

---

# Customer Lifecycle Marketing

---

Matt Wagner | Fields MFG



# CUSTOMER LIFECYCLE MARKETING

## Customer Lifecycle

1. Awareness: \_\_\_\_\_

\_\_\_\_\_

Marketing Tool(s): \_\_\_\_\_



2. Knowledge: \_\_\_\_\_

\_\_\_\_\_

Marketing Tool(s): \_\_\_\_\_



3. Consideration: \_\_\_\_\_

\_\_\_\_\_

Marketing Tool(s): \_\_\_\_\_



4. Selection: \_\_\_\_\_

\_\_\_\_\_

Marketing Tool(s): \_\_\_\_\_



5. Purchase: \_\_\_\_\_

\_\_\_\_\_

Marketing Tool(s): \_\_\_\_\_



# CUSTOMER LIFECYCLE MARKETING

Customer Lifecycle

6. Experience:

Marketing Tool(s):



7. Retention:

Marketing Tool(s):



8. Advocacy:

Marketing Tool(s):



Additional Notes

# CUSTOMER LIFECYCLE MARKETING

## Buyer Types

1. Prospect: \_\_\_\_\_  
\_\_\_\_\_

Customer(s): \_\_\_\_\_



2. One Off: \_\_\_\_\_  
\_\_\_\_\_

Customer(s): \_\_\_\_\_



3. Active: \_\_\_\_\_  
\_\_\_\_\_

Customer(s): \_\_\_\_\_



4. At Risk: \_\_\_\_\_  
\_\_\_\_\_

Customer(s): \_\_\_\_\_



5. Lost: \_\_\_\_\_  
\_\_\_\_\_

Customer(s): \_\_\_\_\_



# CUSTOMER LIFECYCLE MARKETING

## What Marketing Tools Do You Have Available Per Channel

1. email: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



2. Phone: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



3. Video: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



4. Instant Messaging: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



5. Face-to-Face: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# CUSTOMER LIFECYCLE MARKETING

## What Marketing Tools Do You Have Available Per Channel

6. Blog: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



7. Social: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



8. Print Media: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



9. Web Media: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



10. Broadcast Media: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# CUSTOMER LIFECYCLE MARKETING

Applied Technique

Who are your top 5 most loyal customers?

1.
2.
3.
4.
5.

What did you do differently with those relationships to develop that loyalty?

How will you duplicate that experience and marketing to other customers?

# CUSTOMER LIFECYCLE MARKETING

## Customer Assessment and Marketing Plan

Customer: \_\_\_\_\_

Current Lifecycle Stage: \_\_\_\_\_

Buyer Stage: \_\_\_\_\_

Marketing Strategy & Stages: *(check off as completed)*

- ☐ 1. \_\_\_\_\_
- ☐ 2. \_\_\_\_\_
- ☐ 3. \_\_\_\_\_
- ☐ 4. \_\_\_\_\_
- ☐ 5. \_\_\_\_\_
- ☐ 6. \_\_\_\_\_
- ☐ 7. \_\_\_\_\_

*(remember that marketing rule of thumb. . . 7 times before you're seen)*

Customer: \_\_\_\_\_

Current Lifecycle Stage: \_\_\_\_\_

Buyer Stage: \_\_\_\_\_

Marketing Strategy & Stages: *(check off as completed)*

- ☐ 1. \_\_\_\_\_
- ☐ 2. \_\_\_\_\_
- ☐ 3. \_\_\_\_\_
- ☐ 4. \_\_\_\_\_
- ☐ 5. \_\_\_\_\_
- ☐ 6. \_\_\_\_\_
- ☐ 7. \_\_\_\_\_

*(remember that marketing rule of thumb. . . 7 times before you're seen)*



# CUSTOMER LIFECYCLE MARKETING

## Customer Assessment and Marketing Plan

Customer: \_\_\_\_\_

Current Lifecycle Stage: \_\_\_\_\_

Buyer Stage: \_\_\_\_\_

Marketing Strategy & Stages: *(check off as completed)*

- ☐ 1. \_\_\_\_\_
- ☐ 2. \_\_\_\_\_
- ☐ 3. \_\_\_\_\_
- ☐ 4. \_\_\_\_\_
- ☐ 5. \_\_\_\_\_
- ☐ 6. \_\_\_\_\_
- ☐ 7. \_\_\_\_\_

*(remember that marketing rule of thumb. . . 7 times before you're seen)*

Customer: \_\_\_\_\_

Current Lifecycle Stage: \_\_\_\_\_

Buyer Stage: \_\_\_\_\_

Marketing Strategy & Stages: *(check off as completed)*

- ☐ 1. \_\_\_\_\_
- ☐ 2. \_\_\_\_\_
- ☐ 3. \_\_\_\_\_
- ☐ 4. \_\_\_\_\_
- ☐ 5. \_\_\_\_\_
- ☐ 6. \_\_\_\_\_
- ☐ 7. \_\_\_\_\_

*(remember that marketing rule of thumb. . . 7 times before you're seen)*

# CUSTOMER LIFECYCLE MARKETING

## Customer Assessment and Marketing Plan

Customer: \_\_\_\_\_

Current Lifecycle Stage: \_\_\_\_\_

Buyer Stage: \_\_\_\_\_

Marketing Strategy & Stages: *(check off as completed)*

- ☐ 1. \_\_\_\_\_
- ☐ 2. \_\_\_\_\_
- ☐ 3. \_\_\_\_\_
- ☐ 4. \_\_\_\_\_
- ☐ 5. \_\_\_\_\_
- ☐ 6. \_\_\_\_\_
- ☐ 7. \_\_\_\_\_

*(remember that marketing rule of thumb. . . 7 times before you're seen)*

Customer: \_\_\_\_\_

Current Lifecycle Stage: \_\_\_\_\_

Buyer Stage: \_\_\_\_\_

Marketing Strategy & Stages: *(check off as completed)*

- ☐ 1. \_\_\_\_\_
- ☐ 2. \_\_\_\_\_
- ☐ 3. \_\_\_\_\_
- ☐ 4. \_\_\_\_\_
- ☐ 5. \_\_\_\_\_
- ☐ 6. \_\_\_\_\_
- ☐ 7. \_\_\_\_\_

*(remember that marketing rule of thumb. . . 7 times before you're seen)*