

MARKETING & COMMUNICATION | COURSE BROCHURE

Customer Loyalty and Retention Marketing

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Keeping customers is far cheaper than winning new ones. This course covers loyalty and retention marketing: measuring retention and lifetime value, understanding churn drivers, loyalty programmes, onboarding and engagement journeys, win-back campaigns, personalisation and customer advocacy.

Small improvements in retention can transform profitability. You will learn practical strategies to keep and grow customers.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Churn analysis exercises, loyalty programme design, campaign planning and case studies.

Course objectives

By the end of this course, participants will be able to:
• Measure retention, churn and lifetime value
• Identify drivers of churn and loyalty
• Design loyalty and rewards programmes
• Plan onboarding and engagement journeys
• Run win-back campaigns
• Turn loyal customers into advocates

Target audience

This course is suitable for:
• CRM and loyalty managers
• Marketing managers
• Customer experience professionals
• E-commerce managers
• Subscription business managers



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Target competencies

Participants will develop competencies in:

- Retention analytics
- Loyalty design
- Lifecycle marketing
- Win-back campaigns
- Advocacy

Course outline

Day 1: Retention Economics

09:00–10:08	Value of retention
10:08–11:00	Lifetime value
11:00–11:30	**Coffee break**
11:30–11:45	Lifetime value (continued)
11:45–12:53	Churn measurement
12:53–14:00	Exercise

Day 2: Understanding Churn

09:00–10:08	Churn drivers
10:08–11:00	Customer feedback
11:00–11:30	**Coffee break**
11:30–11:45	Customer feedback (continued)
11:45–12:53	Segmentation
12:53–14:00	Workshop

Day 3: Loyalty Programmes

09:00–10:08	Programme types
10:08–11:00	Rewards design
11:00–11:30	**Coffee break**



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11:30–11:45	Rewards design (continued)
11:45–12:53	Economics
12:53–14:00	Case study

Day 4: Lifecycle Journeys

09:00–10:08	Onboarding
10:08–11:00	Engagement
11:00–11:30	**Coffee break**
11:30–11:45	Engagement (continued)
11:45–12:53	Win-back
12:53–14:00	Exercise

Day 5: Advocacy

09:00–10:08	Referral programmes
10:08–11:00	Reviews
11:00–11:30	**Coffee break**
11:30–11:45	Reviews (continued)
11:45–12:53	Measuring loyalty
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,890.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Vienna Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,940.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Rome Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,840.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Rome Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Dubai Confirmed dates	3 May 2027	7 May 2027	**€3,150.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Amsterdam Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,540.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
London Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
London Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Rome Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,940.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,890.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online