



10 Ways to Improve Customer Retention

1. Increase the frequency of purchase

Instead of a one-time solution, offer something that continues to give people good results while working with you.

2. Have some firestarter discussions

To avoid overwhelm, give new members some starter content to get them going. Welcome them to the community, explain how everything works and show them where the best resources are. Stage out your emails and don't bombard them with too much information. Keep it light, easy, and short.

3. Meet offline

An online community doesn't have to stay online. Organize local meet-ups or user conventions to allow members to interact with each other face-to-face and build camaraderie.

4. Encourage members to use pictures

Research shows that people who had seen pictures of each other when they're talking on the phone had more influence than people who had not, so ask your members to upload one to their profile. If they don't, do it for them. Pictures help with recognition and branding. And it also makes people feel less like they're just talking to a screen.

5. Go personal

People don't like feeling processed, and doing something personal can prevent this. Create personal video message with software like Bonjoro or send out lumpy emails to your members. It's extra work but it's highly effective in increasing retention because few people do them.

6. Offer fresh content in multiple modalities

Consistently putting out fresh content keeps your membership valuable, and sometimes that's everything that a member needs. New information that's available in different formats like PDF, audio or video is enough to make them stick around longer.

7. Filter members

Accepting the right members is key in keeping churn low so never let someone buy unless you know that you can help them. Keep your sales offer's wording clear and employ a system that can help filter people through.

8. Check in with your customer

Send them a reminder about their renewal, encourage them to reply to your emails, ask about their progress or track them down when they've been inactive for a long time. All these can help deepen your relationship with members and show that you actually want to help them.



9. Look after your early members

Lock in your early members to a lower rate. They took a risk with you when you're just starting out, so show your gratitude by allowing them to continue paying the rate they started on.

10. Have incredible support

If possible, provide seven days a week of support to your members. When you tune in to their needs, you'll always end up with happy customers.

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