

Guide to Creating a **LIFECYCLE** Email Marketing Program



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What is Lifecycle Marketing?

Lifecycle Marketing is the technique of communicating relevant information with individuals according to their relationship with your business. In simpler terms, lifecycle marketing can be described as delivering the right message to the right audience at the right time. Lifecycle Marketing allows you to segment individuals according to their customer status, level of engagement, spending habits or length of time they've been in your funnel or been a customer and communicate the appropriate information. You can build a deeper, more substantial relationship with your recipients and encourage a signup, purchase, subscription, attendance or any other desired action by sending them relevant, useful and timely information.

What are examples of Lifecycle Marketing segments?

There is no one size fits all Lifecycle Marketing formula. Lifecycle Marketing can be thought of as more of a strategy for communicating with your recipients to encourage a desired behavior. It's best to develop a program that works appropriately for your business and the types of individuals with whom you're communicating.

One way to create a Lifecycle Marketing program is to classify individuals based on their level of engagement:

- 1 Divide your audience and classify according to their relationship with your company.
- 2 Determine a goal or desired action for each type of recipient.
- 3 Design a series of messages or designate existing messages for each group.



Below is an example of a lifecycle email marketing strategy. We will discuss the different series of email messages you would send to a lead or prospect, a new customer, an engaged customer and an unengaged customer. In order to get the most out of your email marketing efforts, send your recipients appropriate messages to promote your desired outcome.

Leads:

These are individuals who are interested in your company, your product(s) or the service you provide but have not yet signed up or purchased. You may have obtained their email address at a tradeshow, from your website, through a signup form at your place of business or using another method.

Marketing to Leads

Initially you'll want to introduce your company, what you do and where you may have met or obtained their information. Next you can deliver customer testimonials, incentives and reasons to sign up or purchase, success stories, discounts or promotions (i.e., "Save 50% if you sign up by...") and product or subscription features.

New Customers:

A new customer is someone who has recently made a purchase, requested service or signed up. This is your chance to make a good impression by not sending too many messages while still offering enough relevant information to be considered useful. It can be advantageous to isolate these recipients and send them a series of messages to help develop their relationship with your company and hopefully drive them to becoming engaged customers.

Marketing to New Customers

It's a good idea to start by sending a "thank you" note and offering contact information, as well as a link to your website. Many new customers will have questions and the introductory message will give them a contact method while proving you and your business are easily accessible. Next you can follow up with a series of 2-3 emails (i.e., one each week) to deliver more information. Details on the products/services you offer, information, benefits, features and promotions on future purchases are examples of the types of messages you would send to a new customer to help further engage them with your business.

Engaged Customers:

Engaged customers can be considered your ideal customers; they are contributing to your company revenue. Engaged customers are most likely already aware of the benefits your company has to offer and they are taking advantage, at least to some extent.

Marketing to Engaged Customers

When it comes to marketing to engaged customers, the goal is to encourage their continued support. As with new customers, you do not want to over-message or send repetitive information. Newsletters, industry and company updates, promotions specific to valued or loyal customers and educational material are examples of messages you can send to engaged customers.

Unengaged Customers:

The definition of an unengaged customer will depend upon your industry and the type of products or services you offer. Generally if a customer has not made a purchase in six months they can be classified as stale or inactive. Another type of stale customer is one who has not interacted with your emails by opening or clicking on them during a set length of time. Whether a customer is stale due to their lack of interaction with your business or their lack of interaction with your email messages, the ultimate desired outcome in both scenarios is to reengage them.

Marketing to Unengaged Customers

Reengage this audience by sending notifications that you've noticed their lapse. Messages such as "we've missed you," can show your appreciation and deliver a personal touch that may bring customers back. You can also send an email with product suggestions similar to previous purchases or one that takes into account past purchase behavior. Flash promotions that encourage a sense of urgency can also be very effective. Another option is to send a survey to find out why customers have stopped engaging. This not only shows you are concerned with their feedback, but it also allows you to improve your content, send information that will be useful to recipients and ultimately reengage stale members.



There you have it, now you're on your way to being a Lifecycle Marketing expert (if you're not already). Implementing a Lifecycle Marketing program begins with knowing your audience and classifying your customers in order to communicate the right message to get better results and higher engagement rates. There isn't a one-size-fits-all when it comes to developing a Lifecycle Marketing strategy for your business. Continuing to test and refine your strategy will give you the best insight as to what your customers want. Although a batch-and-blast approach may be quicker and requires less work, segmenting and developing an active and evolving strategy for communicating with your audience will not only improve your credibility as a sender, but you will also be more likely to grow your list and customer base by sending valuable and timely information.