

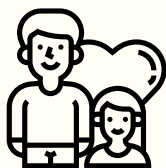
>>> August 2025



# CUSTOMER RETENTION & LOYALTY STRATEGIES

As summer winds down, it is critical for business owners to **create** and **maintain** customer relations to instill confidence in your customers.

## WHY CUSTOMER LOYALTY MATTERS



- Loyal customers spend more \$ over time
- It's cheaper to keep existing customers than find new ones
- Loyal customers = more prone to provide feedback

## STRATEGIES FOR CREATING STRONG CUSTOMER RELATIONS



- Create loyalty program incentivizing continuous purchases
- Go above and beyond in all interactions
- Personalize the customer experience



## HOW TO MAINTAIN LOYAL CUSTOMERS

- Consistency is key
- Proactively communicate and engage with your customers
- Act on feedback and show improvement

## Resources

- [6 Strategies To Boost Customer Loyalty For Small Businesses](#)
- [Loyalty Program for Small Business](#)
- [Festival by the Sea](#)
- [Customer Retention](#)



## CALL TO ACTION!



- ☐ [Utilize our Resource Toolkit](#)
- ☐ [Attend networking events](#)
- ☐ [Direct Action - Start Today](#)
- ☐ [Stay confident in yourself and your product!](#)