

# Increase Loyalty and Sales in 2012

1. What's your customer's pre-purchase experience like? {Hint: Ask people in your target market to get objective answers to this question.} Are your product photos magazine-worthy? Do they pull in your customer? Are your product descriptions clear, concise, and filled with personality?

2. What's one thing you can do to improve the pre-purchase experience?

3. What's your customer's buying experience like? What are the steps your customer has to take to purchase? Can you make this process simpler?

4. What happens immediately after your customer makes a purchase? Does she receive a confirmation? What information is included on the confirmation/thank you?

5. Can you add something to the confirmation to make your customer feel more appreciated? Are you using this touch point as another place to show how amazing and unique your brand is?

6. How do you brand your packaging and make your customer feel special when she receives your product?

7. Is there anything you can do to make your customer feel even more connected to your brand and business when she receives your product? (Examples: Including a hand-written thank you note, adding a custom stamp to the outside of the package, including a family recipe with each purchase.)

8. How do you follow-up with customers? Do you invite them to join your email newsletter? Do you ask them to fill out a short survey in order to gather feedback and improve your products/customer service?