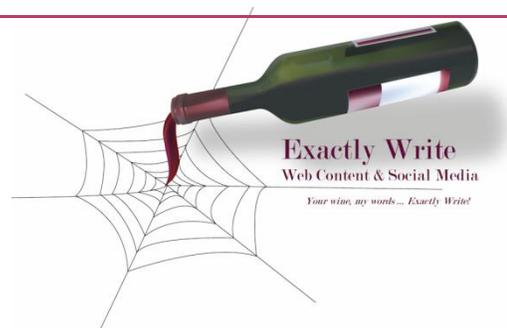# How to **ENGAGE YOUR CUSTOMERS**
and Keep Them Coming Back For More of Your Wine
AGAIN AND AGAIN

Online Customer Engagement System Makes it Easy to Maintain Relationships and Retain Customers

Increase Your Profits By As Much As 95% … Engaged Customers and Club Members Buy More.

Attract new customers … Turn some of them into club members … Maintain relationships with those customers and club members …

Communicate your accomplishments … Promote events and new offers …

There are so many different aspects to marketing your winery. And, really, you probably just want to make good wine and sell it to people who will enjoy it!

But because your customers and club members are vital to your success, you need to engage them. You need to keep them coming back for more of your wine again and again.

Some wineries have the luxury of in-house staff who have the skills and expertise to consistently knock their marketing efforts out of the park. Others have staff who multi-task and do the best they can to keep up with their marketing needs. Still others outsource these tasks to skilled professionals who specialize in engagement marketing.

Whichever type of winery you are, this short report about my Online Customer Engagement System will give you valuable information to make your marketing more consistent, more successful, and more cost-effective than ever before.

This system makes it simple and easy to maintain customer relationships and retain your club members.

But before we delve into the Exactly Write Online Customer Engagement System, let's talk about why you need a system like this in the first place …

Retaining Existing Customers Is More Cost Effective Than Continually Acquiring New Ones

We all know that it costs more to attract new customers than it does to keep the ones you already have. But you may be surprised to find out just how much more.

A study done by Flowtown suggests that it actually costs six to seven times more to acquire a single new customer than to retain an existing one.

That's a lot!

And the difference really changes your return on investment.

The Value of an **Existing Customer**

"In a perfect world, it's both and everything in between. In the real world the general marketing rule is that retention is a lot more cost effective than acquisition."

Carcie Johnson, Forrester Research
On which is more important: keeping existing clients thrilled or wooing new consumers

Customer Retention vs. Customer Acquisition

6 to 7 — number of times more costly it is to acquire a new customer than retain an existing one

50% — amount customer attrition rates could reach if left dormant over a 5 year period

5 to 95% — amount of increased profits that can come from boosting customer retention rates by as little as 5 percent

Source: http://www.businessfastaward.com/small-business-marketing-strategies-customer-retention-vs-customer-acquisition/ [Frederick Reichheld of Bain & Company]

Let's do the math …

Say you spend $20 of your marketing budget to acquire a single new customer. *(Granted, this number is low, but I'm using it simply to illustrate the point.)* And let's also say that this customer spends $50 with you. OK, so you've made $30 profit on one new customer.

This is a 150% return on your marketing investment to acquire a new customer.

$$\frac{\$50 \text{ profit} - \$20 \text{ marketing expenses} = \$30}{\$20 \text{ marketing expenses}}$$

$$= 150\% \text{ R.O.I.}$$

So you're probably saying 150% R.O.I. is pretty good, right?

Now let's look at the numbers with the customer retention model …

Based on Flowtown's findings that acquiring a new customer costs six to seven times as much as retaining an existing one, and using our

hypothetical numbers from the first example, if you spent $20 to acquire a new customer, it should cost you just $2.85-$3.33 of marketing to retain an existing one. (Let's use $3 to make the math easy.)

If that customer spends the same $50 on a repeat purchase, you've now made $47 profit on this one existing customer. And you only spent $3.

This is a 1,566% R.O.I. for investing in customer retention.

Of course, these figures are hypothetical, but you get the picture.

$$\frac{\$50 \text{ profit} - \$3 \text{ marketing expenses} = \$47}{\$3 \text{ marketing expenses}}$$

$$= 1,566\% \text{ R.O.I.}$$

Remember, I've used these numbers just to illustrate the point. You can plug YOUR numbers into the equation to determine your own R.O.I. if you'd like.

So, get 150% R.O.I. with new customers or 1,500% by retaining the ones you already have.

This is a no-brainer, right?

Let's also look at the profit numbers. You received $30 profit from the new customer in my example and $47 from the retained customer. That's 57% more from your existing customer.

We all instinctively know this stuff. But looking at the numbers is eye-opening.

Without Customers You'll Go Out of Business

Customers are, indeed, vital. Without them, you'll go out of business. And, yes, some amount of customer turnover is unavoidable.

Even when you implement an excellent customer retention program, you'll still lose some.

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

~Sam Walton

Business2Community created the graph on the right based on findings by the Rockefeller Foundation.

Some of the reasons that a customer leaves are out of your control. But look at the main reason that a customer leaves a company …

Why Do Customers Leave a Company?

Customer dies	1%
Customer leaves market	3%
Customer gets friend to provide service	5%
Customer persuaded to go to competitor	9%
Customer is dissatisfied with your service	14%
Customer believes you don't care about them	68%

A whopping 68% leave because they believe you don't care!

Research done by ServiceSource shows that more than half of the customers who fail to renew services or contracts with a company do so because of the company's failure to communicate effectively with them.

Perhaps all these customers believe you don't care because you're not communicating with them!

So here's the good news in all of this:

While some of your customer turnover is unavoidable and beyond your control, you CAN do something about up to 68% of it.

I'll tell you about my Online Customer Engagement System, which you can use to retain customers and club members by communicating more effectively with them, in just a moment. But first, let's look at one last finding by the Flowtown researchers …

The study showed that boosting customer retention by as little as 5% can increase profits by up to 95%.

So, it's less costly to retain the customers and club members you already have, you get a better R.O.I. on marketing focused on customer retention, AND retaining those customers and club members also increases your profits … often significantly!

Higher Profits and Lower Investment Make Customer and Club Member Retention a Powerful Marketing Strategy!

But customer retention doesn't happen on its own. You have to have a plan … a system.

The Exactly Write Online Customer Engagement System:

My system is based on a simple plan of staying in touch and keeping your customers engaged. It includes daily, weekly, and monthly communication that tells your brand's story and shows you care.

Daily — Social Media Marketing

Yes, the ideal frequency of posting to social media is daily.

Not sure what to post? Some ideas include:
- photos
- quotes or sayings
- short recipes
- notice of upcoming events
- recap of past events
- winery news
- profile of key employees
- brief bits of history of the winery
- links to your blog
- links to interesting articles about wine

You're building an online community here. Your posts should provide valuable information that your tribe is hungry for.

You want them to look forward to your posts. To wonder what happened if they miss one and to come to your page to find out what's new.

You want them to be active participants and to feel a strong connection with you and your brand.

Social media marketing can be simple and easy when you have a plan. It does take skill to be engaging day after day. And it takes commitment. Frequently, it takes time.

A strong social community is worth it.

Weekly — Email Marketing

Because not all people are on social media, you also should be reaching out to your tribe regularly by email.

There are several good email systems readily available. Constant Contact, Aweber, and MailChimp are a few. With these systems, you simply insert your email content and schedule the emails to be sent to your list of customers and club members.

Again, this is a simple concept. The challenge is making the content of your email professional, interesting, and engaging. To make it easy, take a look at the ideas I shared for Social Media Marketing posts. You can use them for Email Marketing as well.

The keys to effective Email Marketing are your subject lines and the tone of your content.

Subject lines should be compelling — after all, if the email doesn't get opened, it doesn't matter how brilliant your body copy is.

And your tone should be friendly. Your email should read like you're chatting with a friend over a glass of wine (and how easy is that?). If it sounds awkward or is hard to read, you've missed the mark.

Monthly — Newsletter Marketing

Take the content you've shared daily on social media and weekly by email, and put the best of it in your monthly newsletter.

This is a great way to bring all of your content together in one place. It's a resource your customers and club members can use to catch up on anything they might have missed.

For you, it's yet another means of reaching your tribe and showing you care. It's another way to connect, to stay in touch … to sell more wine.

The key to effective newsletter marketing is consistency. How many wineries do you know whose most recent newsletter isn't "recent" at all? Don't let that happen to you!

So with daily, weekly, and monthly content flowing out to your customers and club members, how do you keep track of it all?

How do you make sure you consistently publish fresh content?

The Exactly Write Strategic Content Calendar Pulls It All Together

Like with everything else, you need to have a plan. And a Strategic Content Calendar makes it simple and easy to develop that plan.

Take a blank planning calendar and first fill in the events that you'll be promoting. Work backwards from the date of the event to establish a schedule for the related content.

Then have some fun coming up with additional content. Start with my original list of ideas and get creative.

You absolutely should infuse your content with your brand's identity and personality. Tell your own unique story. This is how your customers and club members will relate and bond with you.

Developing your Strategic Content Calendar makes it easy to be consistent with your engagement marketing. It gives you a plan so that you're never stuck with a blank screen wondering what to write. It keeps your brand in front of your customers and club members in a way that shows you care about your relationship.

> *"Probably the biggest disappointment of all is how many wineries miss out on telling their unique stories. We know you have them, but 38% of you never share them."*
>
> *~ Lesley Berglund, co-founder and chairman of WISE Academy*

The Exactly Write Online Customer Engagement System is all about telling your winery's story in a way that keeps your customers coming back for more … in a way that makes them not only want to read the next chapter but experience it first-hand.

Get Started With the Exactly Write Online Customer Engagement System

Clearly, a system to effectively retain customers and club members should be part of your business plan. If you've got staff members who have the time and skill to handle it, you can certainly take my system and run with it.

On the other hand, if you don't have the manpower to effectively implement this system, and yet you're serious about using it to create and maintain an engaged relationship with your customers and club members …

If you're committed to developing a serious relationship with your customers and club members … If you're *not* willing to settle for the "business as usual" of constant club member turnover … And if you *are* willing to take the steps needed to consistently engage your customers through various online marketing channels.

Then, congratulations! Here's how I can help you:

The Exactly Write "Done for You"
Online Customer Engagement System includes:

- *copy for a total of 30-60 social media posts and management of profiles on up to two platforms — typically Facebook and Twitter*
- *copy for a total of 2-4 email letters each month from you to your customers*
- *copy for a monthly newsletter*

PLUS
- *a 6-month Strategic Content Calendar*

You can purchase any or all of these elements of the Exactly Write Online Customer Engagement System individually at the a la carte rate.

OR you can take advantage of my package plan pricing deals …
Call me today at (559) 286-0106 to get started!

Before we talk about price, read what some other folks have to say about working with me:

"She's a strong writer, has good ideas, and is a pleasure to work with."

It's easy for a marketer to like Michele Peterson – she's a strong writer, has good ideas, and is a pleasure to work with. She's written many emails and articles for AWAI, both to retain current members, and provide information to prospective new ones.

I've been very pleased with the results.

I was also thoroughly impressed with a month-long member-engagement campaign that Michele ran for us on Facebook, which had the highest participation level of any of our previous campaigns.

If you're utilizing engagement marketing to connect with customers and prospects, I'd highly recommend that you hire Michele Peterson as your copywriter. She's quickly become one of my own go-to copywriters.

~ Rebecca Matter, Co-Managing Partner, American Writers & Artists Inc. (AWAI) and Founder, Wealthy Web Writer

"Michele has found ways to keep the reader enticed."

Michele has the task of sending weekly communication to our (BNI) members. The weekly communication from Michele is well written, free from errors and engaging. Being that the content may be somewhat repetitive, Michele has found ways to keep the reader enticed.

Michele is energetic, creative, motivated, organized and thorough. She has an eye for detail as well as the willingness and ability to deliver the perfect product.

~ Jen Rolbiecki, CISR; President, Fresno Succe$$ Chapter of BNI; Personal Lines Manager, United Valley Insurance Agency

"She is the real deal."

Michele is passionate about helping others succeed. Her energy and enthusiasm know no bounds! And her writing skills are top notch, too! She is the real deal.

~ Tammy Heytz, TelePacific Communications

"Very refreshing to work with someone who has common-sense, is reliable, patient, and friendly!"

I just wanted to let you know I got the 101 Ways to Retire Report you did for us. You did an awesome job with it.

I really appreciated that you were understanding and patient with the schedule ... and with revisions of the project midstream. Very refreshing to work with someone who has common sense, is reliable, patient, and friendly!

On top of all the warm-fuzzies, your research was obviously sound, your copy was clear and persuasive, and your content was accurate and meaningful. Really, you did a great job.

~ Joshua T Boswell, www.TheBoswellReport.com

Just how much does customer and club member retention mean to your bottom line? At the beginning of this report, I showed you a graphic that illustrates a Flowtown study that says boosting your customer retention by as little as 5% can increase your profits anywhere from 5-95%.

Here it is again:

Now, I don't know what your winery's annual sales and/or profits look like … but I know that my fees to help you implement my Online Customer Engagement System are WAY less than the 5% increase that you stand to gain.

You can pick and choose elements and projects that you need help with "a la carte," or you can pick one of the standard package plans. If none of these packages are quite right, I also can customize a package to fit your exact needs.

Take the first step to engaging and retaining more of your customers and club members by choosing the Exactly Write "Done for You" Online Customer Engagement System plan that's right for you … right now!

Simply call me today at (559) 286-0106 to get started.

To explore the "Done for You" pricing plans on your own, please go to www.WineCopywriter.com/doneforyouoffer. *Cheers … to your success!*