

# Course : Implement your customer acquisition and retention strategy

*Practical course - 2d - 14h00 - Ref. MCF*

*Price : 1280 € E.T.*

Implementing a customer acquisition and loyalty strategy is one of the key success factors in a competitive market. This course will teach you how to analyze the market and its competitive universe, identify the right targets and develop the most appropriate offers to achieve your objectives.

## Teaching objectives

**At the end of the training, the participant will be able to:**

- ✓ Analyze the competitive environment and customer portfolio
- ✓ Define your strategy and steering indicators
- ✓ Building winning offers
- ✓ Develop loyalty offers

## Intended audience

Marketing, sales and communications managers. Product and market managers.  
Responsables for strategy, conquest, loyalty, CRM, direct marketing, customer relationship management.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Examples. Sharing experiences. Reflection and practical implementation workshops. Case studies.

### Teaching methods

Active pedagogy encouraging exchanges between participants.

## Course schedule

### PARTICIPANTS

Marketing, sales and communications managers. Product and market managers.  
Responsables for strategy, conquest, loyalty, CRM, direct marketing, customer relationship management.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Carry out a market diagnosis

- Consider its global environment and competitive universe, new channels and modes of communication.
- Analyze prospects: choice criteria, equipment, loyalty, potential, unmet expectations, Life Time Value.
- Analyze your customer portfolio: customer value, life cycle (repurchase, attrition).
- Identify non-customers and their disincentives.
- Identify the determinants of "loyalty": satisfaction, image, attachment, expectations, commitment, competitors' offer.

### Hands-on work

Identifying loyalty criteria. Use of a SWOT matrix

## 2 Defining your marketing strategy

- Identify the challenges, limits and risks of each strategy.
- Define the overall conquest and loyalty strategy: offensive, defensive, selective, with which objectives?
- Identify targets, contacts and lines of action.
- Define cost levels.
- Select CRM tools for real-time personalization, conversational solutions, video, data collection.
- Estimate ROI and define steering indicators: response rate, conversion rate, attrition rate, retention rate, etc.

### Hands-on work

How do you segment prospects and customers to target those with the best potential?

## 3 Designing offers to win new customers

- Identify the key action moments in the prospect's journey.
- Define the types of welcome offers: trial offer, sponsorship, etc.
- Formulate messages and sales tools.
- Select the right sales support tools.
- Activate response levers and gas pedals.
- Choose the right prospecting channels (e-mailing, SMS, SEA, SEO with CTA to generate leads...).
- Deploy a communication strategy for our offers: multi-channel, web-to-store, intelligent voice chatbots...).
- Test offers on specific segments based on propensity scores.
- Measure performance using key indicators (click-through rate, conversion rate, lead qualification rate, etc.).

### Case study

Definition of conquest offers based on a company case study

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

#### 4 Developing loyalty offers

- Identify the variables in the marketing mix on which to act.
- Optimize your products, your range of services, your customer journey and experience, your extreme responsiveness...
- Define a pricing structure that integrates loyalty, exclusive benefits, gift and co-creation strategies...
- Add value and visibility to your company and its offerings.
- Redefining customer relationship management, creating links, commitment and attachment.
- Captivate customers.
- Specify preventive or curative retention processes.
- Identify key indicators (NPS, feed rate, re-purchase rate, churn rate, etc.) and key success factors.

#### Hands-on work

Definition of loyalty offers based on a company case study

### Dates and locations

#### REMOTE CLASS

2026 : 25 June