

Watch this if your Meta ads aren't getting a high conversion rate.

The key lies in a crucial metric: the relationship between a customer's lifetime value and their acquisition cost.

Ways to boost customer lifetime value and cut acquisition costs

3 Simple ways to boost customer lifetime value and cut acquisition costs.

- Enhance Your Offer: Improve packaging, delivery time, communication, and other aspects to make your offer more appealing.

- Focus on High-Return Products/Services: Identify which products or services have the most potential for return and center your marketing strategy around them.

- Implement Sales Strategies: Use upselling, cross-selling, and downselling techniques to increase prices, reduce costs, and sell more products.

These are just a few strategies to keep in mind.

Send me a DM, and I'll explain my marketing strategy to help you achieve more sales.