

WE
MISS
YOU
SOMETIMES



WE MISS YOU MARKETING

Losing a few customers here and there is part of running a business, but by not attempting to win back lapsed customers, businesses are missing out on an important revenue-making opportunity. In addition, acquiring a new customer is usually more expensive than getting an already-acquired customer to repurchase. Sometimes it just takes an invitation to spark renewed activity. Reach out to customers you haven't seen in a while, and offer them an incentive to come back.

R3 TIP

Reach out to your lapsed customers via postal mail or email, remind them why they should be out fishing and offer them a discount or reward for making a purchase.



IDEAS BEST SUITED FOR:

- Government Agencies
- Guides/Pros
- Manufacturers
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60