

nGage with Your Customers to **Drive Loyalty** this Winter

Frost & Festivities: Winter Retail Trends, Customer Behavior, and Revenue Insights

Winter is here! It means that the temperature has already dropped to create a pavement for rising profits.

How you may think?

This is probably because even the slightest change in sun and cloud in the atmosphere can change the customer buying behavior. **This is known as the “Cold Weather Effect”**. It is a phenomenon that drives sales and revenue while people continue to stay in their comfort zone.



Retailers can
ace the game
of engagement
by knowing the
ongoing
preferences of
individuals:

1.

Cold behavior makes people stay indoors: By not going out they can often get bored and spend more time shopping online to cure themselves of boredom.

2.

E-commerce will maintain dominance, with **mobile commerce** seeing substantial growth, as apps become more optimized for quick and convenient purchases, with real-time notifications to drive impulse buys.

3.

Holiday Season: Winters are also associated with numerous holidays where people are in a joyous mood and are willing to spend more even without persuading them to shop.

4.

According to the **Hustle Daily**, **81% of people** prioritize comfort over price and style.

5.

Shoppers are becoming more **strategic** about their purchases. They're planning ahead for the holidays, searching for discounts early, and often making their purchases weeks before key events.



Thus, the winter season witnesses **early discounting** and **flash sales**, with retailers starting promotions in **early November** to capture the early-bird shoppers. Major events like **Black Friday and Cyber Monday** have continued to be key sales drivers, offering deep discounts on winter clothing, electronics, and gifts, both online and in-store.

There will also be Post-holiday sales which often focus on **clearance**, offering discounts on leftover stock, particularly in seasonal apparel and products.



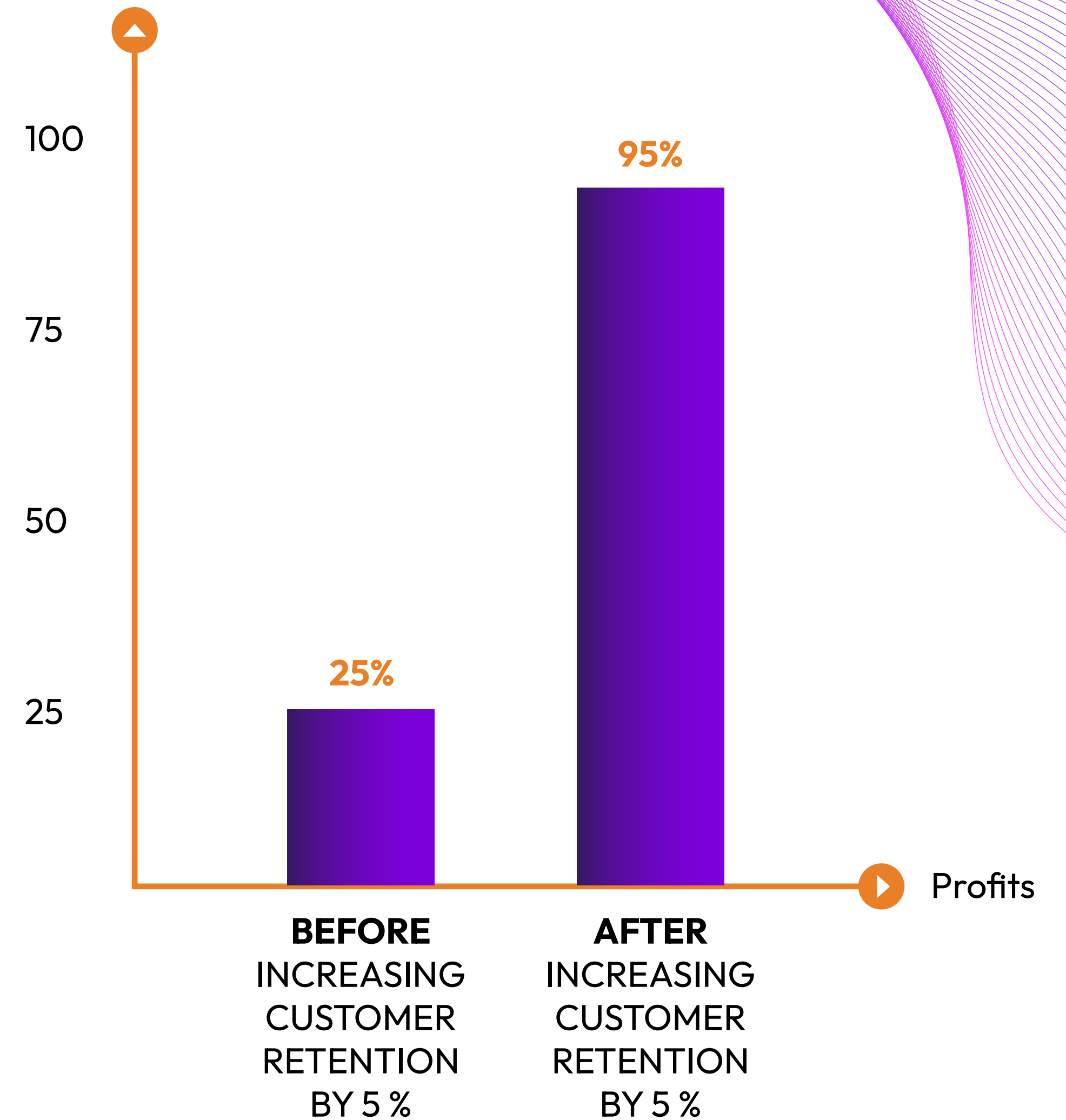
In retail, there's a common misconception that growth is all about acquiring new customers. While attracting new shoppers is certainly important, **customer retention has emerged as the true growth engine for businesses.** It's no longer enough to bring in fresh faces—nurturing existing relationships has become the secret weapon for driving sustained profitability.

Statistical Proof

Increasing customer retention by just 5% can boost profits by an astounding **25% to 95%** (Source: Harvard Business Review).

It's **5 times more expensive** to acquire a new customer than to retain an existing one (Source: Times of India).

On average, **loyal customers** spend **67%** more than first-time buyers (Source: BIA Advisory Service).



It costs **five times more** to acquire a new customer than to retain an existing one—yet most businesses are still chasing new faces.

Loyal customers don't just come back for repeat purchases, they also serve as your best brand ambassadors, spreading word-of-mouth recommendations that are worth their weight in gold.



The Power of Retention vs. Acquisition

While acquisition strategies focus on reaching new customers and convincing them to buy, retention strategies are all about creating **lasting relationships** that encourage repeat business. Let's break it down with some key stats that reinforce why retention should be at the heart of your strategy:

Repeat customers are **9 times more likely** to convert than new visitors (Source: Adobe).

Customer lifetime value (CLV) increases by **20 to 30%** when companies focus on improving retention efforts (Source: McKinsey).

Brands with strong loyalty programs see **64% higher purchase frequency and 33% higher average order value** compared to brands without loyalty programs (Source: McKinsey).

STRONG LOYALTY PROGRAMS =

64%

HIGHER PURCHASE FREQUENCY

33%

HIGHER AVERAGE ORDER



From Leads to Lifelong Customers

Customer loyalty is the new currency in retail.

Brands are moving from short-term transactional relationships to long-term emotional connections.

CRM systems are the backbone of this shift, enabling brands to create **personalized experiences** that keep customers returning.

The Power of CRM in Retention

CRM-based loyalty programs can **increase repeat purchases by up to 83%** (Source: Yotpo).

83%

INCREASE IN REPEAT PURCHASES



60-70%
PROFITS

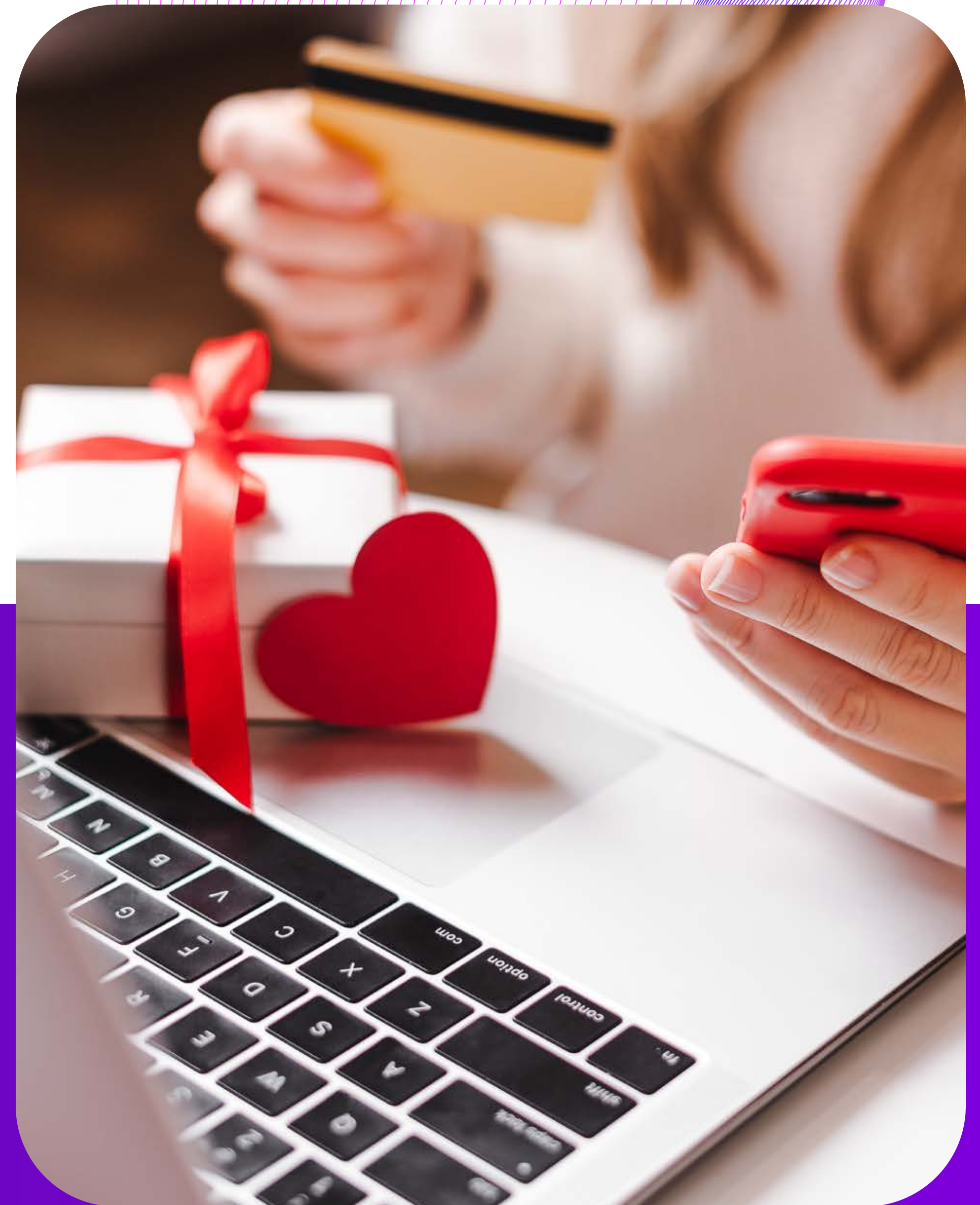
60-70% probability of selling to existing customers (Source: Semrush)

Solution:

Leverage CRM-driven **loyalty programs** to provide tailored rewards, exclusive offers, and personalized communication, turning casual buyers into brand advocates.

Campaign Idea:

Winter is a time for giving. Reward your loyal customers instantly through **real-time loyalty points** and offers after every purchase. Make them feel **appreciated** for their continued support, and encourage them to **keep returning**.



Instant Gratification: Rewarding Loyalty Program in Real Time

Customers now expect instant rewards. **Real-time loyalty points and offers are becoming a norm for retaining customers and driving repeat sales.**

Instant Gratification leads to **customer loyalty.**

Emotional loyalty of the customer for a brand leads to a **306% higher lifetime value.**

78% of marketers believe in engaging with customers in real-time (Salesforce).

306%

HIGHER
LIFETIME
VALUE

78%

REAL-TIME
CUSTOMER
ENGAGEMENT
BELIEVERS

Solution:

Integrate **real-time loyalty updates** into your CRM system, ensuring customers can redeem their points immediately after a purchase. This instant gratification boosts engagement and loyalty.

Marketing Campaign:

Highlight your CRM system's real-time loyalty updates feature, ensuring customers can redeem their points immediately after a purchase. This instant gratification boosts engagement and loyalty.



Power of Segmentation: Tailoring Engagement For Every Customer

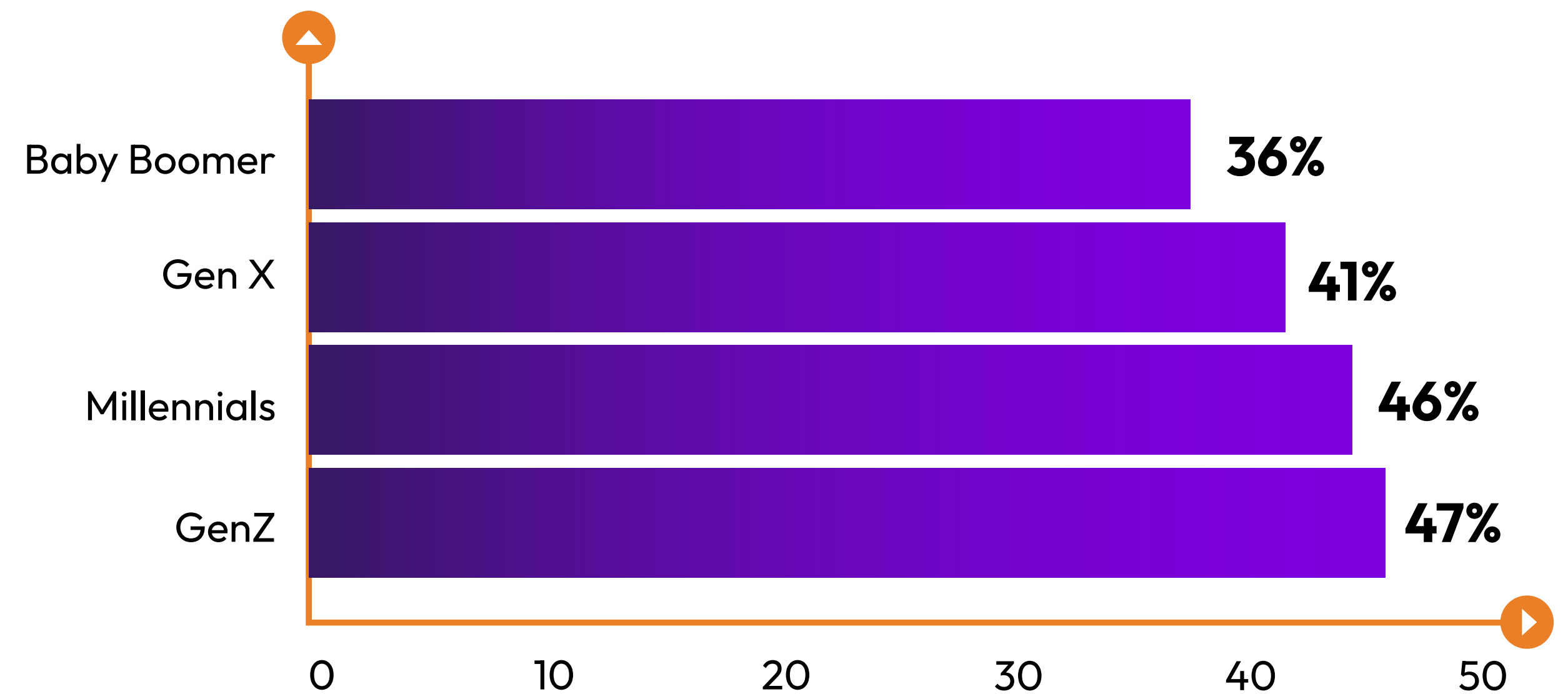
Segmentation is no longer just a buzzword.

Personalization is powered by the ability to segment customers based on deep behavioral insights, enabling hyper-targeted communication.

77%

77% of **marketing ROI** comes from segmented, targeted, and triggered campaigns (Salesmanago).

Generational **cohort desire for personalization** ranges from Gen Z (47%), Millennials (46%), Gen X (41%), Baby Boomer (36%)



Solution:

Use CRM tools to segment your customer base by demographics, behavior, and purchase history with the RFM strategies. Tailor content, offers, and messaging to each segment for maximum relevance.

Campaign Idea:

Run a **birthday campaign** targeting customers within a specific age range or location, offering a personalized gift or discount based on previous purchases.



Developing Uniformity Across All Channels

In today's digital age, customers expect a seamless experience across all channels. A CRM system enables an **omnichannel approach**, tracking customer behavior and interactions across **online, mobile, and offline platforms**.

Whether your customers are browsing your website, chatting on WhatsApp, or visiting a physical store, their experience should be **consistent and integrated**.



Key Statistics

73%

73% of consumers engage with multiple touchpoints during their entire shopping journey (Harvard Business Review).

90%

90% of customers expect a consistent experience across all channels (Invesp).

91%

Retailers who provide an omnichannel experience see **91% higher year-over-year customer retention rates** (ET Brand Equity).

Thus, integrate your CRM with all customer touchpoints— social media, email, website, and in-store—and ensure your messaging and offers are consistent across all channels.

This omni-channel strategy creates a **cohesive customer experience**, improving **engagement and loyalty**.

Closing Remark

Winter presents the perfect opportunity to forge lasting bonds with your customers by harnessing the season's trends and festive spirit. Now is the time to deliver tailored, real-time experiences that not only inspire loyalty but also fuel repeat business and boost engagement.

Remember, while the winter chill may slow down the world outside, your progress doesn't have to freeze. By leveraging **CRM tools to personalize interactions** and **create tailored experiences**, you can ensure that the **loyalty you nurture** this season **lasts year-round**.

The takeaway? Engage, delight, and reward your customers today, and you'll transform one-time buyers into lifelong brand advocates—ensuring they stay with you no matter the season.



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