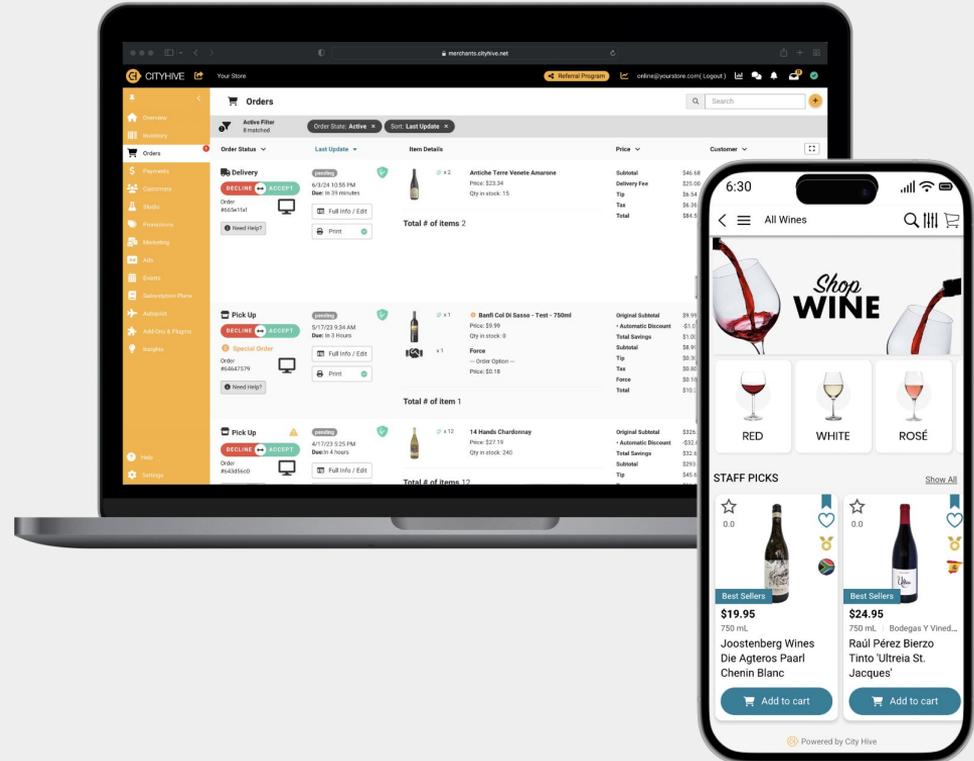


Customer Acquisition

Effective Techniques for Boosting Your Business



Welcome!

This guide provides actionable strategies to help you attract and retain customers effectively. We'll cover free, cost-effective, and premium options to suit your needs.

1. [Customer Sync](#)
2. [Print Materials](#)
3. [Ads](#)
3. [Ad Strategy & Implementation](#)
4. [Additional Strategies](#)
5. [Build Loyalty](#)

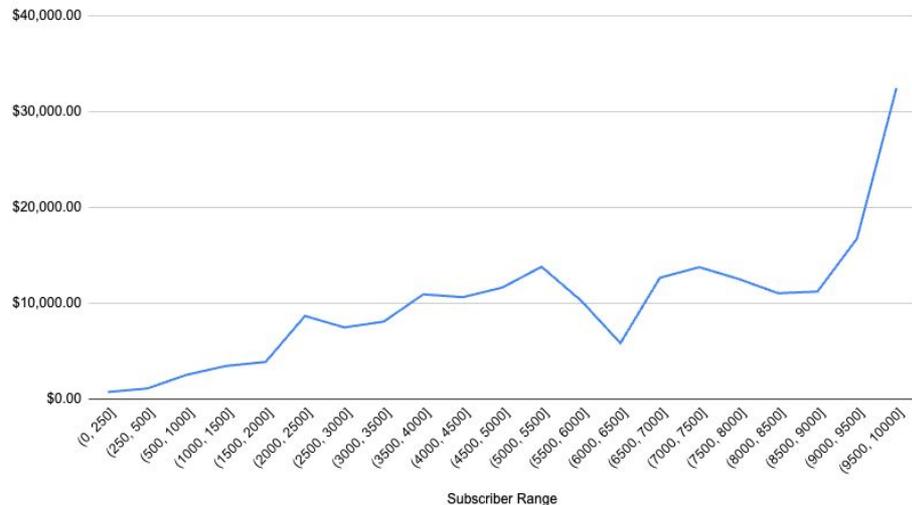
The Value of Capturing Customer Information

Overview: Empowers you to deliver personalized experiences, foster deeper relationships, and leverage data-driven insights to enhance customer satisfaction, boost loyalty, and accelerate growth.

Key Insights from the Data:

- Reaching 250 subscribers typically generates an average of \$723 in monthly online revenue.
- A significant growth inflection occurs at 2,000 subscribers, where average monthly revenue surges to \$8,663, exceeding normal growth patterns.

Average 30 Day Sales and Subscriber Count

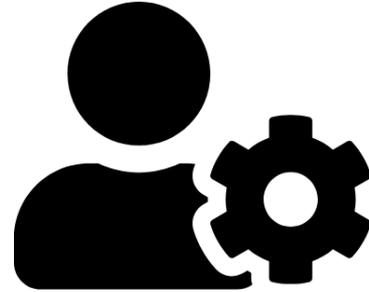


Customer Sync w/ Welcome Offer

Overview: Start accumulating subscribers by collecting customer contact information directly in your POS.

Benefits:

- Simple to implement, as customers are already accustomed to sharing this information at checkout.
- Engage with customers immediately after they leave store to encourage sign ups.
- Drive repeat purchases by staying connected.



Implementation (free to use):

For the best results, pair this strategy with a welcome offer. As soon as customers sync, they will receive a welcome message via SMS and/or email. You can begin the sync process by activating the [add-on in your dashboard here.](#)

Print Materials

Overview: Easily inform customers that they can shop online with you by using postcards, window stickers, door hangers, banners, and business cards.

Benefits:

- Reduce dependence on your in-store team to communicate this information.
- Effortlessly reach customers who are using third-party services.
- Incentivize customers to place their first order and enter their details.



Implementation (packages starting at \$100):

Our design team will create samples of your print materials for your review and approval. Once approved, we'll handle production and shipping. [See examples of how print material is used and them here.](#)

Ads

Overview: Promote your store, products, and benefits 24/7 with advertising on Google, Facebook, and Instagram.

Benefits:

- Bring your store to the top of search results.
- Attract new customers to your store.
- Build brand awareness and stay top-of-mind.

Implementation (\$400/mo + daily budget):

Our expert ads team will launch a targeted ad campaign on Google, Facebook, and Instagram, focusing on the areas where your customers are located. We'll optimize your campaigns weekly to ensure you're getting the most out of your budget. [Sign up for ad management here.](#)

Try the service with no long-term commitments and assess its impact on your store!



What's Next? Build Loyalty

Welcome Series: Set up automatic emails and text messages to highlight the benefits of shopping with you. Learn about Auto-Pilot [here](#).

Weekly Marketing Communications: Start by sending one email and one text per week about sales, product recommendations, and store updates. Learn how to create an email campaign [here](#).

Enroll in 1 -click Campaigns: Let City Hive market for you and help build a loyal customer base

Consumer Behavior Automations: Automate texts, emails, and push notifications based on inactivity, loyalty, and category purchases.

Q&A

Get in Touch!

Reach out for personalized support and to discuss how we can help implement these strategies for your store.



Email: support@cityhive.net



Phone: (917) 475-6618



1-on-1 meeting: [Book a session](#)



Thank You!

support@cityhive.net