

TOP 10 WAYS TO IMPROVE REPEAT ORDERS

DRIVEN BY SMART INSIGHTS TECHNOLOGY



Wondering How to Drive Repeat Orders?

ENGAGE MORE, CONVERT MORE!

Even the most experienced seller can struggle to close the abandoned cart gap and win more conversions.

Technology is ever evolving and that definitely includes how brands are marketed and what programs they can use to help drive business.

Engagement Software helps brands reach out not only to new prospects, but to previous customers as well and builds that feeling of relationship/trust increasing the odds that customers will complete transactions vs. abandoning them.

Let's look at 10 ways to improve your repeat orders based upon our decade of experience.

On Average,
68% of Customers
Abandon Carts at Checkout

[Source: Baymard.com](#)

**INCREASE SALES
BY 32% THIS
QUARTER!**



 Toll-Free:
800-547-1618

STEP 1: DEVELOP A LOYALTY MEMBERSHIP PROGRAM

Develop a loyalty membership program for your business. It's an easy & proven way to increase conversions while rewarding customers for their repeat purchases. If you weave referrals into it, then you're tapping into the best of both worlds - more engaged current customers and new customers who then become repeat buyers.

STEP 2: BUILD TRUST BY BEING CRYSTAL CLEAR

These days people are extremely wary about sharing their personal details – especially when it's doing so online. Therefore, make your customer loyalty program straight forward and clear from start to finish. Tell users how their information will be used, how they can monitor everything and what they will be awarded in return for participating. The more they are educated about your program and your company, the more comfortable they become. The more trust and comfort they have, the more they will use the program. And, finally, the more they use the program, the more data you have from the users which means you can constantly improve your program so it's never stale.

STEP 3: IDENTIFY YOUR CUSTOMER'S WANTS

Speaking of data, the more you engage users with the program the more you can see what activities and rewards motivate them. But don't be afraid to ask them either. You can do so via surveys, sweepstakes, competitions and strong customer support & service. Ask them what they think and reward them for taking the time to tell you. The feedback, good and bad can be completely invaluable in helping you find places to improve and in general will keep things moving along nicely. And, not only reward them for taking the time to tell you what they think but openly thank them/credit them for their suggestions via kudos or social shout outs.

Our Success Stories



DVD.com Boosts Social influence and Online Presence member community



Zenabi drives eCommerce Sales and Referrals through online community



Indique creates a powerful omni-channel community to drive reviews, social buzz and sales

STEP 4: INVEST THE TIME AND RESOURCES

A booming customer loyalty program can turn into one of the pillars of your business, but it becomes useless when its not backed by suitable resources. Strategically planning the program, measuring it on a regular basis and managing it well are the only ways to keep it alive and thriving. It won't succeed if your program is always just an afterthought. Well performing programs need to be well organized and committed to for the long term, this is the reason that nearly every brand we work with prefers automated and efficient reward strategies for the ease and overall satisfaction (internal and external).

STEP 5: PROVIDE AMAZING CUSTOMER SERVICE = FANATIC FANS!

Actively monitoring all channels of feedback is one of the easiest ways to nurture a post-sale customer relationship. If consumers, current and future, see that you answer questions and respond to comments quickly, are staying on top of your social media, emails, and site comments then they will know you're invested in the relationship. And, if you combine that communication with over-delivering in all you do, your retention rate will go through the roof. You won't need to brag, advertise and 'build your brand', your fanatic fans will do it for you!

Along the lines of customer service, consider what customer actions can be automated such as; auto-billing, automatic orders, refills, reminders, rewards for promoting your company, etc. . All these things make it easier for customers to enjoy what they're paying for, makes repeat orders easy and they will tell their friends, family and co-workers about you.

STEP 6: ASK FOR REFERRALS AND MAKE IT EASY

The best way to get repeat sales is to get more of the right customers, and the best way to get more of the right customers is to deliberately leverage the network of the customers you already have. Also, it's important to remember that your best referral generators typically are not your customers, but instead are your employees! Having a system that monitors, engages and rewards both externally and internally almost guarantees success for repeat sales, customer/employee retention, and a growing brand awareness!

STEP 7: GO BEYOND THE COMPETITION = NO ONE LOOKING AT THE COMPETITION!

Beating the competition doesn't mean on price. But instead, offer the best features, services, resources, and whatever else your customers will place some value on (remember that survey suggestion earlier?). Plus make sure that you're using analytics to not just provide equal value to all of your customers, which is important, but make sure you're providing fantastic value to your strongest customers. It quickly pays off on the loyalty and referral fronts!



NextBee's team is stellar and will work alongside you to ensure your program success.



NextBee has been tremendous in putting in place all the variables for us to be successful!



STEP 8: CONTENT IS KING!

Brands with strong user-generated content nearly always enjoy much more sustainable growth than their competitors. Incorporating user generated videos, photo galleries, blog posts and other forms of content for your entire customer community to access anywhere they are engages more customers. These customers then repeat the cycle as they generate authentic content that is transparent, socially-integrated, personalized, data-driven and insightful, all of which leads your businesses into more success.

STEP 9: SOLVE A PROBLEM = BECOME IRREPLACEABLE!

Go beyond your actual product and give them something that makes their life easier on a regular basis. Customers are smart and they know when someone is just trying to squeeze more out of them vs. delivering more value. Helping a customer get exactly what they want without compromise & feel good about it not only makes a company more money, it makes the customer happier for the long run. Offering personalized experiences, relevant recommendations, and products that truly are worth spending a little extra on makes it easy to garner more referrals and generate more brand loyalty. You'll have customers who rely on you for more than just your product or service. You'll be almost irreplaceable!

STEP 10: BE THE BEST, KEEP BEING THE BEST! = INITIATE THE FORMULA FOR ULTIMATE SUCCESS!

You have the best product, you keep pushing to improve it, you have nurtured and cultivated loyal customers and brand advocates, now what? Simple, combine your current success with any of the above strategies. You'll be close to unstoppable by doing so.

Building your business on loyal referring customers and employees who are brand ambassadors means you will have to do more than the average person expects because loyalty and referrals aren't free but they are worth working for and will absolutely create repeat orders.



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CONCLUSION

Creating a customer and employee engagement program is a great way to drive more repeat orders, build loyalty, get referrals and grow your brand for the long run. Finally, really consider implementing a loyalty program so you can focus on retention first and you will find this leads to overall sales growth. Yes, it's counter intuitive but it's a proven strategy that cultivating relationships with your current customers is more cost effective and easier than just pushing to find new ones. Your loyal customers will refer you time and time again and keep buying from you which creates great ROI while growing your brand organically.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using what I've discussed to increase their sales? Connect with us today!

Get A Free Personalized Engagement Strategy Session

Email: Sales@NextBeemedia.com

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>

Trusted by Leading Brands - Loved by Small Businesses



"NextBee has helped by implementing and maintaining a robust loyalty program which provides incentives for our customers to initially begin purchasing with us, to continue to purchase with us and to share any of our products with people they know and to also be good ambassadors of Eniva products."

Mary Veloske
Vice President
ENIVAHealth™

