



To Do:

Follow up
& check in

FOLLOW UP & CHECK IN

Following up with your customers is important for retention and business growth. Customers need to know how much you care. Following up after a purchase, or even a simple “checking in” message can help you solidify relationships and make customers for life.

R3 TIP

Keep a customer list with as much information as you can obtain (email, phone, mailing address) and follow up regularly to provide education and information, and to make your customer feel valued. For example:

- **Local Direct Mailer** - After kids have attended a fishing clinic, send their family a blank map of their state’s lakes. They can color in where they have fished since and share their adventure.
- **The Angler’s Gazette** - Send those that have attended a fishing clinic or event a quarterly update with all things fishing in their area (new opportunities to learn, who caught what, seasonal tips and tricks, specials in your store, etc.).



IDEAS BEST SUITED FOR:

- Government Agencies
- Non-Governmental Organizations
- Retailers

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