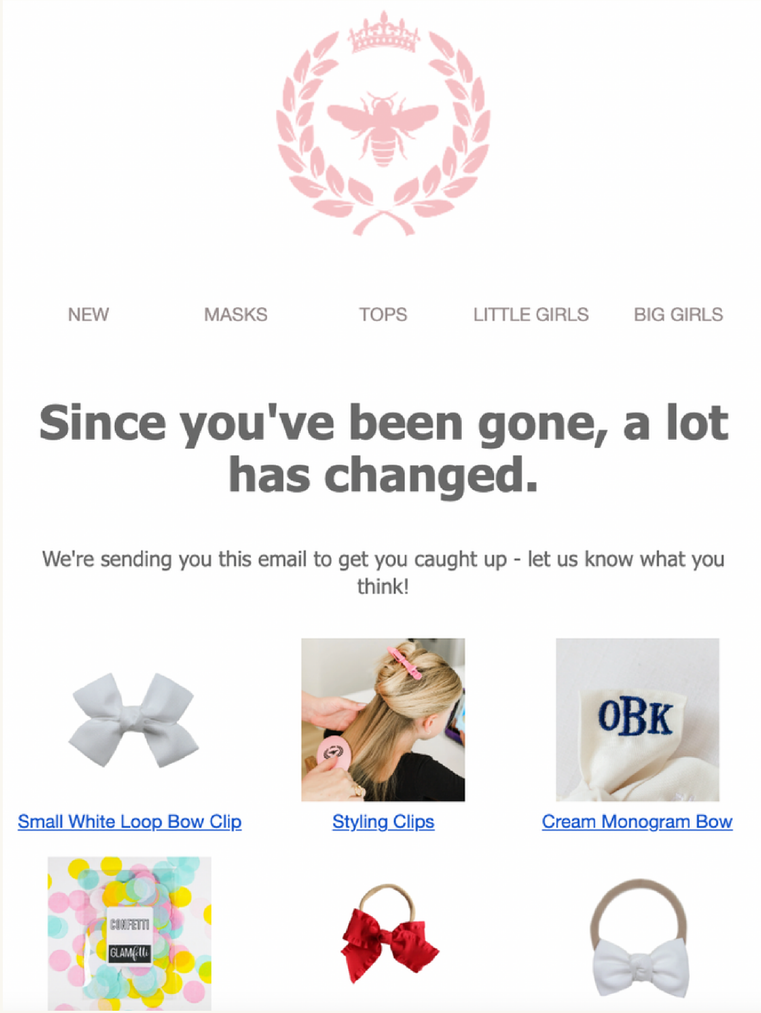




BAKE THESE IDEAS INTO YOUR BIZ MODEL

- Discount code or free gift with their next purchase
  - In your packaing
  - Via automated email follow up sequence





Home
Orders 17
Products
Customers
Content
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Marketing
Campaigns
Automations
Discounts
Sales channels
Facebook & Instagram
Point of Sale
Online Store
Google & YouTube
Apps
Seal Subscriptions
Settings

Automation templates

Create custom automation

Send a back in stock email

Send an email to customers who requested a restock alert.

Send browser push notification for specific product releases

Send a browser push notification to all of your PushOwl subscribers when a new product you've added includes a "Push notification" product tag.

Send a post-purchase upsell email or SMS

Drive repeat purchases with product offers after a customer has placed an order.

Abandoned checkout

Drive customers back to your store to complete their checkout.

Abandoned cart

Remind customers they left items in their shopping cart.

Abandoned product browse

Engage customers who viewed a product page but didn't add anything to their cart.

Welcome new subscriber

Send new subscribers an email with a discount welcoming them to your store.

Welcome email series (discount with reminder)

Send new subscribers an email with a discount, followed by 2 brand-building emails. Then, if no purchase has been made, send a discount reminder.

Welcome email series (brand story with discount)

Share your brand story and social links in 3 emails. Then, if no purchase is made, send an email with a discount.

Post-purchase thank you

Send distinct thank-you emails to customers after their first and second purchases.

First-purchase upsell

Drive repeat purchases with product offers after a customer's first purchase.

Customer winback

Reconnect with previous customers by offering them a one-time discount.

BAKE THESE IDEAS INTO YOUR BIZ MODEL

- After the purchase, invite them to become part of your world - you need future touch points
    - Calls-to-action to follow you on social
    - Add new customers to your email list (and build out a follow-up sequence)
    - Invite them to an exclusive VIP list or group of fans/customers
- You can put these CTAs on your post-purchase thank you page, in your packaging, etc.

BAKE THESE IDEAS INTO YOUR BIZ MODEL

- Referral programs - a commission, referral fee, or shop credit for any sales that an existing customer refers to you
    - UpPromote for Shopify
- Include samples of your best-selling products in their first order
- Run re-targeting ads for customers

BAKE THESE IDEAS INTO YOUR BIZ MODEL

- Customize (but automate) the shopping & follow-up experience as much as possible
    - Automated post-purchase email sequence
        - Thanks for buying
        - Style or use guide for their product
        - Personalized future product recommendations with an incentive
        - Invite to connect
- Simple - email existing customers when a new product launches

ANOTHER SPIN ON THIS - COULD YOU ACTUALLY CREATE A MEMBERSHIP OR SUBSCRIPTION MODEL?

Calibration Coffee Lab

Roaster's Choice Subscription-Free Shipping

$39.00

Size

Two-12oz Bags at Beginning of Each

Select Grind

Whole Bean

Choose whole bean for best results

Quantity

− 1 +

Subscribe & save

Deliver every month

Subscription details

YOUNG + WILD and friedman

Subscription Special! $5 MORE off your first kit!

Hello!!! We don't do a bunch of sales but wanted to do something special to kick off summer, so if you're taking a break from the Memorial Day heat, head to our site and order a new subscription and get an extra $5 off our already discounted $35 price on your first kit!.

REDUCING CHURN:

1. Ask “why” when a subscriber leaves - automate your cancellation survey.
2. Keep engaging with your customers.
3. Educate your customers (an “on-boarding” sequences is good). Give them the tools to succeed with your product.
4. Reward longevity with incentives & discounts.
5. Build in the ability to pause your subscription.
6. Continue to surprise & delight.

BONUS THOUGHTS:
GET MORE RETURN SITE VISITORS TOO

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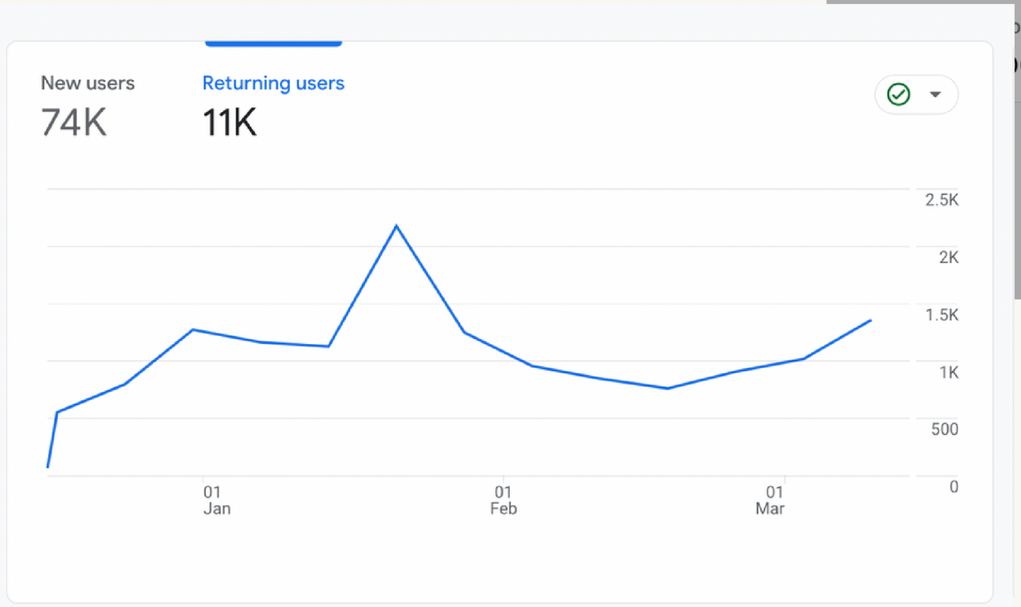
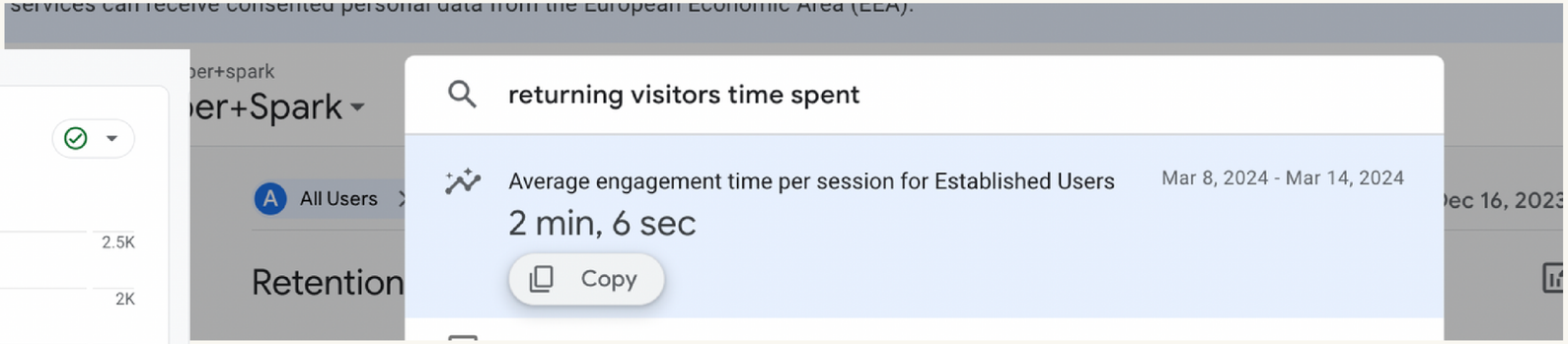
GET MORE RETURN SITE VISITORS TOO

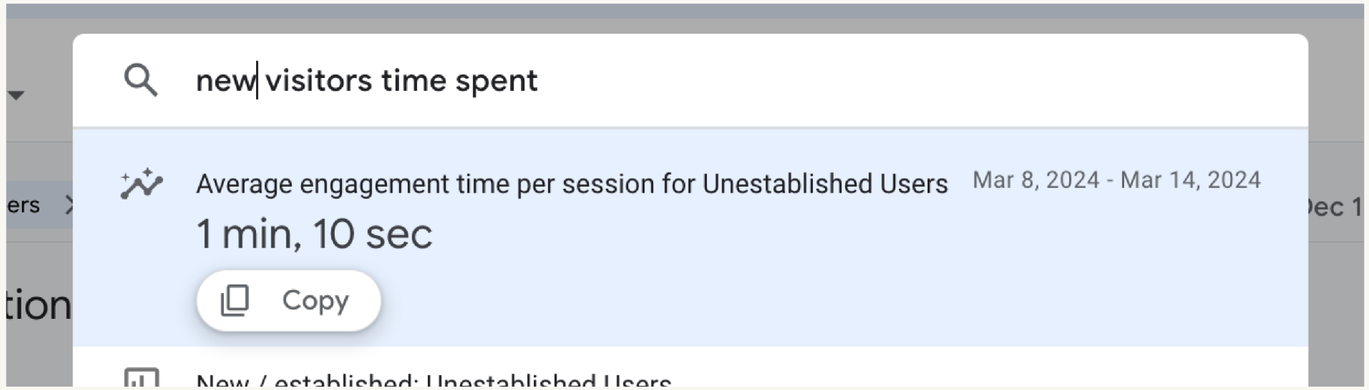
STUDIES SHOW WE NEED 7 (21?) TOUCH POINTS UNTIL WE ACTUALLY BUY

WHAT ARE YOU DOING TO GET IN FRONT OF YOUR POTENTIAL CUSTOMER THAAAAT MANY TIMES?

METRICS TO LOOK AT:







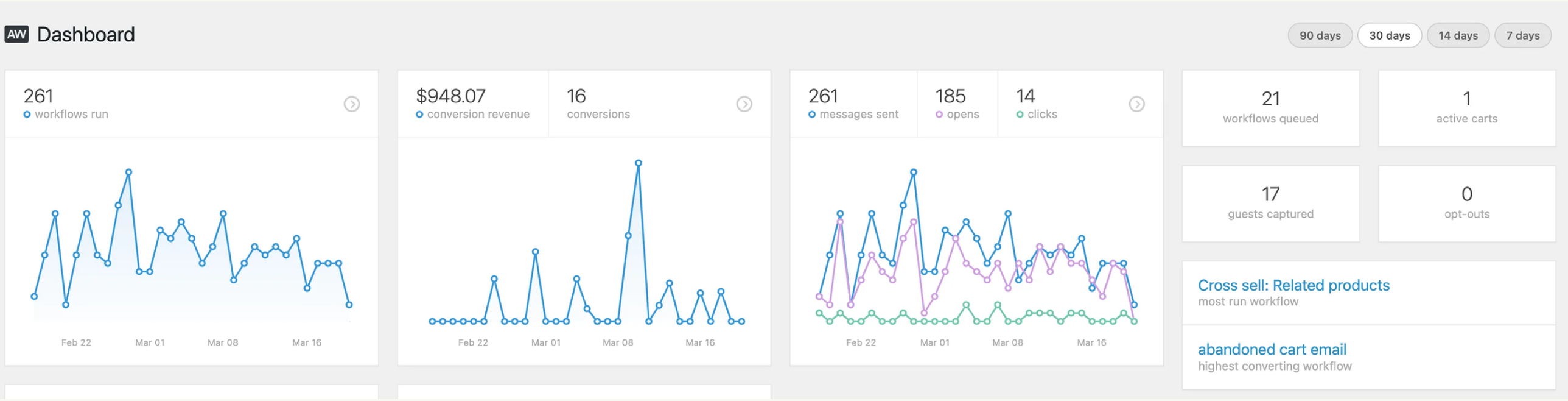
BAKE THESE IDEAS INTO YOUR BIZ MODEL

- Calls-to-action to be part of your world
  - Email list
  - Social
- Nurture your new email subscribers who haven't bought anything yet

BAKE THESE IDEAS INTO YOUR BIZ MODEL

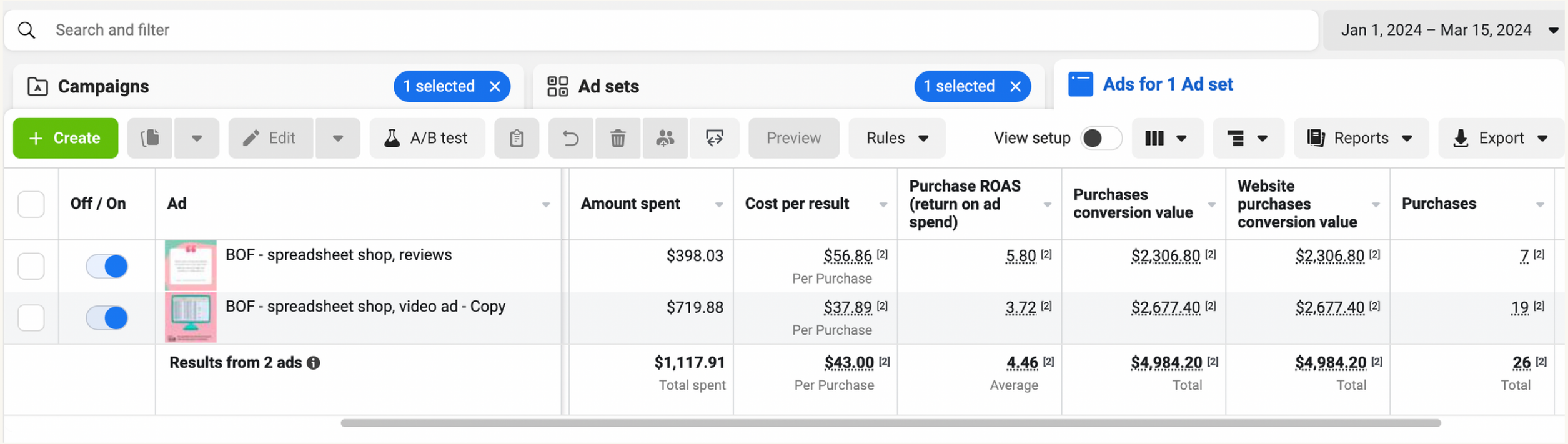
- Abandoned cart email sequence
  - Follow-up emails sent to browsers who added products to their cart but left before purchasing (recovers around 10% of lost revenue!). Mobile cart abaondment is about 85% for ecomm!

⬇⬇⬇Here's an example of my very own abandoned cart sequence from a few months ago. In a 30 day period, it earned $948 in revenue for me. All from sending ONE automated follow-up email to abandoned cart-ers. All on auto-pilot - something I set up once (several years ago) that now makes revenue for me without lifting a finger.⬇⬇⬇



BAKE THESE IDEAS INTO YOUR BIZ MODEL

- Retargeting ads on Facebook, Instagram, Google, Pinterest



MY GOAL FOR YOU:

Spend an afternoon or two brainstorming the easiest ways for you to bake this concept into your business systems & automations. You can set a few of these things up in a few hours and have them working for you in the background, 24/7, to bring back customers and make more money!

QUESTIONS?

Learn more, find free resources, and purchase bookkeeping templates made just for creatives at paperandspark.com/craftcation

email me at hello@paperandspark.com