

4 AUTOMATION OPPORTUNITIES to generate REPEAT BUSINESS

Marketing automation helps keep existing customers engaged and reach out to new leads without slowing down daily operations.

Automation can help:

- › Keep customer data up to date — no manual entry required
- › Track customers' purchase behavior and engagement
- › Create a more personalized customer experience

Whether you're writing social copy or building multi tiered engagement campaigns, these four areas can help you automate your marketing experience and delight your customers in more engaging ways:



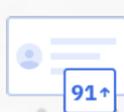
Reward your best customers with loyalty programs

The best customer is the one you already have. Automate a loyalty program that tracks your customers' engagement and purchase behavior — then rewards them accordingly.

20% of your customers account for **60%** of your sales¹

Loyal customers are:

- 4x** as likely to refer you to other people
- 5x** more likely to be repeat buyers
- 7x** more likely to try new products



Win back lapsed customers

Don't let your past customers fade into oblivion. An automated win-back campaign can re-engage and re-connect you with old flames.

- › Send a win-back email after 3 months of silence
- › Follow up with a drip campaign that emails every 1-2 months
- › Be sure to track engagement



Send cross-sell and upsell campaigns

Targeted cross- and up-sell campaigns connect customers with products and services that complement their interests.

- › You have a **60-70%** chance of selling to an existing customer, compared to a **5-20%** chance with a new customer²
- › **28%** of repeat buyers were inspired to do so by an email campaign³

Site tracking can help log customer interest in particular products, then send targeted messages based on those interests.



Collect and act on customer feedback

By consolidating and assessing customer feedback, automation can help:

- › Identify opportunities for future services
- › Show that your brand cares about the customer experience
- › Generate new marketing language

By collecting and responding to honest feedback, brands show that they care about their customers' perspectives and build trust with their audience.

- › 92% of consumers are more likely to trust personal recommendations over ads⁴
- › Millennials are 115% more influenced by word of mouth than traditional advertising⁵

Want to learn more about how marketing automation can keep your customers coming back? Learn more in our blog post, [Marketing Automation for Customer Retention](#), and see how these four use cases can come to life for your brand.

[Learn more](#)

ActiveCampaign

¹<https://www.marketingscience.info/value-pareto-bottom-80/>

²<https://www.groovehq.com/support/upsells>

³<https://www.activecampaign.com/blog/ecommerce-advertising-influence-research>

⁴<http://www.nielsen.com/us/en/press-room/2012/nielsen-global-consumers-trust-in-earned-advertising-grows.html>

⁵<https://www.talktriggers.com/cm>