

One of the biggest growth challenges SaaS and marketplace teams face isn't just getting users through the door — it's getting them to come back consistently. After acquisition, the true growth journey begins. But as tempting as it may be to fire off endless notifications to stay top-of-mind, overdoing it risks alienating users and driving them away.

In this article, we'll walk through practical ways to boost repeat visits by focusing on onboarding, delivering clear value rapidly, and crafting an engagement strategy that respects users' attention. We'll weave in real examples, including online casino operator MRQ, insights from Harvard Business Review, and smart tools like the HubSpot scheduling widget and WhatsApp contact links.

Growth Starts After Acquisition

Growth is too often misread as purely a numbers game of new users. But according to Harvard Business Review, the real growth multiplier is retention — cultivating meaningful, repeated engagements that compound over time.

Why focus on repeat visits?

- **Retention drives revenue:** Repeat customers spend 67% more than new customers on average.
- **Referrals grow organically:** Engaged, returning users are your best advocates.
- **Lower acquisition cost:** It's cheaper to nurture existing users than acquire new ones repeatedly.

Companies like MRQ, an online casino platform, emphasize this truth by focusing intensively on deepening user engagement post sign-up, rather than just chasing shiny acquisition numbers.

Avoid the “One More Click” Trap

One pet peeve from years in product growth and UX is the "one more click" problem—a single unnecessary step that cramps conversions and repeat usage alike. Every interaction sequence must lead cleanly to the next action the user wants to take. Forcing users to jump through hoops, or bombarding them with “just one more” message after message, kills momentum.

Onboarding: Speed Up Time-to-Value

From my experience consulting teams across SaaS and marketplaces, the single biggest lever to boost repeat visits is improving onboarding to shrink time-to-value.

What is time-to-value? It's how quickly a new user achieves their first moment of satisfaction with your product — the “aha!” moment that hooks them.

Too often onboarding is either:

- **Too rushed or superficial:** Users don't see meaningful value fast enough.
- **Overwhelmingly long:** Users abandon due to complexity or confusion.

Best practices to quicken time-to-value:



1. **Personalize onboarding flows:** Use user data to deliver tailored first experiences that resonate.
2. **Focus on core tasks:** Guide users to one key action at a time to avoid cognitive overload.
3. **Provide value reminders:** Subtle but consistent prompts about your product's benefits reinforce ongoing value.
4. **Leverage scheduling tools:** Offer options like the HubSpot scheduling widget so users can connect with support or discovery calls at their convenience, smoothing early friction.

For example, MRQ's onboarding successfully mixes personalization with immediate access to games and features, all while offering users a WhatsApp contact link (wa.me/15859022822) for quick help if needed. This reduces frustration and builds trust early.

Retention as the Core Growth Lever

Retention is where the magic happens. Every repeat visit strengthens product stickiness, cuts churn, and signals product-market fit to the team.

Building a Non-Spammy Engagement Strategy

How do you keep users coming back without turning into spammy notification machines?

It boils down to respecting the user journey, and deploying value-driven reminders sparingly and meaningfully. Here are the cornerstones:

- **Segment users thoughtfully:** Different users have different triggers for engagement—newbies vs power users, casual vs daily. Tailored communication beats blanket spam every time.
- **Use context-aware value reminders:** Notifications or messages should remind users of what they can achieve next with your product, not just nudge for attention.
- **Multi-channel but user-controlled touchpoints:** Blend emails, in-app messages, and optional WhatsApp/contact links like MRQ uses, letting users pick communication methods.
- **Time messages wisely to user behavior:** Avoid 'one more click' friction by syncing outreach with meaningful user milestones or inactivity patterns.

Examples Worth Emulating

Company Engagement Strategy	Feature Outcome	GrowthScribe	HubSpot scheduling widget for frictionless call bookings
Increased follow-up call conversions,	smoothing onboarding	retention MRQ (mrq.com)	WhatsApp link for real-time user support and segmentation-based messaging
Higher repeat visit rates and lower churn	Harvard Business Review (hbr.org)	Thoughtful newsletters with personalized content recommendations	Elevated user lifetime value and engaged readership

Customer Experience as a Competitive Advantage

Don't overlook customer experience (CX). It isn't just about flashy interfaces or bells and whistles; it's about creating effortless, value-rich moments that persuade users to return naturally.

CX principles to keep users coming back:

- **Seamless onboarding and discovery:** Users should feel guided, not herded.
- **Reliable support channels:** As MRQ's WhatsApp and GrowthScribe's HubSpot widget show, accessible contact points reduce friction.
- **Transparent communication:** Users value honesty and clarity over gimmicks.
- **Regular but meaningful updates:** Keep users informed about new features or tips without overwhelming them.

With repeat visits enhanced through thoughtful engagement, onboarding speed, retention focus, and stellar CX, your growth curve transforms from a leaky funnel to a thriving cycle. Applying these tactics thoughtfully ensures you're not just gaining users — you're cultivating advocates.

Summary Checklist to Improve Repeat Visits Without Spamming

- Shift focus from acquisition counts to retention quality.
- Design onboarding for fast time-to-value, reducing "one more click" steps.
- Employ value reminders that align with user context and need.
- Use tools like the HubSpot scheduling widget and WhatsApp contact links to offer low-friction engagement.
- Respect user communication preferences—segment and personalize.

- Treat customer experience as a strategic advantage in your industry.

By internalizing these strategies, you can improve product stickiness and foster an engagement strategy [growthscribe](#) that sustainably boosts repeat visits — without crossing the line into notification spam.

Need help crafting these flows? Try integrating GrowthScribe's HubSpot scheduling widget (hub.growthscribe.com) on your site to convert interested users seamlessly into discovery calls, and test adding a WhatsApp contact link for instant support like MRQ has done. Both can drastically improve your onboarding and retention by aligning with how your users want to interact.