

A group of about ten people are sitting on a grassy hillside, eating and talking. They are surrounded by camping gear like pots and bowls. In the background, there are rolling green hills and a range of mountains under a clear sky. The scene is bright and sunny.

# CUSTOMER RELATIONSHIPS

How do you cultivate long-term relationships with customers?

# What we're discussing

1. How do you create a relationship with new leads, from initial inquiry to actual booking?
2. How do you continue to build a longer-term relationship with this client post-trip, hopefully increasing retention and referrals?



*15 min to discuss each topic at the table, then 10 min to share with the whole group*

# What can we accomplish today?



- What are the cool, unique things you do for your clients?
  - How do you make them feel special?
  - What are the simple “hacks” you use to keep them informed, engaged, and coming back?
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# Before each experience

**You just got a new lead.** How do you create a relationship with this prospective client, all the way up to booking?

- Do you text, call, use email marketing, or utilize a chat feature?
- If they book online without contact, how do you get them excited or ready for the trip?
- How often are you contacting them pre-trip?
- What software are you using?

***How do you close the deal?***





# After each experience

**Your customer went on the trip! What's next?**

- When and how do you solicit feedback (surveys)?
- How do you ask for referrals and reviews?
- What are your contact touchpoints throughout the next year (newsletters, postcards, etc.)?
- What software are you using?

**How do you keep that relationship going?**

# Ideas from the roundtable

- Special and exclusive receptions, trips, or gifts for VIP customers
- Keep personal notes about each customer in your booking software to refer back to
- Use SMS texting for pre-trip reminders and post-trip requests (like surveys or reviews)
- Regular/frequent newsletters with varied content (including more than just sales/marketing)
- Upsell/offer upgrades after booking along with pre-trip reminders
- Offer cancellation insurance at POS and remarket to those who initially opted out
- Train and incentivize guides to ask for reviews (have guides pass out cards with their name and QR codes)

# Ideas from the roundtable, cont

- A/b test monetizing photos vs using them for marketing (offering for free)
- A/B test pre- and post-trip emails to figure out the ideal amount of communication
- Offer “bonus cash” (discounts) for items in your gift or gear shop, restaurant, future trip, etc.
- Partner with complementary organizations to boost each others’ experiences when appropriate
- Make personal phone calls during slow season to repeat or VIP clients

# Come chat with other marketing folks!

Dean and I will be hanging out outside the expo hall (yellow “couches”) around 5 p.m. and would love to chat with and get to know more folks in the marketing world!



*Continue the convo...*

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