

Customer database

Savvy tips

Step 1. Update your database

First, you have to recognise who those customers are. A customer database is about much more than name and contact details.

Make a note of things like:

- When did they first purchase?
- How do they prefer paying?
- What do they buy and what's their average spend
- How often do they buy, and does it coincide with your advertising?
- Where do they work - what industry?
- How many employees do they have?

You should start to see that your good customers have certain things in common. And you'll identify characteristics that you can look for in new customers.

Step 2. Put that data to work

Now that you have this information, you can make smarter marketing decisions and target specific customer groups. For example, let's say you run a hotel in a business district and most of your business customers who stay Thursday and Friday nights depart just after breakfast on Saturday.

If you offer them an incentive to stay Saturday night as well, you will not only sell an extra night – you create loyalty.

Incentives could include...

- An upgrade to a suite, so they could invite their partner
- 2 for 1 theatre tickets
- Dinner voucher
- Insider guide to what's on in town

Step 3. Be creative and build loyalty

The trick is to make them feel special for staying the Saturday night. Then, next time they're staying for business they might choose to extend over the weekend.