30-Day Customer Retention Roadmap

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Plan post-purchase touchpoints for customers of a TikTok Shop.

What this guide covers

- Organize a 30-day communication sequence.
- Gather feedback and provide useful product education.
- Plan retention measurement and follow-up.

Who this is for

For sellers managing TikTok Shop customer relationships.

Putting the ideas to use

Adapt the sequence to current platform rules and your customers' permissions.

Book details

Format: Guide. Pages: 32. Words: 3349.

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