

LIFECYCLE MARKETING AGENCY

THAT DRIVES RESULTS

xtra mile
LIFECYCLE MARKETING

In the midst of the digital transformation, where everyone and everything is connected, marketing is no longer only about meeting potential buyers at different touchpoints in a funnel and luring them to buy a product. In today's engagement economy, marketing is about helping businesses reduce customer acquisition costs (CAC) and maximize customer lifetime value (CLV) while delivering lasting experiences to end users. It is about the entire lifecycle of a customer and its engagement with a business – its products, services, sellers, employees, partners and stakeholders.

Xtra Mile, a lifecycle marketing agency operating in Israel, Europe and the United States, helps businesses manage lifecycle marketing in today's customers' economy. With over 15 years of experience working with leading customers, primarily in the high-tech, medical and technology industries, Xtra Mile increases customer lifetime value (CLV) by integrating a coherent system that leverages customer engagement from acquisition to retention.

Lifecycle Marketing - A to Z

At Xtra Mile, we know marketing and today's environment inside out. We know our customers put their own customers at the center. And we are experts in managing marketing lifecycles from A to Z. We provide a 360-degree view of each of the phases in a customer's lifecycle – from developing profitable marketing strategies, through improving sales processes, to retention tactics – while ensuring lower CAC and higher CLV. At the same time, we take care of all aspects of employer branding and i-Comm activities, because we know that satisfied employees are key to our customers' success.

Lifecycle Marketing Model



Increase Customer Lifetime Value



Digital and physical marketing

- Brand awareness
- Messaging
- Customer journey mapping
- End-to-end campaign management
- Engagement analysis
- Lead scoring
- Lead management
- Business intelligence and analytics
- Content writing
- Graphic & web design
- Conferences, exhibitions and meetups
- Marcom & digital marcom services



Account-based marketing

- Develop sales sequences and the supporting marketing materials
- Populate specific nurturing campaigns (digital and physical)
- Personalized account based campaigns
- Sales kits design and preparation
- Sales-management scripting
- Lead validation and intelligence
- Sales and marketing alignment
- Account based awareness campaigns



Customer lifetime value and retention

- Retention-marketing strategies
- Personalized relationship building
- Cross-sell and upsell campaigns
- Traditional and digital marketing campaigns for continued engagement
- User groups meetings
- Loyalty programs
- Customer-satisfaction activities and surveys
- Employer's branding and internal communication
- Response sequences and proactive processes