



# CHECKLIST

## HOW TO OPTIMIZE RETENTION MARKETING

Check all the boxes that reflect your company's current practices.

- Our clients and customers are segmented by last purchase date
- Our clients and customers are segmented by product or service purchased
- We connect with our existing clients and customers at least 4 times per year
- We keep details about client/customer wants and needs in our data base
- We ask our clients and customers what else they would like to buy from us

How many boxes did you check? If you checked all 5, more than 50% of your revenue and profits should come from existing customers and clients. If you checked fewer than 5, Bullseye Marketing would help increase revenue and profits in the next 12 months.

To achieve your goals, you'll need to change your marketing and do things differently. What are the consequences of you NOT doing something different?

**Email** now to schedule your 40-minute discovery call appointment.

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