Twitter Thread by James Watson | LinkedIn King ■

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@linkedin_king

The 6 Secrets to how I keep agency clients for YEARS.

33 CONTINUOUS MONTHS is the record so far...

...and still going up.

All starting from a single LinkedIn connection request.

[THREAD]

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FIRST, WHY?

Retention is the KEY factor in the success of your business if you're an agency or provide a B2B service.

The average agency client retention rate is JUST 3 MONTHS.

You'll never grow this way unless you're charging high ticket (25k+) & have sales dialled-in.

P2

#1. PRODUCE KPIs

KPIs are critical for retention.

Clients won't remember all the value/leads/deals you've brought them unless YOU document them.

I create a Google Sheet and give them access 24/7 as a constant reminder.

Plus it helps them to follow-up and close more deals.

P3

#2. CREATE WEEKLY UPDATE REPORTS

I used to create written reports every week with KPIs & details of their new leads.

Clients LOVED them...

...but they took a lot of time to create and send.

So I stopped writing reports and instead started to...

P4

#3. SPEAK WEEKLY

This is the #1 thing you should do to retain clients longer.

Most agencies HATE speaking with their clients.

...which is why their retention sucks.

Speak WEEKLY & you'll build a strong relationship.

Help them to get MORE value from your leads.

But HOW?

P5

#4. FIND OTHER WAYS YOU CAN ADD VALUE

You want to become INEXTRICABLY linked to your clients' business.

Help them to:
>> Create landing pages
>> Follow-up email sequences
>> If you do cold email, add on LinkedIn

Clients NEED your help which is why you also need to...

P6

#5. BECOME THEIR TRUSTED ADVISOR / CMO / COACH

This is the ultimate game-changer for client retention...

One client publicly refers to me as their 'Marketing Director'

My details are on their website.

I'm part of their team...

Do you think they're quitting anytime soon?

P7

#6. SELL STICKY SOFTWARE & BECOME THEIR INTEGRATOR - PART 1

This is the future of 18 mth+ client retention.

I sell them a great WL CRM solution https://t.co/zclvaWkKgE to fix their follow-up & reporting.

They pay for the SaaS separately from my agency services

(CONTINUED)

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#6 SELL STICKY SOFTWARE - PART 2

BUT... they NEED help to get most value from the CRM.

To build campaigns, sequences, & so their sales team know how to use it.

Even if they cancel the services, they still need to pay YOU for the CRM.

THAT's a long-term relationship...

P9

#6 SELL STICKY SOFTWARE - PART 3

In summary - everyone that uses a CRM

NEEDS A TECH INTEGRATOR

You should BE that person for them.

..and as long as they continue to get great value from the CRM and the leads you generate to keep it full...

They'll NEVER want to leave.

P10#

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