

Value Nurturing Checklist

Ready to take your marketing to the next level for customer retention and loyalty? Add value nurturing to your customer strategies. *Value nurturing is the practice of helping customers realize value from being customers.*

How many of these strategies can you use? (Find examples in *Subscription Marketing*.)

✓ Help Customers Find Success

- Create customer launch plans
- Orchestrate early successes
- Encourage adoption with gamification
- Create new user videos
- Offer great training
- Other: _____

✓ Demonstrate Value to Customers

- Share customer stories
- Qualify solution value
- Other: _____

✓ Add Value Outside the Solution

- Offer valuable content
- Create customer communities
- Build an ecosystem
- Share your data
- Other: _____

✓ Add Value to the Relationship

- Over deliver
- Be entertaining
- Be a trusted guide
- Nurture fans and advocates
- Ask for advice and input
- Have a customer departure plan
- Welcome returning customers
- Other: _____

✓ Help Customers Live Up to Their Values

- Find and share your values
- Find and share your stories
- Invite customers to participate with you
- Embed values in your business models
- Other: _____