HOW TO GROW YOUR BUSINESS & WIN NEW CUSTOMERS
Company growth is one of the main goals of any business strategy. Because only with continuous development can you increase market influence and sales, realize new innovations and differentiate yourself from your competitors. In order to optimize the company’s performance, it is often not enough to keep the existing customer base. Winning new, loyal customers is also crucial.

The lead generation and customer acquisition are directly related to the company’s performance and sales development. It is therefore essential to take these marketing approaches into account for your growth strategy and to use them correctly. This white paper will help you to classify the terms in the consumer channel, to get to know relevant strategies and to familiarize yourself with important basics.
In online marketing, **lead generation** (or lead marketing) is the acquisition of potential customers in the form of data, such as e-mail addresses. Lead generation is therefore a fundamental component of **customer acquisition**, which focuses on transforming potential customers into actual customers.

In other words, it can be said that the customer indicates his interest in a product or service as part of the lead generation. By sending personal data (email, name, birthday, etc.), the user makes his interest clear and thus differentiates himself from the usual “traffic”. Leads obtained can have different quality levels: If the user deliberately, voluntarily and correctly provides his data and even reveals more information about himself, the lead can be defined as a **qualified lead**. When it comes to winning new clients, customer needs are paramount. With the right strategy and a correctly aligned customer journey, leads can be won as customers. There are different strategies for this process.

Leads differ in quality. While «normal leads» describe people, who leave their contact details without further interest, qualified leads define people who express interest in products / services.

Customer acquisition comprises several stages in the customer journey, with lead generation making up a significant part of it.

To address potential new customers using as many touchpoints as possible, you should be active at different levels and use several strategies.
2. FINDING THE RIGHT STRATEGY TO ACQUIRE NEW CUSTOMERS

1. EMAIL MARKETING

Email marketing is an extremely effective way to promote high quality content, product information, discounts, and events. E-mails make it possible to establish a direct connection to (potential) customers and to easily connect with your audience. One of the great advantages in e-mail marketing is the ability to monitor consumer behavior by evaluating opening, click, and conversion rates. Email marketing is also the most important conversion booster and the leading driver for ROI. Compared to other strategies, email leads are the most cost-effective method in relation to lead quality. That is why this strategy is our number 1 for new customer acquisition.

The advantages at a glance:

Efficiency
Compared to other online marketing disciplines, email marketing has the best ROI. You can reach a large number of recipients with little effort in creating emails.

Highly Targeted
Email campaigns can be highly targeted. Personalized E-Mails can be sent to segmented audience groups and customers' needs can be considered in accordance to targets.

Optimized control options
Email marketing offers immediate and measurable results. Just a few minutes after the send-out, you can evaluate the user behavior. Usually email campaigns can be measured already three days after send-out, as this period reflects average response period.

Enormous reach
The number of email users is increasing worldwide. In addition, emails are used by all generations and are an extremely popular communication channel between companies and customers.

Useful free tools:

Mailchimp
Compared to other online marketing disciplines, newsletter service that helps create, send, and manage newsletters.
If you would like to use Email marketing to acquire new customers, it is advisable to use external and GDPR-compliant databases. This way you can send your advertising messages to potential new customers. We at Audience Serv are an expert for targeted email campaign and we are happy to advise you on different options and our solutions in this area. Contact us!

2. SEM

Search engine marketing (SEM) is essential for a successful customer acquisition strategy. As shown in the marketing funnel, the customer journey consists of several touchpoints. Search engines such as Google are the most frequently used tools of actively searching for products, services and solutions. The SEM includes both search engine optimization and search engine advertising.

**Search engine optimization (SEO)**

Taking into account various factors, such as certain keywords, relevant content or technical requirements, the ranking of your own website can be increased, and the traffic can thus be positively influenced.

**Search engine advertising (SEA)**

With search engine advertising, you can generate traffic by placing ads on search engine results pages. If you use SEA correctly, this type of «paid» traffic delivers particularly good conversion rates due to the pre-qualification. That's why search engine advertising is part of the standard repertoire for online advertisers.

The advantages at a glance:

**Increase online visibility**

This medium is the best way to reach a wide online audience.

**Qualitative leads**

Search engine marketing can address users based on their search intentions. By providing valuable information, qualitative leads can be generated.

**Reliable Costs Control and measurement of results**

With SEM you keep complete control over your daily, weekly or monthly budget and the online marketing campaigns can be set up independently from each other. Cookies can be used to understand and measure the results.
Various free tools can help to analyze and optimize the SEM of your own website

**Sistrix**
Determines the visibility and loading time of your website.

**Ryte**
Analyzes the current status of your website and gives suggestions for improvement.

**Google SearchConsole**
Measures the search traffic of your website and provides solutions for optimization.

**Google Analytics**
Tracking tool that analyzes your website traffic, gives suggestions for improvement.

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### 3. SOCIAL MEDIA

Social media marketing lends itself particularly well to brand awareness. A qualitative and well-thought-out content can build and strengthen a corporate image. If you use this channel correctly, you can establish engaging communication with your customers and followers, which will help you get to know your audience even better. There is organic and paid social media. While the organic reach should be used to build loyal followers, the paid version offers the opportunity to share content with a larger audience.

*The advantages at a glance:*

**Wide reach**
Nowadays, social media is part of everyday life for many people and every generation. As a company it is important to choose the right social media channel in accordance to active users and your target audience.

**Qualified targeting**
Tailored content can be shared with potential customers of your niche.

**Customer loyalty**
If you use the medium correctly, you can build a familiar and personal relationship with users.

**Particularly suitable for**
brand awareness and customer loyalty
Useful tools for social media marketing:

Later
Content planning tool for Instagram, Facebook, Pinterest

Canva
Tool for the design process for professional graphics / templates / posts

4. CONTENT MARKETING

Content marketing is an effective method of customer acquisition for all types of companies. Through exciting and relevant content, your audience's attention can be gained and potential customers can be directed to your website. Especially nowadays, when users are often overwhelmed with false advertising messages, content marketing is a good way to build trust with customers and to share helpful and free knowledge.

This content can be shared in the form of blogs, eBooks, videos, white papers, podcasts etc. In exchange with personal information such as email addresses and names, the reader / listener gets access to the content offer. This strategy is therefore an important part of customer acquisition and lead generation.

The advantages at a glance:

Sustainability
Content marketing does focus on value and sustainability. Helpful content builds trust with the readers / listeners, which turns leads into long-term customers.

Various distribution options
Self-created content can be shared in different forms on different channels. In addition, old content can be revisited and quickly updated to current and relevant content. For example, an old blog post can be updated and shared on the blog, in the newsletter or as an infographic on social media.

Information hub
If you maintain your website as a source of information for the content you have created, the average session duration per user will increase. If you also work with internal and external links to high-quality sources, the method will have a positive impact on your organic search engine ranking.

Each strategy has its own advantages and it gets obvious how well these customer acquisition methods work together. For example, social media marketing is a good way to promote SEO-optimized content that includes a call to action to join an email list.

The key to a good strategy is to combine, try and experiment with many methods. Online marketing is in a constant state of change and in accordingly the strategy should be adapted, optimized and further developed.
3. LESSONS TO IMPROVE YOUR CUSTOMER ACQUISITION STRATEGY

A) KNOW YOUR AUDIENCE

Knowing your audience is fundamental for a successful marketing strategy. Based on this, you should determine the channels for your customer acquisition strategy and create campaigns that meet the needs of potential new customers.

B) SET CLEAR GOALS

Only with predefined goals you can include a meaningful call-to-action in your campaigns. Your CTA is extremely important in guiding people to purchase your product / service. Test different CTA options and find out which option is best to drive your conversion rate.

C) BUILDING ENGAGEMENT

As already mentioned, the customer journey consists of several steps. Before users becomes customers, they need to get to know the brand and build trust. In order to successfully accompany the customer on this path, it is important to know the problems and weaknesses and to offer solutions. Authenticity is also important as well as a consistent cross-media marketing strategy that presents the same image of your company on all channels.

D) INCLUDE PARTNERSHIPS

Partnerships with strategic alliances open up new target groups and gain additional resources. Through so-called «co-marketing», two or more companies jointly market a campaign in order to benefit from each other's brand awareness and reach.
4. Lessons to Improve Your Customer Acquisition Strategy

Return on Investment (ROI)

The ROI relates to the relationship between advertising costs and the profit made. It is calculated as followed:

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ROI = \frac{(\text{Gross Profit} - \text{Marketing Expenses})}{\text{Marketing Expenses}}
\]

Cost Per Lead (CPL)

Cost per lead describes a billing model in online marketing. While other payment models are based on the billing of, for example, simple clicks on an advertising banner, this approach pays for each generated lead and thus for every contact who is interested in the advertiser’s products or services.

\[
CPL = \frac{\text{Total Costs Spent on Campaign}}{\text{Total Number of Leads}}
\]

Customer Acquisition Costs (CAC)

The cost of acquiring customers can be calculated by dividing the marketing costs associated with a particular campaign by the number of customers won from that campaign.

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CAC = \frac{\text{Marketing Expenses}}{\text{Number of New Customers}}
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5. ABOUT AUDIENCE SERV

WE ARE PASSIONATE
We at Audience Serv are passionate for new customer acquisition.

WE ARE UNIQUE
With proprietary algorithms, we deliver your online campaigns programmatically in order to meet and exceed marketing goals.

WE ARE A GLOBAL PLAYER
Audience Serv is active in more than 20 countries in Europe, Asia, and Oceania.

WE ARE COMPREHENSIVE
Our database contains more than 100 million user data worldwide. We are thus ideally positioned for every campaign.

WE ARE CONFIDENT
Our expertise makes campaigns more successful. With an experienced team of over 70 Audience experts, we are able to take your marketing strategy to the next level.
6. SOLUTIONS

We offer intelligent, high personalized and data-driven email marketing solutions for new customer acquisition.

DATA-DRIVEN EMAIL MARKETING

Define your ideal target audience and we will build it for you. From there we can plan and execute customized email campaigns to exceed your customer acquisition and revenue goals.

LIVESEND

The LiveSend algorithm analyses more than 100 user attributes allowing us to send highly personalized Emails with relevant content at the perfect time.

LEAD GENERATION

With our lead generation, you can win prospects for your company. Those pre-qualified leads, which are acquired based on your target criteria, can be easily turned into new customers. Lead generation is provided on a scheduled or real-time basis. We only provide leads, that match your segmentation criteria.

EMAIL/POSTAL RETARGETING

Send a personalised email to consumers who have engaged with your brand previously via another channel and convert them into customers.

TEMPLATE CREATION

A good email template is important for your marketing but designing and building a template from scratch can be a very time-intensive process. Let us save you hours of precious time with our template creation services.