

# How to Convert Leads, Increase Customer Retention, and Close More Recurring Revenue With

In today's competitive business landscape, converting leads into loyal customers and retaining them for the long term is crucial for sustained success. Companies are constantly seeking ways to increase customer retention and generate recurring revenue. One powerful tool that has proven effective is .

is a comprehensive platform that provides businesses with the tools and strategies to convert more leads, increase customer retention rates, and close more recurring revenue. With its innovative features and user-friendly interface, it has become a trusted ally for businesses across various industries.

## The Power of Conversion

Converting leads into customers is a key goal for any business. However, the process of lead conversion can be challenging and time-consuming. With , businesses can streamline their lead conversion process and achieve better results.



## The SaaS Email Marketing Playbook: Convert Leads, Increase Customer Retention, and Close More Recurring Revenue With Email

by Étienne Garbugli (Kindle Edition)

★★★★☆ 4.6 out of 5

Language : English

File size : 19069 KB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled

Print length : 252 pages

Lending : Enabled  
Screen Reader : Supported



The platform offers a range of features designed to capture and nurture leads effectively. From automated email campaigns to personalized landing pages, businesses can engage with potential customers at every touchpoint. By providing valuable content and targeted messaging, helps businesses convert leads into loyal customers.

## **Increasing Customer Retention**

Once a lead is converted into a customer, the next challenge is to retain them for the long term. Customer retention is crucial for businesses as it leads to increased customer lifetime value and recurring revenue.

provides businesses with the tools they need to boost customer retention rates. With its advanced analytics and segmentation features, businesses can gain valuable insights into customer behavior and preferences. This allows them to personalize their marketing efforts and deliver a superior customer experience.

Additionally, the platform offers automation capabilities that enable businesses to stay connected with their customers through targeted email campaigns, personalized offers, and loyalty programs. By leveraging these features, businesses can foster strong relationships with their customers and enhance loyalty.

## **Closing More Recurring Revenue**

One of the ultimate goals for businesses is to generate recurring revenue. This not only ensures a steady revenue stream but also indicates customer satisfaction and loyalty. equips businesses with the tools and strategies to close more recurring revenue.

The platform offers an integrated subscription management system that simplifies the billing and invoicing process. Businesses can easily create and manage subscription plans, set up automated recurring billing, and handle payment processing seamlessly. This eliminates the hassle for customers and ensures a smooth and hassle-free experience.

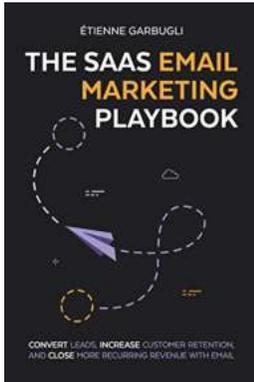
Moreover, provides businesses with actionable insights into their customer base, allowing them to identify opportunities for upselling and cross-selling. By offering personalized recommendations and targeted promotions, businesses can maximize their revenue potential and drive customer loyalty.

Converting leads, increasing customer retention, and closing more recurring revenue are key objectives for businesses in today's competitive market. With , businesses can achieve these goals more efficiently and effectively.

The platform's comprehensive features and user-friendly interface make it a valuable asset for any business looking to optimize their lead conversion process, boost customer retention rates, and generate recurring revenue. By leveraging the power of , businesses can gain a competitive edge and drive sustainable growth.

## **The SaaS Email Marketing Playbook: Convert Leads, Increase Customer Retention, and Close More Recurring Revenue With Email**

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"A great no-BS resource where you are guaranteed to pick up useful tips and approaches, whether you're an email pro or just starting out." – Andrus Purde, Founder & CEO, Outfunnel

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No matter how great your product is, it's very likely that 40–60% of free trials never see your product a second time. This means that you stand to lose up to 60% of your hard-earned signups. Do you just let them go?

Email marketing is one of the highest leverage activities in a SaaS business. It can help:

- increase onboarding and trial conversions;
- reduce churn; and
- grow monthly recurring revenue (MRR).

By introducing a single campaign today, you could significantly increase your

conversions, and get the benefits of that increase predictably and repeatedly, week after week. That's the beauty of automation. It's also how we created an upsell program at LANDR that was generating up to 42% of weekly subscription conversions. When I joined LANDR, we were only sending 3 automated emails (and only 1 of those was performing). By focusing on sending the right email to the right user at the right time, performance jumped up, with increases in:

- product onboarding completion;
- engagement;
- sales; and
- upgrades to annual subscriptions.

We made a lot of mistakes along the way (including sending 85,000 emails to the wrong users). It took a lot of trial and error, long hours, and exhaustive internet searches, but the results were obvious. Email was more effective at generating revenue than:

- Investing in more ads;
- Building new features hoping they'll drive engagement;
- Redesigning at the cost of trial and error.

You can learn SaaS email marketing the way we did (through hard work), or jump to the front of the line.

The SaaS Email Marketing Playbook includes everything I would have loved to know about email before I got started at LANDR:

- how and when to create new emails or In-App messages to influence your users' behaviors and purchase decisions;
- how to double, triple, or quadruple the performance of every single email you send;
- how to stand out in an increasingly more crowded inbox; and
- how to create processes and structure to systematically grow the performance of an email marketing program.

The book also includes seven deep dives to help you implement your onboarding, upsell, retention, referral, and behavioral sequences, among others.

You don't need to be a master copywriter (or have one on your team) to send effective emails. You just need the right processes and knowledge to start growing your business with email.

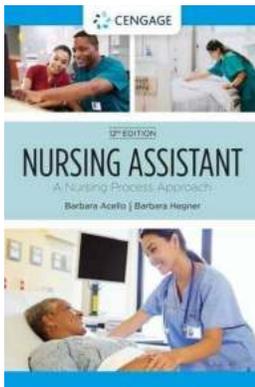
The SaaS Email Marketing Playbook contains everything you need to plan, build, and optimize your email marketing program.

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The SaaS Email Marketing Playbook was written for businesses with clear signs of Product-Market Fit, that are:

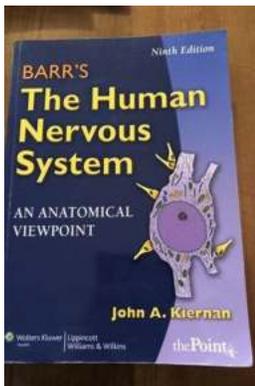
- selling to consumers or businesses;

- charging monthly or yearly subscription fees;
- generating more than \$2k MRR; and
- adding at least 200 email signups per week.



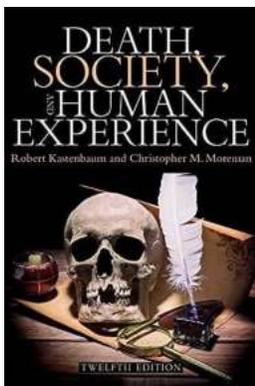
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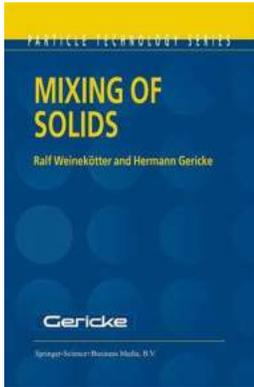
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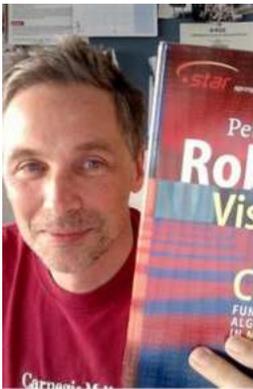
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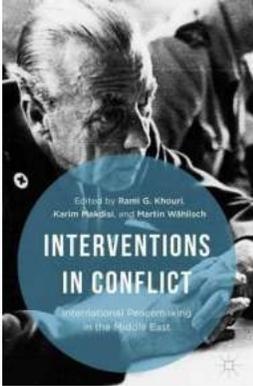
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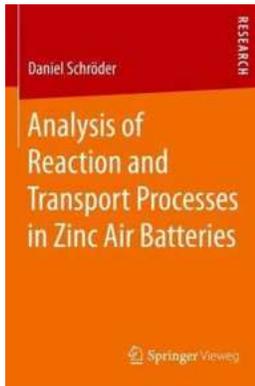
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