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Greetings!

As you plan for 2020, omni-channel programs with cross functional teams that address acquisition **and** retention should be top of mind. With an agile marketing approach to work and an efficient MarTech stack, measurable improvements to profitable organic growth will save the day.

The programs in 2020 should balance acquisition with retention efforts and the right blend of inbound and outbound marketing.

Acquisition costs continue to rise. It is currently estimated that it costs 25X more to acquire new customers. While we are testing to determine the best(least cost) method to acquire new customers, using acquisition to replace fleeing customers is an expensive proposition.

Rising acquisition costs can be offset by preventing churn i.e. retaining customers. Happy customers become loyal customers and buy again and again.

My recently published article [“Marketing’s Digital Divide: It’s Just Marketing”](#) discusses marketing's call to action and the benefits that will accrue from effective program design and execution.

If you need to eliminate your Digital Divide or would like to improve the omni-channel program design at , let's have a conversation.

Regards,

Marianne

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