

Joonomy's Blog Posts Explains the Concept of Lifetime Customer Value

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Joonomy Jobs Inc., located in Vancouver Canada has currently beta launched their job platform to the public. The website offers opportunities for job seekers and business owners. Joonomy's goal is to help new and small business owners succeed by providing free job postings and the ability to find people looking for their products or services all at no cost to the Employer(s). Employers can also access Joonomy's application tracking system to hire and track job candidates. Job seekers are free to use Joonomy's hiring and filtering system to find the most appropriate job(s) for them. Joonomy's system emphasizes connection based hiring for job seekers, meaning their connections allow them to find employment opportunities that may not be available to the general public.

In one of Joonomy's latest blog post they explain the importance of understanding Lifetime Customer Value (LCV) and how by understanding the LCV business owners can go negative to acquire a customer. The concept of LCV is a proven business tactic that works; this is why there are many products that are sold at a loss to attract that initial customer. When businesses understand the lifetime value of that customer, they can spend more to acquire that customer than their competitors, even if the first few transactions meant they would lose money. In business when you can spend more than your competitors to acquire that customer this helps you increase your market share. You can read more about this article and how you can benefit from understanding the Lifetime Customer Value, by clicking [here](#).

Joonomy's beta release is currently open to the public, to learn more about Joonomy and to see how Joonomy can help your business succeed, visit Joonomy.com. We are always eager to help you find better ways succeed whether you're an employer or a job seeker. If you have questions, comments or suggestions, please feel free to contact us. We at Joonomy take great pride in helping you succeed. For more information about Joonomy, please visit www.joonomy.com or contact us at info@joonomy.org.

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