

On Loyalty Marketing

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Retaining a customer's loyalty is one of the best methods to help keep a business profitable. Although finding new customers is very important, preserving the trust of existing customers is the key to business longevity.

With decades of experience building customer loyalty programs, we have identified individual customers (and groups of customers) by their lifetime value, measured their purchasing habits and studied their individual behaviors. We've performed data mining selecting the more profitable groups and marketed to them with a specific offer that matched their individual purchasing behavior. Although this is a very favorable method from a strategic marketing perspective, there are also other loyalty initiatives Campbell Marketing Group has developed which proved successful at building trust and creating a relationship with the customer.

True Customer Care

The truth is, most people in business don't care about the customer, they just care about selling to the customer. That is why companies that have true customer care are winning and retaining more customers than those that don't. Below are some tactics which we have developed to incorporate true customer care. These tactics have proven to increase customer loyalty and win relationships.

- Surveyed customers to determine what they wanted from the company. Used that information and created a new vision, mission and value statement focusing on the customer requests, trained management and associates on the new focus, developed marketing collateral and advertising programs to communicate the new offer, messaging and brand
- Asked store associates to walk customers out with an umbrella when it was raining, gave away Squirt Fan Guns on hot days and a free pair of gloves and/or hat offer on cold days
- Sent the customer a personalized message through direct mail, email and video thanking them for their business and giving them a discount on their favorite product or brand
- Placed the customer's favorite drink and/or snack in their vehicle when leaving the valet or picking up their rental car
- Put on the customer's favorite movie or television station and provided the customer's favorite drink and/or snack for a limo and taxi service
- Sent the customers signed jerseys of their favorite football players when a big order was placed

Building Online Community

Creating real communities on the internet generates a tremendous amount of customer loyalty. We routinely go to blogs, tumblr, facebook and twitter visiting our clients' spheres, reading content, leaving relative comments and being part of actual conversations. We won't allow anyone to talk about a brand that we represent (either pro or con) without engaging them. This has generated very favorable results. In one instance, this type of social interaction produced a 20% return of existing customers, across multiple locations, for one of our national retail clients during a holiday weekend sale.

The Power of Social Media

Social media allows us to connect with our customers in a more efficient and powerful way. When you touch one customer, you will retain that customer's business and possibly acquire several others. This is because that one happy customer will tell others through social media. As a result, hundreds, thousands or possibly millions of people will know about your customer's experience via a tweet, facebook status, linkedin post or maybe a blog entry. If that individual is treated right, the amount of customers you gain may increase substantially.

Right now there are multiple conversations happening around you, your company, your industry or something you can tie into your business. Being a part of that conversation is what is going to build relationships because (at the end of the day) your relationships and community is all that truly matters.