



Astropreneurs

summer camp
activity

**CONNECT WITH
YOUR CUSTOMERS**

The Customer Lifecycle



connecting to your customer is

Shout-outs. Sales. Shares with a friend.

As a business owner, you want all of these things for your brand. They signify success!

And there's a 5-part system, officially called the **Customer Life Cycle**, that can guide you through the process.

It's far from foolproof, though. These days, people can discover or interact with your brand from a million different points.

AN ART *and* A SYSTEM

Search, word of mouth, meeting you at an event—it can happen any of these ways!

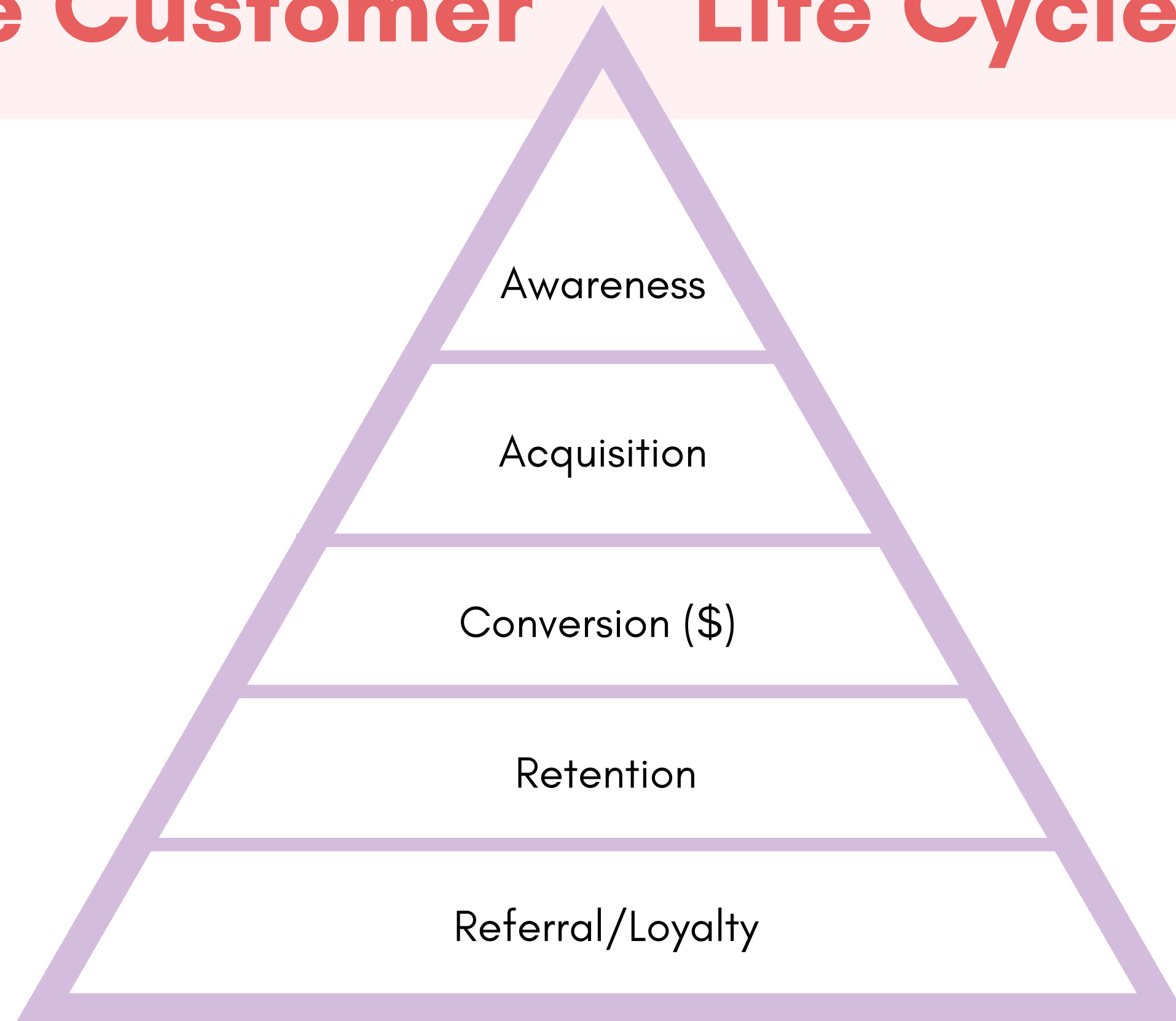
Still, it's helpful to have a rough map that you can follow whenever possible.

Read on to learn about the 5-part Customer Lifecycle:

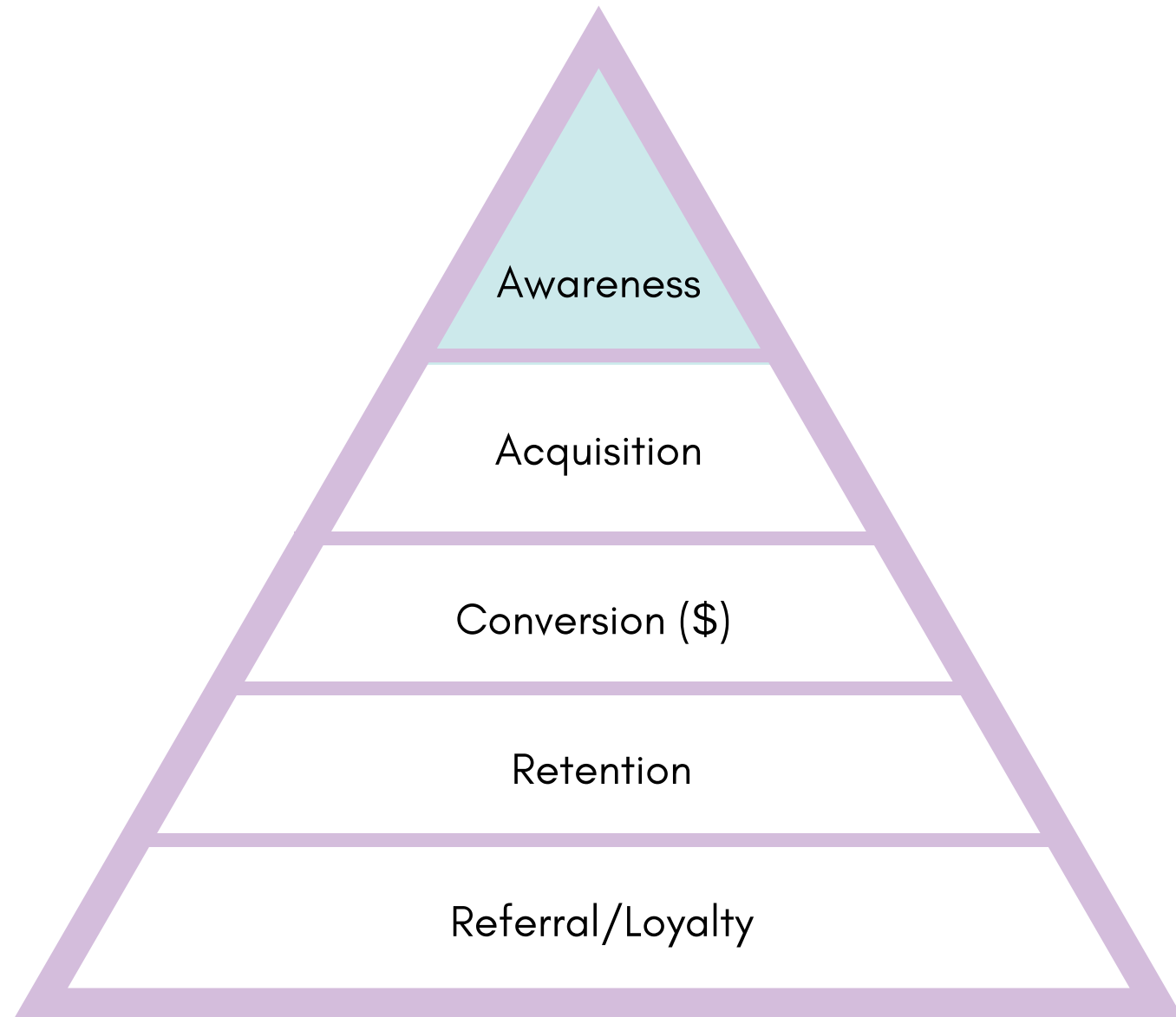
1. **Awareness**
2. **Acquisition**
3. **Conversion**
4. **Retention**
5. **Referral.**



The Customer Life Cycle



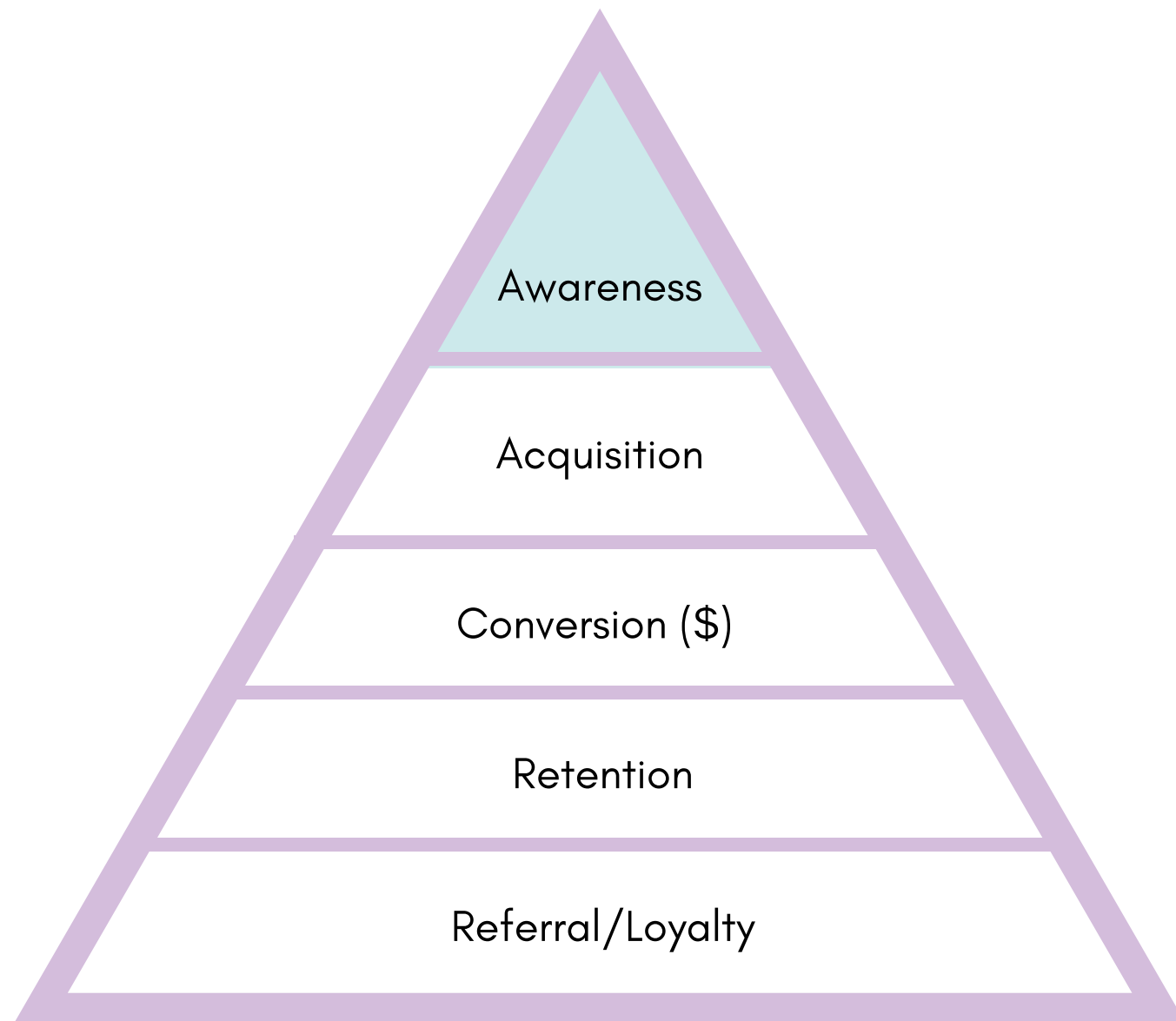
PHASE 1: Awareness



Awareness, or "reach," is when people make their first contact with you or your brand. They become aware of your existence—like a handshake or hello. This phase takes time, dedication and patience!

- Compelling content that speaks to your niche
 - Social media posts & livestreams
 - In-person events & appearances
 - Product demos at conferences/trade shows
 - Guest posts on larger platforms
 - Teaming up with a better-known brand or player in your field
-
- Track analytics/traffic on Google, Facebook, Instagram to get data on who finds you, where they came from
 - Survey (or just ask!) people how they found you

PHASE 1: Awareness



CARDINAL/INFLUENCER

Brand and strategic partnerships

Guest appearances at VIP events (post on social)

Edgy viral content that get shared

FIXED/EXPERT

Conferences and trade shows

Guest expert posts

Thought-provoking content

Product demos and mini-sessions

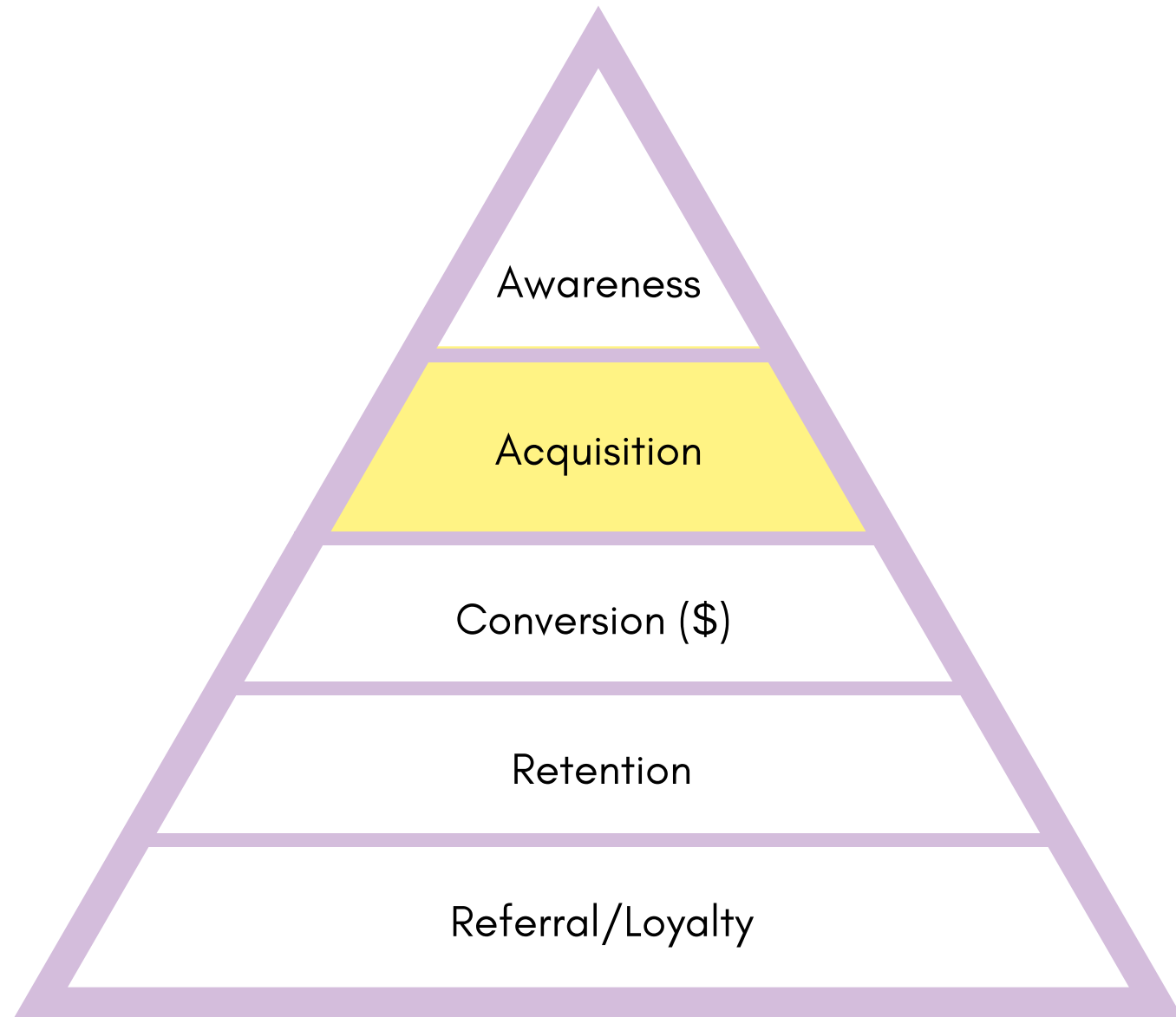
MUTABLE/MAVEN

Social media - viral GIFs, videos & memes

Shareable content

Commenting on other people's content/posts

PHASE 2: Acquisition



Now that people have become aware of you, how do you make it more official?

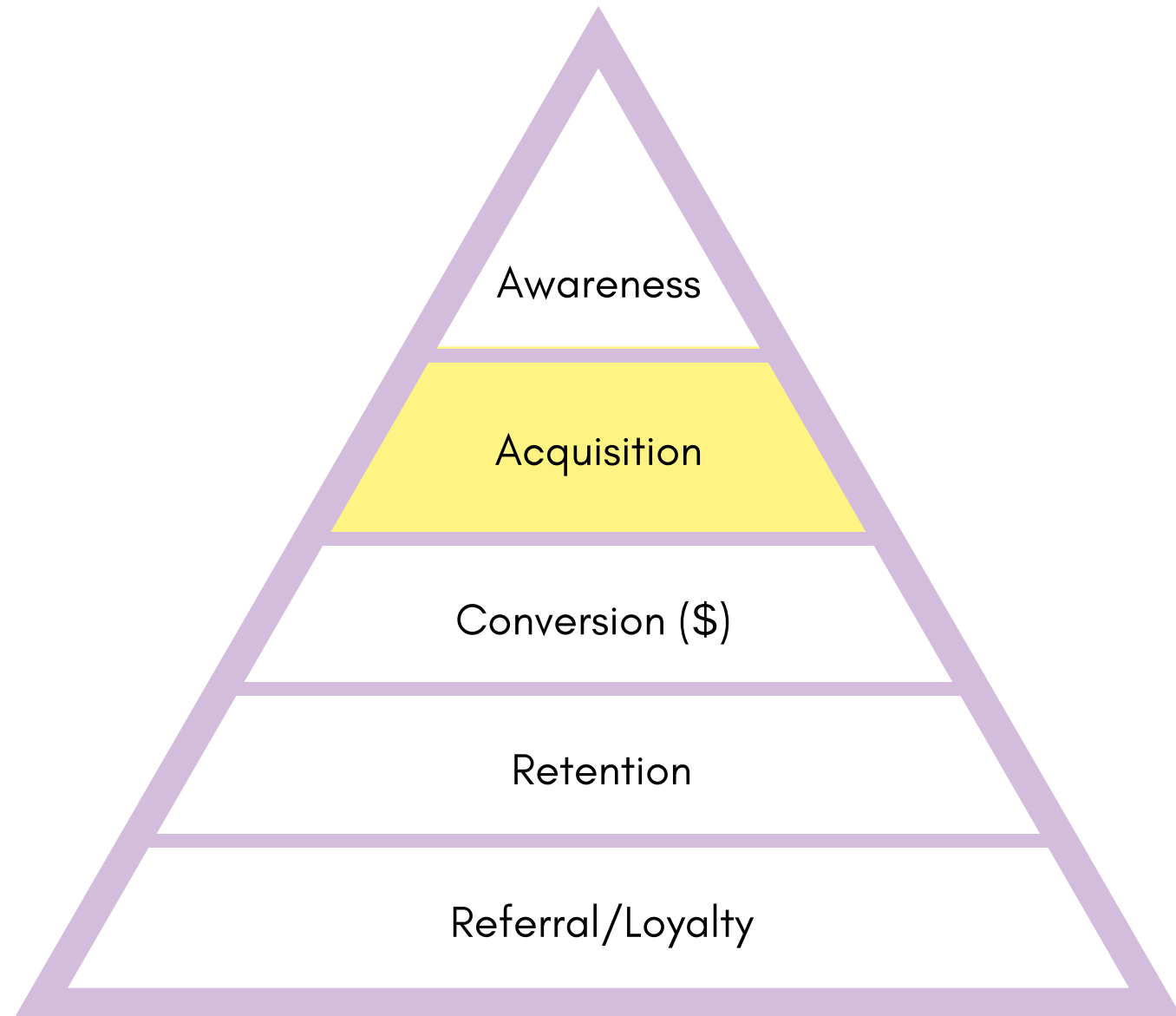
It's time to give people something of VALUE in exchange for permission to contact them.

This is your list-building step. Through acquisition, you don't just "get people on your list." You get the RIGHT people on—those who share your interests and want what you're offering.

Targeted customers are profitable—and the inverse is true. The wrong customers are often the most difficult to please, high-maintenance and time-consuming.

It's like when you decide to give a new person your number. Do you WANT this person texting and calling you? Or is it just "contact list clutter"?

PHASE 2: Acquisition



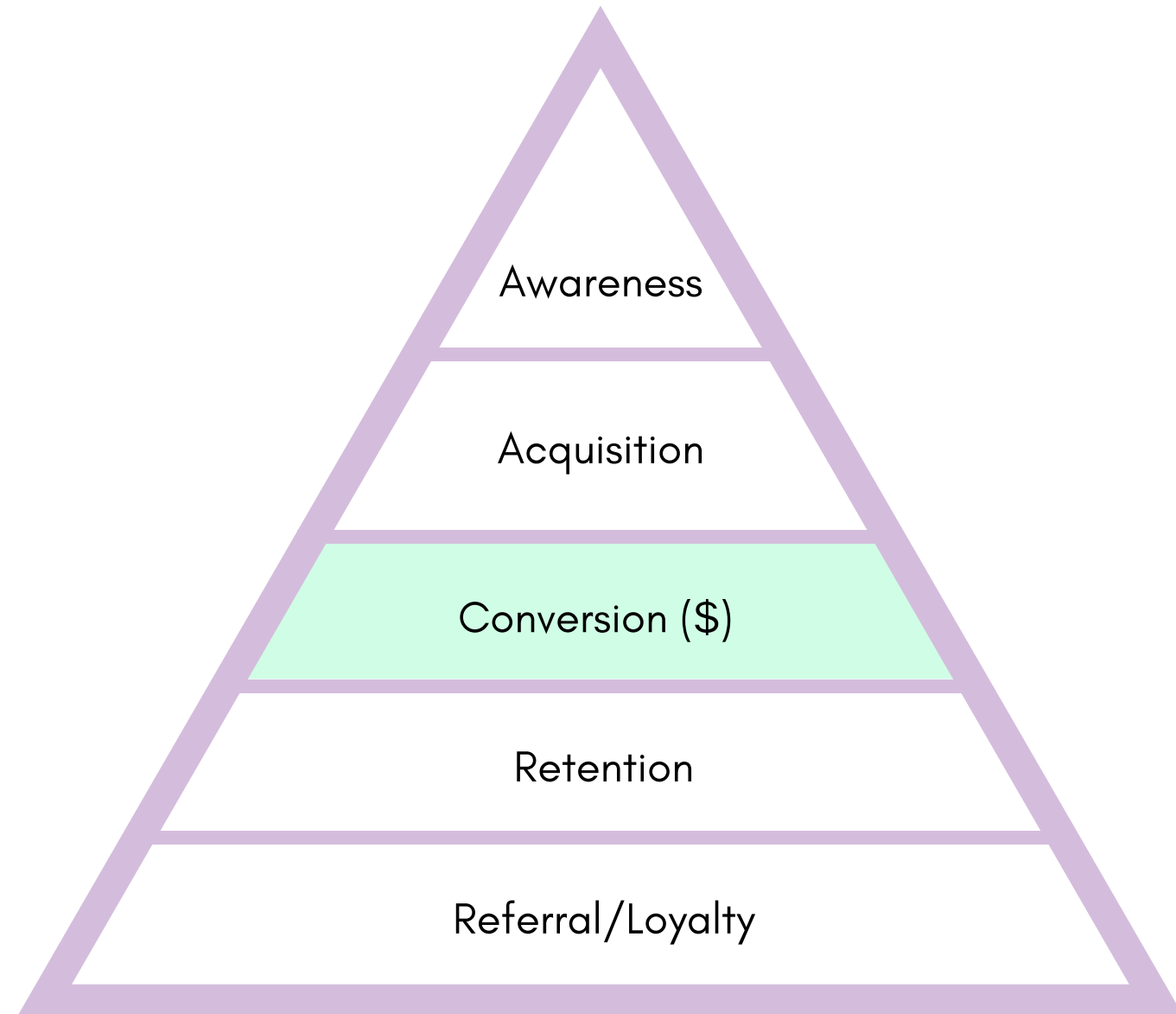
Acquisition Strategies:

- Have a signup box on your site
- Add a signup link to your social profiles
- Give away a freebie (also known as an **opt-in or lead magnet**) in exchange for their email address

LEAD MAGNET CONTENT should:

- Speak to their interests & goals
- Address a pressing problem
- Offer a solution to something that's important to them/a current or common struggle
- Feel personalized

PHASE 3: Conversion



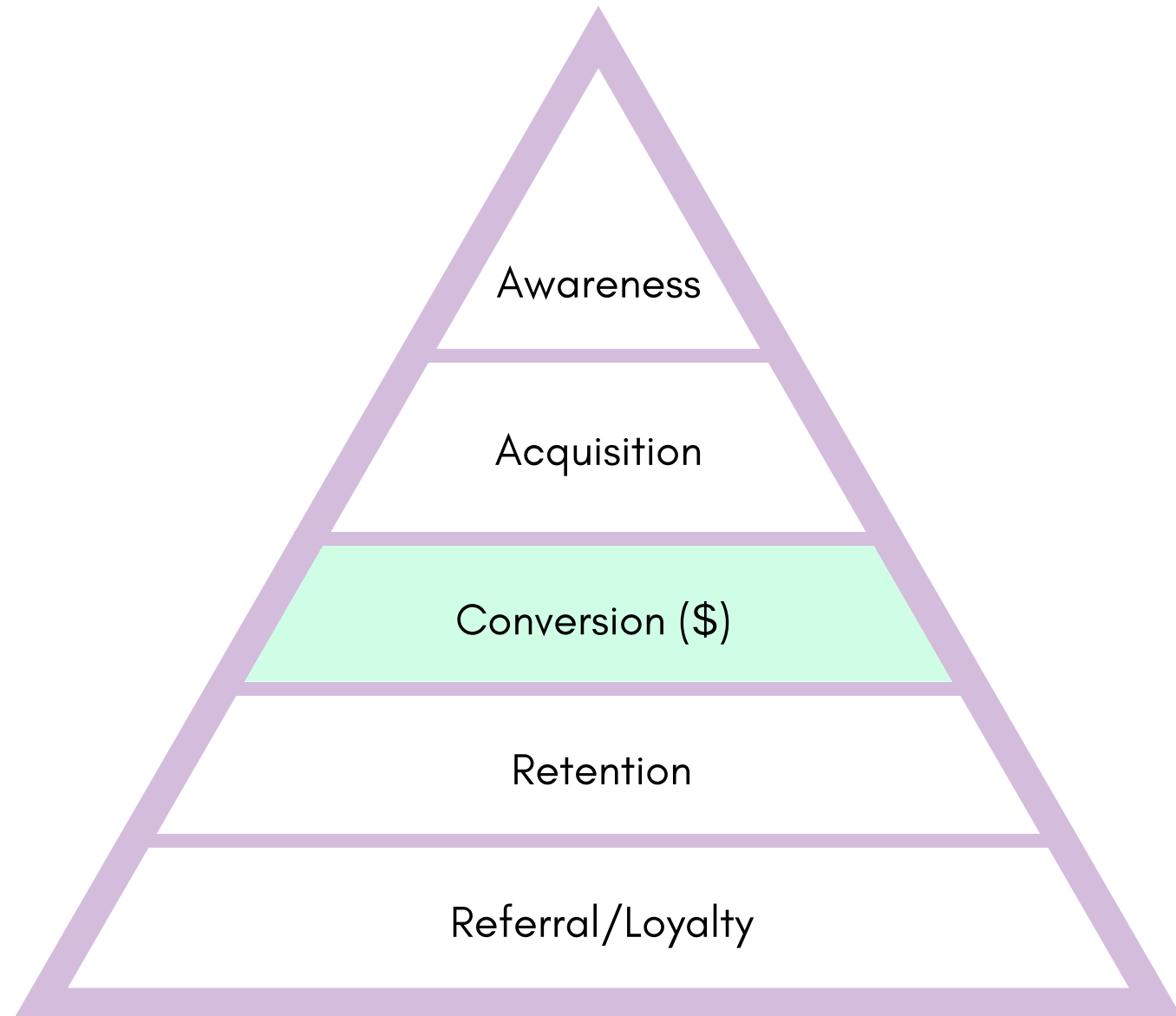
Believe it or not, we're at Step 3—and we haven't asked for a single sale yet!

The Conversion phase is when a prospect or "lead" becomes an actual customer. You shoot—you score! \$\$\$

The trick? Remember that you're selling a RELATIONSHIP with them, not just a PRODUCT or SERVICE. You want to become their go-to person to solve whatever problem they were looking to fix when they found you.

It's also great now to find out WHY they decided to purchase from you. What was it that had them say "yes" or press "buy now"? And are you noticing a demographic or psychographic pattern emerging among your buyers? This is invaluable insight!

PHASE 3: Conversion



Not converting? Check on this...

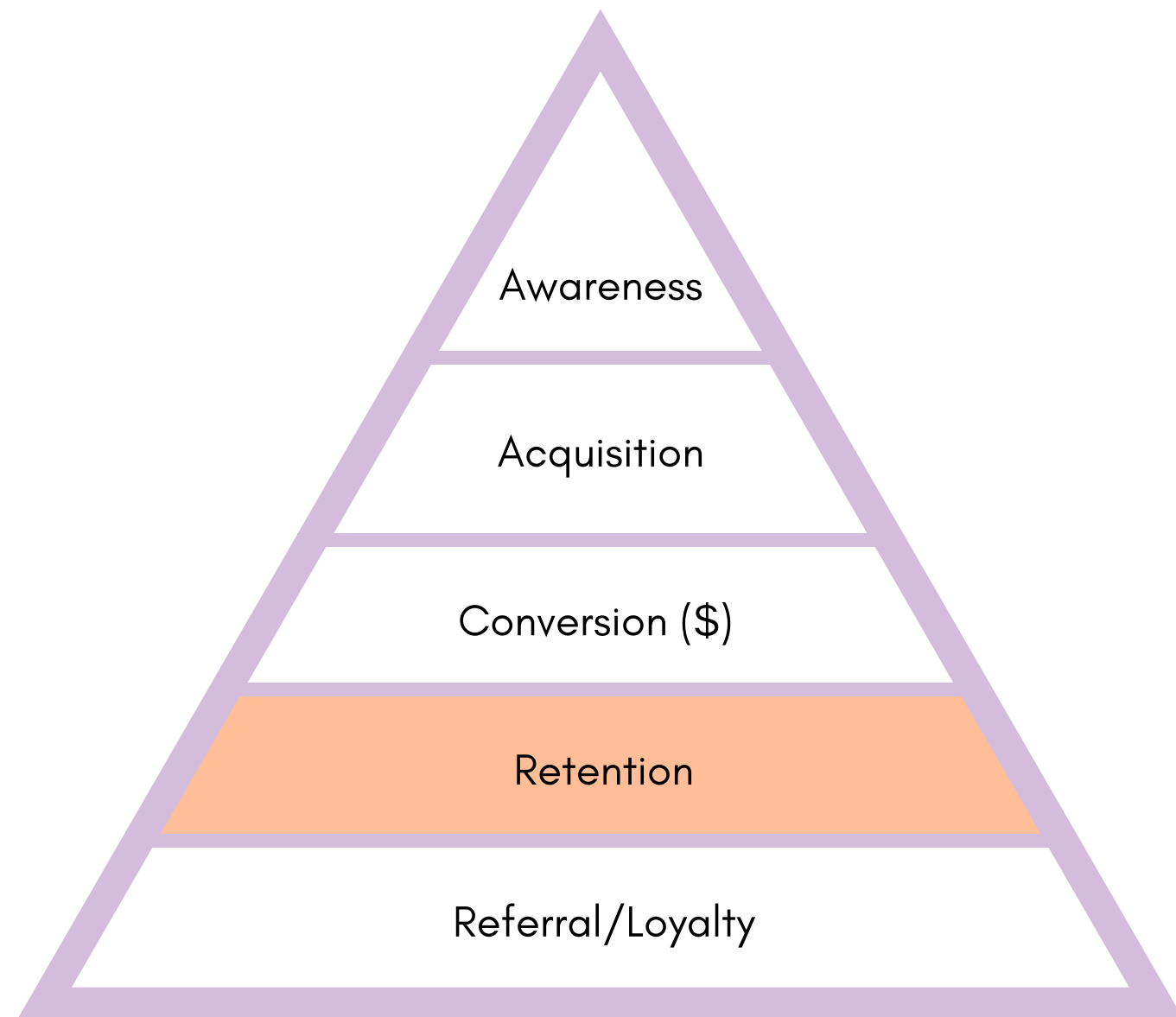
- Am I clear who my target customer is?
- Have I asked them enough questions about what problems they need solved—or am I operating on assumption?
- Am I speaking THEIR language with my headlines, offers and copy?
- Can anyone find me and my offer easily?
- Is the path to "buy now" clear or complicated?
- Do I have clear "calls to action"?

This can be an excellent time to pause and do customer interviews. Find out what's truly in their minds and hearts, what words they choose to describe their problems, the current solutions they use and what pressing problem they need solved.

It's also a great time to do what's called A/B or split testing—trying out different versions of a button, color, etc. to see what people ACTUALLY like.

When in doubt: ASK. TEST. AND TEST AGAIN.

PHASE 4: Retention

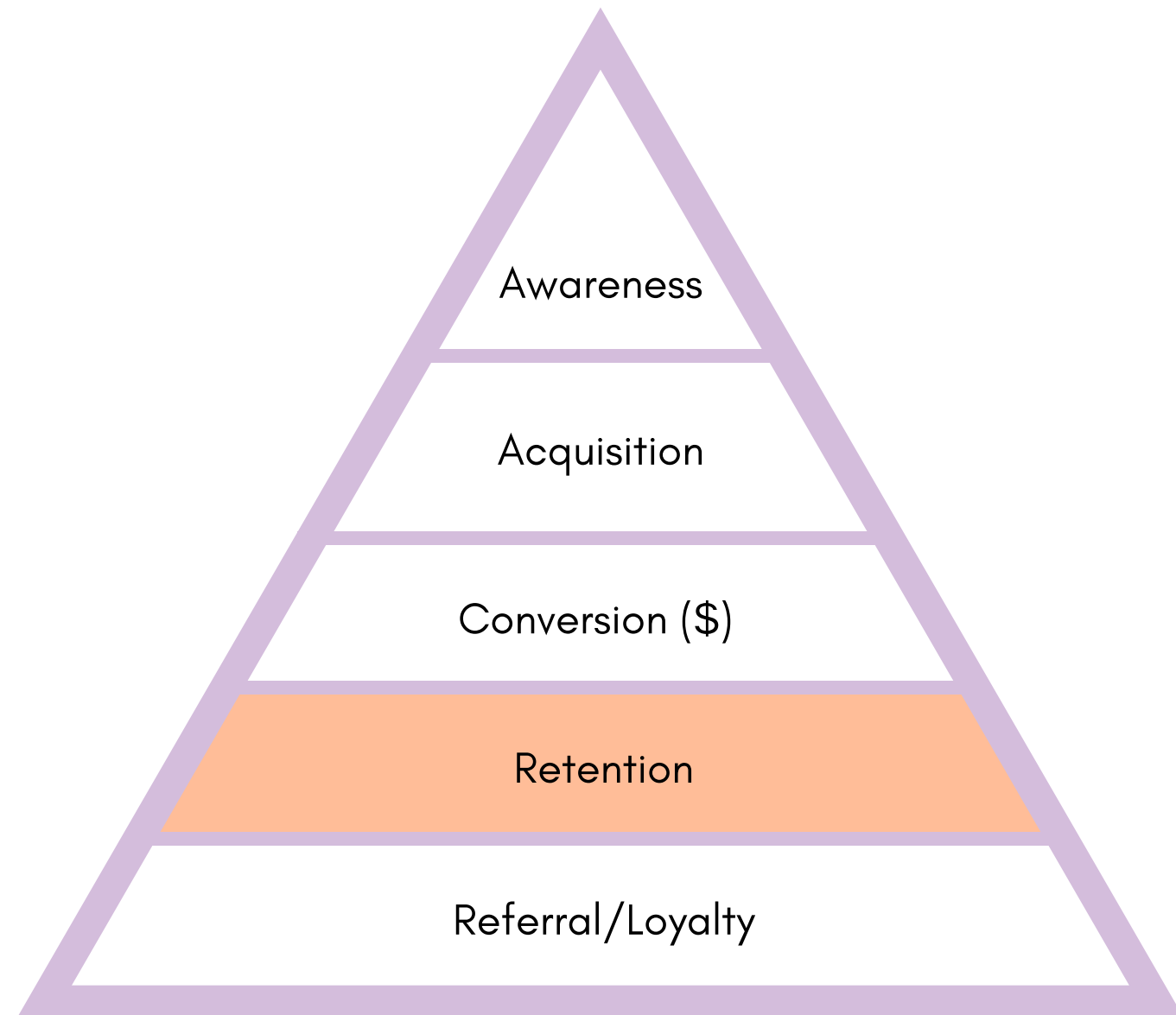


You made the sale, got the click, met the goal. But will they come back for more?

With a zillion other options out there, no customer is guaranteed to stick around. There are things you can do to show that you care. No guarantees, but these are worth trying.

Here's a dating metaphor: Just as nobody likes to feel they were used to gratify the other person's needs, you must make your customer feel valued, especially in the first 90 days. Win their trust by being consistent and unconditionally supportive, just as you'd want a true friend or love to be.

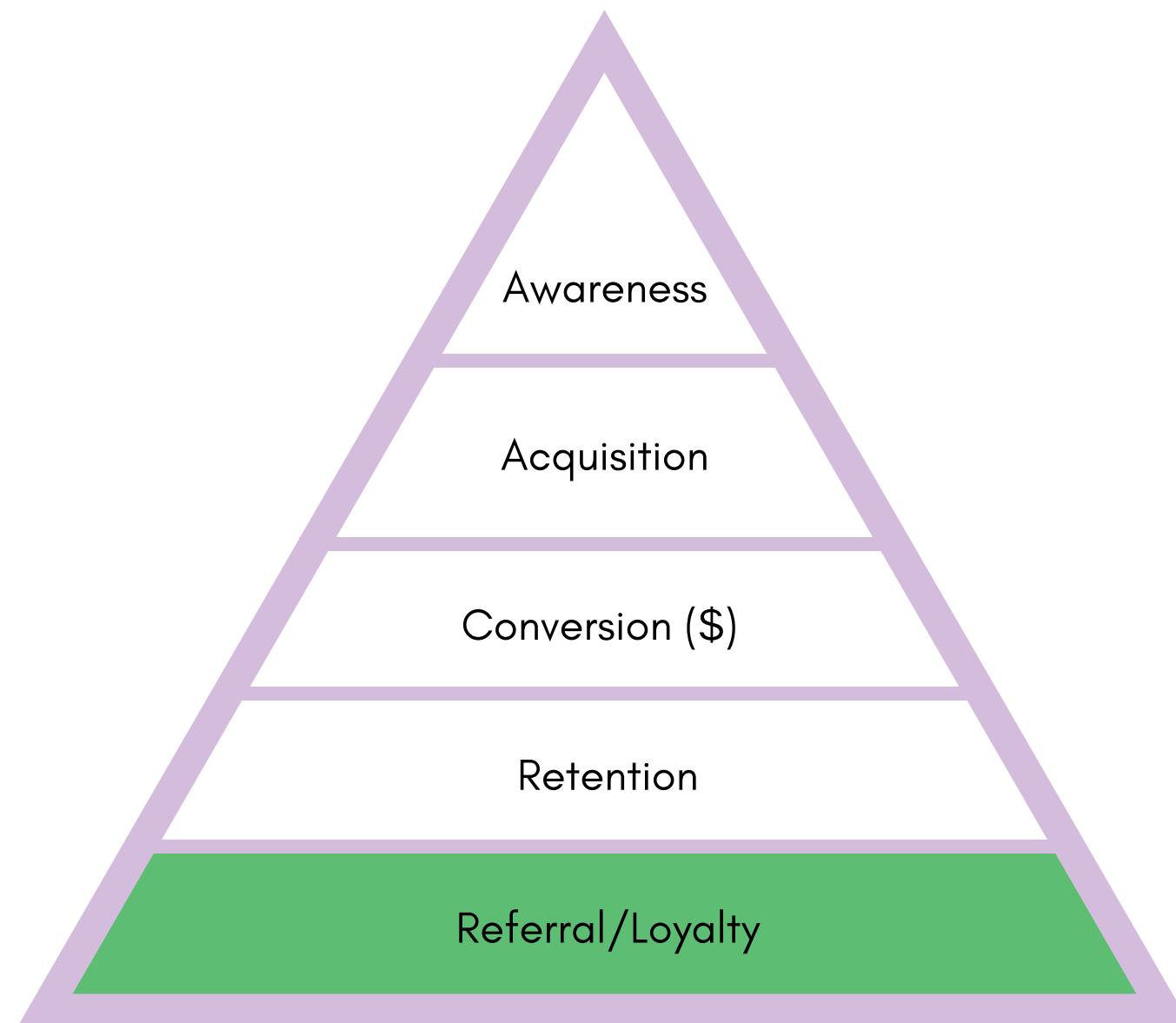
PHASE 4: Retention



Retention Strategies:

- **Send welcome or "onboarding" emails:** As soon as someone joins your list, they should automatically receive a non-generic message that sounds like it was written by a HUMAN, warmly and personally welcoming them to your orbit. Let them know how excited or pleased you are that you've connected! Gift them: Maybe there's a gift code in there or a useful PDF they can download. Delight them with a funny meme (if appropriate). Whatever it is, it should emanate your/your brand's personality. This assures them that you'll be adding value and happiness to their lives, and that you don't take them for granted.
- **Give great support:** If you're a retail or service brand, follow up with a "how was your session?" type email (perhaps with some helpful tips). Find out if they used the product or need any assistance with it.
- **Engage with them:** Invite them to a livestream, a free event, somewhere they can make personal contact and seal the new friendship/relationship with you by feeling connected. Make it a point to start earning inner-circle/must-have/can't-live-without status!

PHASE 5: Referral/Loyalty



At this final phase, you've attracted a loyal tribe that knows you, loves you and buys what you're offering. You've become their go-to solution provider, favorite fix or trusted source.

No matter how awesome you are though, people change and grow. They may no longer need your services...or they may drift elsewhere. Maybe the "shiny object syndrome" wears off and they get excited about pursuing novelty elsewhere. It happens! It's how humans are.

Knowing this, you can offset the "churn rate" of your email list (the term used for people who unsubscribe) by either:

- Incentivizing current customers to stay loyal (special offers, VIP perks, new programs, exciting bursts of novelty)
- Rewarding customers for referring a friend. In exchange, you get word-of-mouth validation—which is golden. They help spawn a whole new tribe of people who will hopefully go through the full Customer Life Cycle too!

Record your discoveries



**Come share insights
in the Facebook Group!**

