

Marketing Hourglass

Stage 6: Repeat

Company

URL

What are all of the ways in which a client can experience so much value that they want to remain a client for the long term and perhaps buy even more or more often? Remember, the goal here is to start to think of ways that you could add to the experience and exceed expectations from this point forward. Use the left column to audit and make note of your current level of activity in this stage and the right column to note ways you could add to or enhance your activity in this stage.

Stage 6: Repeat

Stage Audit		Stage Action Plan	
Retention		Retention	
Measurement			
Results reviews			
Reactivation			
Cross-Promotion		Cross-Promotion	
Training			
Upsell			
Downsell			
Discovery		Discovery	
Client interviews			
Product/service dev			

