



# Keep Customers Coming Back: Email & Retention

The cheapest growth there is — keeping and re-selling to the customers you already have.

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# Keep Customers Coming Back: Email & Retention

Most businesses pour money into winning new customers while the ones they already have quietly drift away. It costs far more to win a new customer than to keep one — and the customers who already trust you are the easiest, cheapest sales you'll ever make. Retention compounds; acquisition just costs.

## 1. Capture the relationship

You can't stay in touch with someone whose details you never collected. The moment of sale — when interest is highest — is when to get permission to keep in touch (email, ideally). A simple list beats hoping people remember you.

## 2. Stay in touch with value

A light, regular email — useful tips and the occasional offer, not constant selling — keeps you top of mind so you're the obvious choice next time. Helpful first, promotional second.

## 3. Make it easy to come back

Give people a reason and a way to return: reorders, reminders, seasonal nudges, replenishment prompts, a simple loyalty gesture. Remove the friction between 'I should' and 'done'.

## 4. Ask for referrals & reviews

At the moment of maximum happiness — a great result, a delivered project — ask directly for a review or a referral. Happy customers are glad to help; they just need asking at the right time.

### Why retention beats acquisition

New customer **expensive — ads, time, trust from scratch**

Existing customer **near-zero cost to email someone who bought**

The compounding bit **repeat buyers spend more and refer others**

Start here **capture emails + send one useful email a month**

## Signs you're leaking customers

- No follow-up at all after a sale.
- No email list (or you never use it).
- Mostly one-and-done buyers.
- You don't know your repeat-purchase rate.

This guide is general information from CM Beyer Limited, a UK marketing and business-management consultancy — not advice tailored to your specific situation; figures are illustrative starting points. Read it online, with the interactive tools, at [cmbeyer.co.uk/resources/](http://cmbeyer.co.uk/resources/).