

How To Get A Flood of New Customers (For Little or No Money)

Susan Negen, WhizBang! Training





KEY CONCEPT

Cost to Acquire a Customer





KEY CONCEPT

Rule of Reciprocity





KEY CONCEPT

**Break Even on the Front End,
Break the Bank on the Back
End**





KEY CONCEPT

Lifetime Value of a Customer



What's Your Lifetime Value?

Average dollars per transaction	\$80
Average transactions per year	3
Average lifespan of a customer	20
Average Lifetime Value	\$4,800



~~COUPONS~~



Give Gift Certificates

They treat coupons like



They treat gift certificates like



You only **PAY** for a customer,
when you **GET** a customer!



How much should my gift certificate be for?



How much fine print **should I have?**



**Please,
only one
per
customer.**

A woman with long, dark, wavy hair is looking slightly to the right of the camera with a questioning or skeptical expression. She is wearing a dark blue button-down shirt. The background is a plain, light-colored wall.

Won't
someone
take
advantage
of me?

Of course they will!



Give Gift Certificates

- 1. Personal conversations**
- 2. Networking events**
- 3. Walk your business district**
- 4. Consumer shows**
- 5. Endorsed mailing**
- 6. Cause marketing**



Track and Analyze

- **Redemption Rate:**
Denomination, size, group
- **Average Sale:**
Does the average hold up?





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Tons of examples and discussion...WhizBang! Retailers Facebook group

WhizBang! Retailers

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Recommendations
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gift certificates

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Robyn Noel and Trudy Tooman-Salinas commented on this

Leanne Payne ▶ WhizBang! Retailers
February 19, 2018 at 12:13 AM · Add Topics ·

Cause Marketing Gift Certificates: How do I keep people from calling them coupons??? Even the organizers of the events call them coupons after I explain the importance of referring to them as gift cert...

7 33 Comments

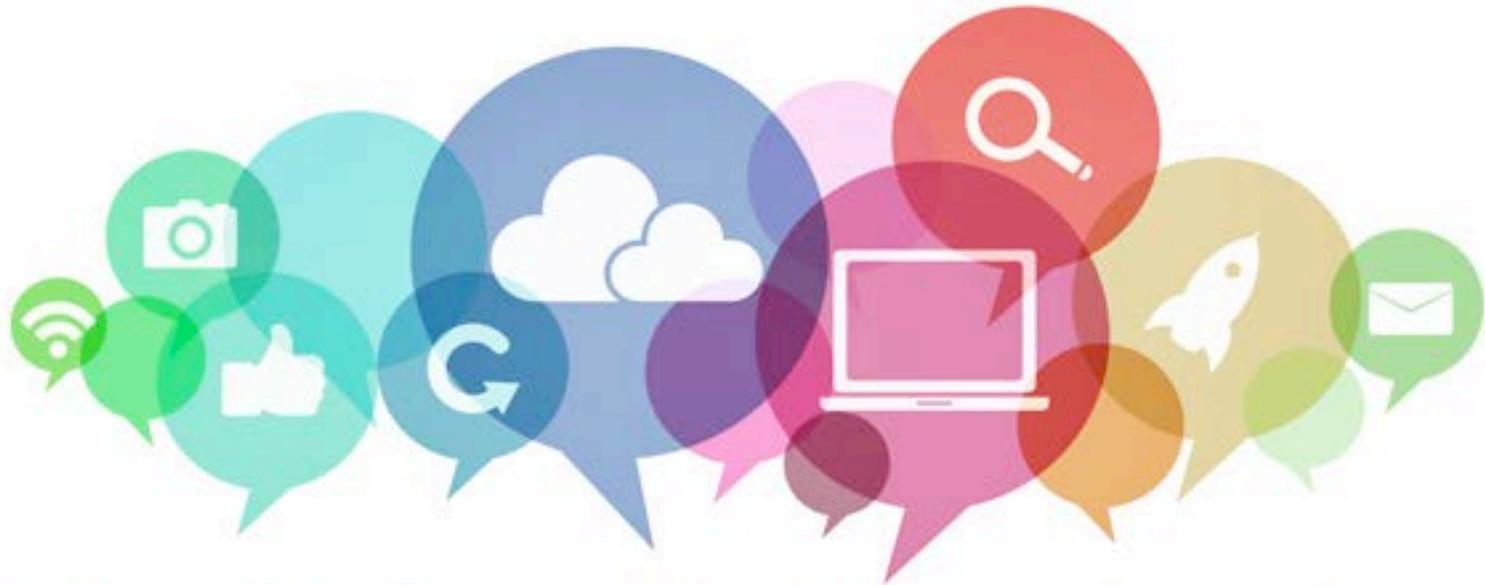
LeAnn Ebersviller I have the same problem. 😊 BTW, I like your gift certificate and your logo!

Bill Atkins and Susan Negen commented on this

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July 30, 2018 at 8:13 PM · Add Topics ·



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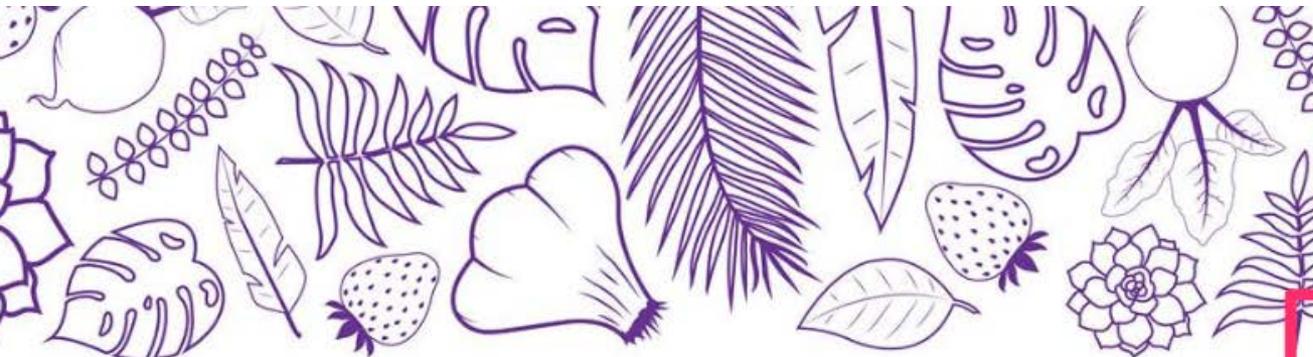


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if your name is...

TAMMY



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Email: susan@whizbangtraining.com

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