

Transcript for Episode 126 - WHY THANKING CUSTOMERS PAYS

If you are an entrepreneur, you are in the people business. And loving on our clients and customers is one the best ways to make our clients feel appreciated. When done right, offering thanks fosters loyalty and deeper connections, also often resulting in increased revenue.

Offering thanks to your customers is one of the most overlooked and underrated things you can do to drive your business. It's also one of the BIGGEST GAPS I see with businesses, and a huge area of growth opportunity for almost everyone.

We often focus most of our time, energy, and attention on inbound marketing and acquiring new customers. But the truth is, the customers you already have are far more likely to spend more money and time with you when you nurture the relationship – especially through an authentic and strategic thank you plan. The result of this done well is your customers frequenting your shop or business more often, staying longer, and spending more. And on top of that, when people are happy, what do they do – they tell EVERYONE about it. Also another win!

Today I am going to talk about who you should be targeting with your thank you plan, and 3 of the easiest ways to show thanks to your customers that produce the biggest results and impact. Although there are many ways you can set up a customer appreciation strategy and plan, I think this is the quickest, easiest, and cheapest ways to roll this out.

So grab your pen and paper, and take notes, and also don't forget to head to the show notes after this episode to grab the downloadable template I put together for you that you can swipe and use immediately (no need to reinvent the wheel here).

1) Who Should You Be Thanking?

To start with, it's important that your thank you messages are specific and targeted. You want to keep your focus in this exercise on EXISTING customers. I emphasize this because everyone's brain goes to the people you don't know – cold traffic, inbound people, etc. You want to think about the people who ALREADY love you. Who you've already done the work attracting and converting.

Segmenting your list and making the messages as personal as possible is key. Mass message sends and general statements fall flat, and often make clients feel like they're sitting in a marketing funnel instead of feeling valued.

Also, and equally if not more important, you want your thanks to be genuine, heartfelt, and aligned. I am going to go on my soap box and say that if you don't really feel gratitude and thanks for your clients, it's going to come through in whatever you're saying or sending and it's going to fall flat. Humans are emotional people. They know when you don't care. So before you do or write anything, get yourself and heart and your head straight and step into that gratitude, and then put your thanks out there.

Ok, now that we have that out of the way, there are the segments of people that I would thank:

- Any long-time customers and loyal customers
- Any new customers
- Any customers who may have not been in for a while
- Anyone who has returned after being absent for a while
- Anyone who has sung your praises (put out a review, shouted you on social, etc.)

2) What mediums should you use to show your thanks?

- Text
- Email
- Social Media

3) TEXT MESSAGES

Text messages are one of the most powerful tools you can use in your business to connect with your customers. Not just for reminders or notes to your friends, text is a great way to share your thanks, special promotions, etc. for your business. They are short and personal, and paired with a catchy brand asset or photo they are incredibly powerful. Also, did you know that 90+% of people open a text message they receive within 10 minutes? That makes this prime real estate.

Similar to the examples above, you can craft text messages for loyal customers, referral partners, new customers, etc.

A short text stating, “we missed seeing you and here’s an offer for X% off in the month of February!” with a link to your booking page or a discount code + link to your page is enough. Similarly you can offer someone who’s been a long time customer a discount code to thank them for being a customer for 5 years, as an example.

Remember, short, clear, and heartfelt – along with a visual and booking link when applicable.

4) EMAILS

Email is a great way to connect with your customers. As I found out, your email list is one of the most valuable assets in your business, and one of the few things you own. So treat it like the treasure it is.

Through emails you can reach your clients, personalize the message, and offer exclusive offers and discounts and free incentives. You want these messages to be personal, but always also on brand. It’s nice to include a visually appealing (and on brand) graphic or pic.

Also, keep them short, sweet, and to the point, and always include a link to your services page or online booking so they can easily take advantage of whatever you’re offering (and you can easily track the data).

For a customer that’s new, thank them for their recent visit and coming into your shop/business. I have found that offering them a token of thanks focused on getting them to come back in and shop

with you and continue to give them great results has worked best. So you can offer them a “here’s a little something to thank you for coming and to support you going forward”

For loyal customers, thanking them as a VIP and including an add-on service or discount to their next visit is a nice thank you and incentive for them to continue coming.

For someone who hasn’t been in, and you want to thank them for being a customer, but give them something to help them get back on track to get the best results with your business, you can say something like “we miss you! Here’s a VIP offer of X (% discount, add-on etc.) for our current clients!”

Remember to always put the link in the email and be clear and concise.

This doesn’t have to be complex or confusing, just a short, heartfelt message and the details.

Thank you emails are powerful and have a very high open rate and click through rate (upwards of 50%)

5) SOCIAL MEDIA

When it comes to any online platforms, especially IG, visuals are crucial. If you can share results and thanks on social in the form of imagery – pictures, videos, reels, etc. – do it. They say a picture is worth a thousand words, and it’s true. People consume content in this way easily and quickly, so keep that in mind and always have a visual component.

Again, make sure to keep things short and sweet, and make sure to always have a CTA of going to either a page link or pointing them easily access whatever token of thanks in a specific place (linktree, link in bio, button, etc.)

For customers and loyal followers you can share something that thanks them for being your followers, part of your community, part of a specific group (if they’re in a FB group, etc.) and give them a special (could be a discount or specific product or add-on, etc)

For someone who left you a review or shouted you out somewhere (or referred you), you can simply say “thank you, we’re so honored. And we’re so happy you enjoyed XYZ. Look forward to seeing you again in the future”

For someone on social that you want to personally thanks, you can put a heartfelt message of thanks and then tag them/their profile on your social media post.

Don’t underestimate the power of social proof and how people look to social media as a way to support each other and share feedback, and also how other consumers use social for social proof and validation before they buy.

In summary, thanking your customers pays. Both in loyalty, good vibes, and revenue. And it’s such a great feeling to love on your clients. I have seen with my coaching clients that the people that do this well, and from the heart, really reap the benefits of this in so many ways.

To Recap:

Who do you want to be thanking – think EXISTING CUSTOMERS – the people you’ve already spent the time to acquire, that are the warmest, that already love you. Those are your best opportunities.

Which segments –

- Any long-time customers and loyal customers
- Any new customers
- Any customers who may have not been in for a while
- Anyone who has returned after being absent for a while
- Anyone who has sung your praises (put out a review, shouted you on social, etc.)

What mediums should you use to show your thanks -

- Text
- Email
- Social Media

For each of those above mediums, keep it short, clear, and make sure to include a clear CTA and include a link to your services page/link where applicable.

And don’t forget to head over to the show notes and download the template sheet that I have put together with some simple language that you can lift immediately and put into use right now to start thanking your clients and creating even more of a win-win for you and your clients!

Until next week everyone. See you then!