



New Customer Retention Program Promises to Boost Business Revenue

Businesses lose 20% of customer base per year. 68% leave because they perceive the business is indifferent. Here is a fix that will work.

BOCA RATON, FL, USA, June 26, 2017 /EINPresswire.com/ -- System Marketing 2.0, the B2B division of Florida.com, announces the latest iteration of its highly effective national customer retention and referral system.



As a doctor we are constantly being sold promotion deals.

This method works for retention and referrals.”

Y. Wasserman

System Marketing 2.0 is based on fundamental marketing principles and technology to make customers feel special, save them money, and keeps businesses in touch. All these techniques are performed through permission based sms

marketing. The new streamlined system using unobtrusive marketing, combines instant gratification methods causing customer excitement and interaction creating a buzz from their very first experience. This positivity from the customer opens the path for a receptive marketing channel from the very first moment of the introduction of System Marketing 2.0.

According to Entrepreneur.com, 49% of customers will switch businesses they frequent from a coupon. As most businesses focus on customer acquisition via advertising, 98% of them have no solid plan for customer retention or referrals. With System Marketing 2.0, business owners have an effective system that is proven to keep their customers coming back.

Many business owners may wonder if they need a specific plan that focuses solely on customer retention, and the answer to that question is money. It is far less expensive to retain the same customers and give them reasons to come back, than it costs to acquire new ones. Businesses that take the time to nurture their clientele, will develop business relationships that bring new customers through referrals. System Marketing 2.0 fills the gap for businesses using only customer acquisition. Companies that have a retention and referral program in place are far ahead of their competitors who lose out on extra revenue.

Those businesses interested in improving their customer base should check out System Marketing 2.0 at <http://SystemMarketing.Florida.com>, to see how a retention and referral system can increase their business.

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