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# Turn Back-to-School Customers Into Lifelong Customers

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## CHECKLIST



Start including email signup calls-to-action in all transactional back-to-school messages (confirmations, shipping notifications, etc)



Tease out holiday specials and reminders on your packing slips throughout the end of summer/early fall



Have an active presence where your customers are (social, mobile) and make your business available in those places



Create a friendly return policy and promote it (this can be a major differentiating factor) ahead of the holidays



Put a loyalty program in place to keep customers interested and shopping post-school season and into holiday season



Use what purchase history you have available to make recommendations of products they'll love before they're looking



Start segmenting your customer list now to allow you to create hyper-targeted email communications for the holidays, adding new customers to those segments as you grow your list

