The Top 10 Benefits of Lifecycle Marketing

Lifecycle marketing starts as soon as someone opts into messaging from your brand. From there, it's your job to use email, SMS, and push to engage, nurture, and retain customers for the best relationship possible.

HERE'S WHAT YOU GAIN WITH LIFECYCLE MARKETING...

1. **NO-COST ADVERTISING:**
   Lifecycle uses owned media communications, such as SMS and email. There are no advertising costs associated with messaging.

2. **NEAR LIMITLESS AUDIENCE SEGMENTATION:**
   Unlike paid ad channels, you can segment your lifecycle audience based on almost any behavioral or opt-in trait.

3. **FIRST-PARTY DATA AND ATTRIBUTION:**
   Own your data and control your lists amidst increasing privacy restrictions.

4. **MARKETING DATA VISUALIZATION:**
   You can view both behavioral and transactional data on a CRM dashboard for deeper customer insights.

5. **LONG-LASTING RELATIONSHIPS:**
   Consistent, personalized contact can turn customers into loyal brand ambassadors.

6. **MAXIMUM CUSTOMER LIFETIME VALUE:**
   Gives you the chance to re-engage lapsed customers, create opportunities for repeat customers, and nurture new customers.

7. **INCREASED CONSUMER TRUST:**
   Permission-based marketing is ethical, personalized messaging that the audience opt-ins to.

8. **EASY ACCESS TO CHANNELS:**
   Emails, SMS, push notifications, and loyalty programs are all owned media with zero linking restrictions which allow for more first-party data.

9. **AUTOMATED SEQUENCES WITH OPTIMIZED A/B TESTING:**
   Create and test assets without paying for campaign ad spend.

10. **LESS RELIANCE ON PLATFORM CHANGES:**
    CRM systems may update, but data management remains the same.

THE GOLDEN RULE

Above all, put yourself in the customer's place; how would you want to be treated during your journey? Trust your answers and your instincts.

If your brand wants to make the most of Lifecycle Marketing, WITHIN can help. Get in touch.