

by Lyon Baker

9 Facebook Ads Tactics to Increase Customer Retention for your Ecommerce Store



Now that you have encouraged your consumer to make a purchase from your ecommerce store, it's important to make sure that their conversion isn't a one-time occurrence. Customer retention is a practice that ecommerce stores implement to increase the number of repeat customers.

You want your current customers to keep your brand top of mind, so they don't go looking to other similar stores to help solve their problems. Customer retention is also great for building relationships and gaining as much value from the customer base you've worked to acquire.

Repeat customers are important for the success of your ecommerce store. It's even cheaper to encourage them to make purchases than it is to find new customers. If you're lost on where to start building or increasing your customer retention, we've compiled the top 9 methods to increase customer retention for your ecommerce store.

Top 9 methods to increase customer retention

1. Personalize your ads

Simply take the account what was purchased from your ecommerce store and use your Facebook ads to recommend other things for purchase. You can also consider what might have been abandoned in the shopping cart and make recommendations based off of that.

2. Utilize retargeting techniques

Once the purchase is over, you've still got work to do. A customer will likely want to purchase again if they have a good experience with your ecommerce store, so it's your job to retarget them.

Retargeting ensures that your customer doesn't forget about your brand and stays up to date with new products while also being exposed to new products.

Cross-selling and upselling are two great retargeting techniques that show your customer products that are different than the ones they purchased but are still relevant to their interests.

3. Educate your customers

Educate your customers on the benefits of your product and how it can solve their pain points. Since they've already purchased from your brand, they know a little bit about your products. However, if you're using cross-selling or upselling techniques, you need to tell them more about the value.

One way to do this for customers who have already purchased is to show how your product incorporates into their daily routine. You could also use your ads to show how buying a new product will work well with the one they've already bought.

4. Convey your brand mission

Another great method for customer retention is to use your ads to talk about your brands' mission. This not only continues to build trust with your customers, but it helps them to feel as if their purchases are contributing to a great cause.

For example, if your mission is to contribute to sustainability initiatives, it's likely your customers will want to help with your efforts through their purchases.

5. Highlight unique selling points

Don't forget to remind your customers why they purchased in the first place. In your ads, go back over the benefits of your products. Highlight the quality, materials, and production.

You could also mention your company's values like sustainability, hand-crafted items, organic sources, and other unique selling points that set you apart from the competition.

6. Learn more about your customers

With this knowledge, you can offer an ad experience composed of ads relevant to their interest and with a combination of text and images that they want to see. If you're unsure about what ads work best, try [dynamic ad types](#) to test different combinations.

7. Offer exclusive customer deals

To keep your customers purchasing from your ecommerce store you'll need to give them a reason to stay with your brand. One way to do this is to offer exclusive offers or deals that encourage them not to look towards other competitor stores.

With exclusive offers, such as customer discounts or free shipping, not only will your customers feel more valued, but they will also be encouraged to purchase more to receive similar deals in the future.

8. Provide social proof

Another way to increase your customer retention is to publish ads that utilize social proof. Once your customers see that other people are enjoying products from your ecommerce store as well, they will be more likely to purchase again.

For example, you can publish ads that include a top star review from your website, a customer testimonial, or even someone showing your product in action.

9. Keep your brand top of mind

One final way to increase customer retention for your ecommerce store is to keep your brand top of mind. You don't want to let your customer forget you exist as an option to solve their problem.

A good tactic is to continually keep your brand top of mind for your customers by keeping them updated on products that are relevant to their interests.

How Brainity helps you keep customers and attract new ones

Though it's important to keep your customers coming back, it's also important to have a plan to attract new customers. You'll need creative, engaging Facebook and Instagram ads that drive traffic to your store and help guide your consumers through their customer journey.

With Brainity, we help you build intelligent ads that find the right customer at the right time. Using advanced AI, we strategically distribute your budget, curate audiences, and optimize performance with little to no manual oversight.

Try Brainity risk-free for 14 days, no credit card required, and see how seamless we make it to grow your audience through advertising on Facebook and Instagram.

 E-commerce tips

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