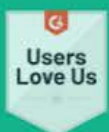


The Hidden Secrets to Turning Brands into Customer Magnets



Executive Summary

Have you ever wondered why brands like Domino's Pizza, Apple, and Tesla are so extremely successful? These brands have one thing in common; loyal customers.

Think about it, what is the chance you skip your favorite supermarket because another supermarket is 5 minutes closer by? And how often do you hear somebody swapping their iPhone for another brand, just because of the price?

Probably both are negligible. And this is exactly what you want to reach for your business: brand loyalty.

The point is, a high level of brand loyalty is the highest good for businesses but at the same time extremely hard to achieve. We all know it when we see it but getting there is a challenge.

Let us help you a little by explaining more about the hidden secrets of letting customers stick to your brand as magnets. In this guide, we will take a deep dive into the world of brand loyalty.

Why read this guide?

This guide will tell you the hidden secrets to turning your brand into customer magnets, increasing repeatable revenue. In this guide, we'll discuss:

- What brand loyalty is
- Why brand loyalty matters more than ever in 2022
- 6 Elements that are essential for building brand loyalty in today's market
- Which tools you need for success
- 3 Examples of brands leveraging loyalty successfully

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A loyal customer base is essential for any sized business. Repeat customers are not only spending up to 67% more than new customers; we all know it's also less expensive to keep customers than to attract them.

Unfortunately, **customers are less loyal than ever before** in today's highly competitive landscape. The 2021 Meaningful Brand Report of Havas Group even revealed that 75% of brands could disappear overnight, and most people wouldn't care or would easily find a replacement. Needless to say that you don't want your brand to be one of those meaningless brands.

So what's the secret to creating loyal customers? You can use one of the most powerful tools you have: **your brand**. In this guide, we'll discuss everything you need to know about how you can use your brand to attract customers who will continue to support you, even as the competition increases or market conditions worsen.

“Customers with an emotional relationship with a brand have a 306% higher lifetime value and will recommend the company at a rate of 71%, rather than the average rate of 45%.”

Motista

What is brand loyalty?

Brand loyalty describes a consumer's positive feeling towards a brand and their dedication to purchasing its products or services repeatedly, consciously, or unconsciously. These repeated purchases are made even when they have choices of competing alternatives. Consumers stay loyal to the brand because they feel that the brand is trustworthy and offers better services and high-quality products than all other brands in the market.



Authenticity and **personality** are also essential factors that play a role in brand loyalty. Customers must identify with the brand even if another brand is just as reliable or provides better products; brand loyal customers still choose that one brand because they feel personally connected.

Brand loyalty vs. customer loyalty

Though closely linked, brand loyalty and customer loyalty are two different concepts. While different, they both directly impact customer retention and repurchase rates.

The main difference is that customer loyalty revolves around customer spending and brand loyalty is all about brand perception and the emotional connection. Customer loyalty can be formed by having lower prices, better discounts, and rewards programs than your competitors. With brand loyalty, pricing isn't as big of a factor; it's more about trustworthiness and quality in comparison to other brands.

Why brand loyalty matters more than ever

We all know that brand loyalty is vital for the long-term success of your brand. But with 2022 around the corner, there are various reasons why brand loyalty is now more important than ever.

1. Global disruption of supply chains

With the global economy starting to emerge from the COVID-19 pandemic, demand



has rocketed, while disrupted supply chains are still facing enormous challenges and struggling to bounce back. [Expectations](#) are that shortages will worsen before they get better, which means that the supply-demand equation will challenge more brands in 2022.

Limited options can lead to new loves. Availability will force the hand of many

buyers to new alternatives. If your brand is the alternative choice, this can be a great moment to start building new long-lasting loyalties. On the other hand, putting in some extra work to maintain your relationship with your customers might prevent them from switching to another brand permanently when you're the one struggling with supply.

2. Cookieless world prepared

With [third-party cookies on the chopping block](#), the implications for the marketing industry and digital experience are severe. In a cookieless world, branding will become more critical than ever, and companies should focus even more on building customer trust and loyalty.



3. Higher profit

With marketing budgets tighter than ever and competition increasing, maximizing your marketing ROI will get harder and harder. Brand loyalty leads to repetitive buying of products/services, which means higher sales for the company, which means higher profit. Brand loyalty also leads to cost reduction, resulting again in higher profits. It [costs five times as much](#) to attract customers than to keep existing ones.

Besides more sales and cost reduction, it's also easier to sell to an existing customer; the likelihood of trying a new product increases significantly.

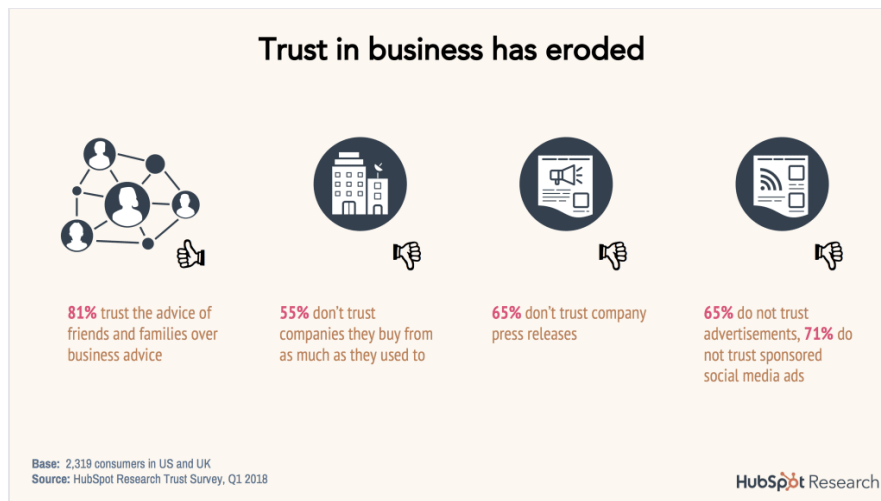
“Boosting brand loyalty among the average consumer by just 7% can increase lifetime profits per customer by as much as 85. Increasing loyalty by just 3% can lead to a 10% cost reduction.”

Brand Keys

4. Costless advertising

Lastly, there is something called the ripple effect. Brand loyal customers are more likely to tell their friends, family members, and loved ones about their great brand experience. This word of mouth is not only costless advertising; it's more valuable as well.

Since trust in business is eroding year over year, trust in the advice of people is valued way higher than it used to be. This ripple effect can be very powerful under the right circumstances because it can take only one loyal customer to create two new ones, who can create seven, who create 14, and so on.

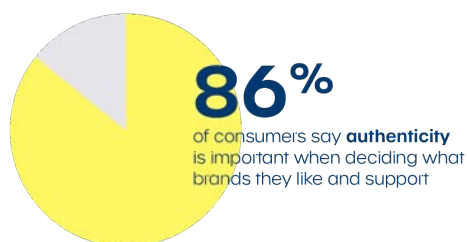


Elements that are essential for brand loyalty

Building brand loyalty in today's competitive landscape is not an easy task. It's also not something you accomplish overnight; it can sometimes take years before you establish brand loyalty. There are some best practices, though, that can help you with building (and maintaining) brand loyalty.

Strong brand identity

Branding has always been an essential element of marketing and business in general. The base of any strong brand is a recognizable brand identity that represents the brand's personality. The iconography, colors, graphics, tone, values, and message all



come together to evoke a feeling in customers. For that feeling to resonate, it has to be relatable and authentic; 86% of consumers say that authenticity is crucial when deciding what brands they like and support.

(Potential) customers also need to know what makes your brand special, so you must identify your unique selling proposition (USP). Market research is a great way to determine who your customers are and if they perceive your brand as you want them to. If not, then

rebranding might help you better align your brand and message with your customers.

Stay brand consistent

Brand consistency is an essential aspect of brand loyalty. Your customers need to get the same feeling with every repetitive interaction with your brand; it needs to match (or exceed) their expectations. A consistent brand is more than just an on-brand look and feel on your marketing messages. It also applies to product development, how your customer service handles complaints, your rewards program, or the interior design of your stores or offices.

The cost of brand inconsistency can be high, impacting both the revenue and expenses sides of the equation. Brand erosion, reduced sales, production costs, time-to-market, and legal risks are just some examples.

A recent survey by [InnerView & FocusVision](#) of mid and large-sized companies found that **62% of respondents estimate the value of a consistent message at \$10M or more annually**. An additional 19% placed the value at \$6M-\$10M.

- If you were to guess, what's the **annual sales benefit** to your company
- when people across your organization can tell your company's brand
- story accurately and consistently?



If you're struggling with brand consistency, various tools help you maintain a strong brand. We will discuss some of them later in this article.

Understand your customers

Plenty of brands out there listening, but significantly fewer hear and act on what the customer is saying. Make sure you understand the needs and want of your customers and know what they expect from you so you can match or even exceed those expectations. Brand loyalty is all about creating a mutually beneficial relationship for all parties involved.

“50% of US consumers have left a brand they were loyal to for a competitor that better met their needs.”

InMoment

You can look at customer reviews and customer support tickets or conduct regular in-depth discussions with your customers. You will get a better understanding of their attitude towards you. When your customers can see that you hear their concerns and actively find solutions, they are much more likely to keep coming back.

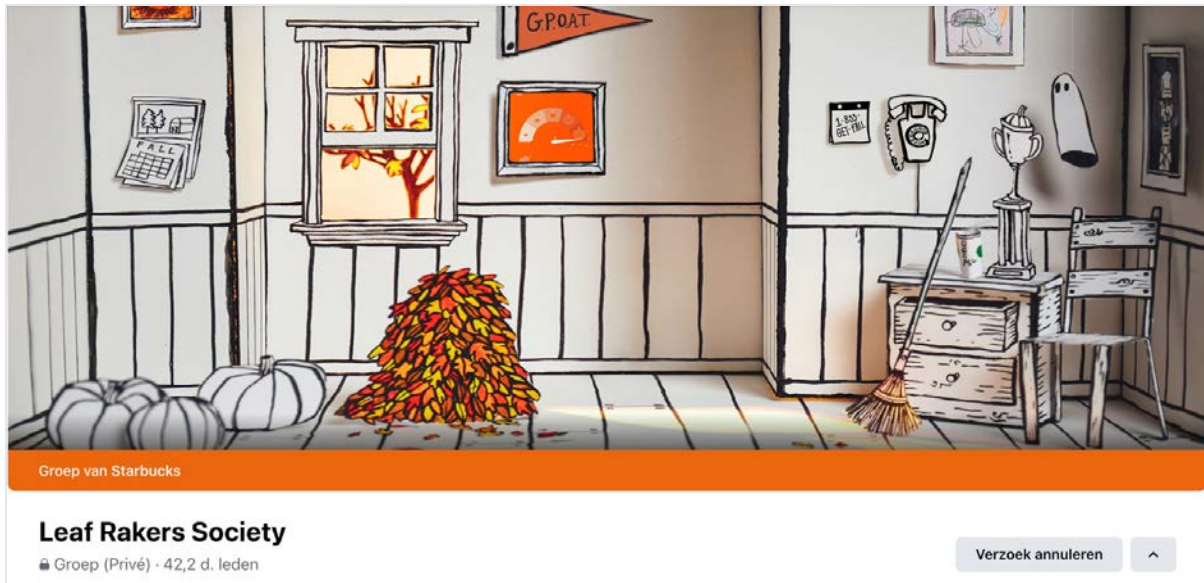
Interact with customers

We all want to feel special, and that's no different for your customers. They want to feel like they are your only, most special customer, even if you both know that isn't true. A crucial part of letting them feel special is interacting with them regularly and making that communication personal.

“82% of customers feel more positive about a brand after engaging with personalized content.”

Demand Metric

Some brands create Facebook groups where they can engage with their most enthusiastic fans. [Starbuck created a group for fans](#) of their Pumpkin Spice Latte, which currently has over 42.000 members. By creating a community for like-minded customers, you can deepen the connection by tailoring messaging and deals to their specific interests.



In general, social media is an excellent place to connect with your customers. A few suggestions to share on social:

- New trends
- Special discounts or deals
- Exclusive content
- Sneak peek at updates or new products
- Behind the scenes footage

When customers feel a sense of community and kinship with your brand and other brand advocates, they're more likely to engage with you, even when they are not making a purchase.

Leverage UGC

Few tools work better for building brand loyalty than using user-generated content (UGC). Let's face it, when a customer is willing to create brand-related content, they're likely to have a relationship with your brand. And, by showing them, you're showing your audience that they mean something to you too (remember the let them feel special part).

The great part about UGC is that you can use it almost everywhere: on your website, landing pages, all types of emails, social media and social media ads, print ads, in your physical locations, on your products, in webinars. The sky is the limit.

Birds in the Wild

One shoe for all you do. Follow the Wool Runners everywhere they go at [@allbirds](#).



Take Responsibility

Cynicism is at an all-time high: less than half of brands are seen as trustworthy, and [71% of consumers have little faith that brands will deliver on their promises](#).

Ironically, expectations are at an all-time high, and customers desperately seek brands that make a meaningful difference. 73% believe that brands must act now for the good of society and the planet, and 64% of people – an increase of 10 points since 2019 – have entered their age of action, preferring to buy from companies with a reputation for purpose as well as profit. More than half (53%) of people will go even further, saying they are willing to pay more for a brand that takes a stand.

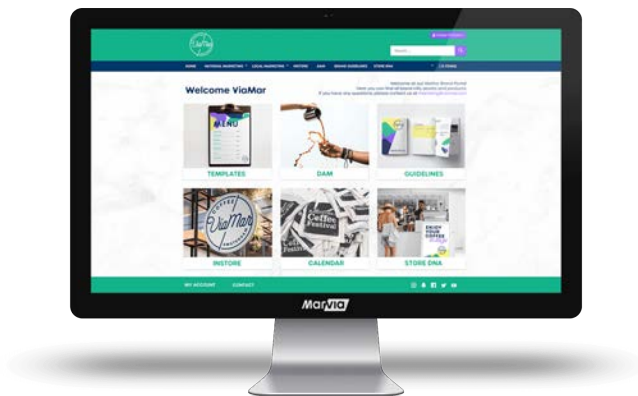
Consider what changes you could make; you can even ask your customers directly in a social poll or email campaign. If you are already taking responsibility, consider upping your game and informing your customers about those moves in your marketing. With Gen Z around the corner (the generation that focuses a lot on inequality and social issues), brands that take the lead now will be rewarded in the coming years.

Tools for brand loyalty success

Now that you are a brand loyalty expert, it's time to give you some tips for tools that help you build and maintain brand loyalty.

Brand management software

A must-have for every brand: [brand management software](#). Great brand management tools centralize brand assets and guidelines to ensure brand consistency and help you create and distribute personalized content at scale with far less effort. Since **brand consistency and personalization are essential for the stickiness of your marketing message**, these types of solutions are the way to go.



Marvia's brand management solution also includes creative automation, a 360° campaign distribution module, a marketing shop, a marketing calendar, workflows, and extensive user and location-specific analytics.

Loyalty & referrals tools

Loyalty and referral tools such as [Yopto](#) or [Annex Cloud](#) help you build customized rewards & referrals programs to engage existing customers and reach new ones. Many loyalty management tools include features for or integrate with email marketing software or marketing automation software, making it easy to identify loyal customers and send them promotions or rewards.

Review management

Review management tools such as [ReviewTrackers](#), help you see your brand through the eyes of (future) customers thanks to reviews. These tools not only help you with

monitoring and analyzing your reviews and responding to them. They show where you're losing local market share, how your business measures against the competition, and what you need to do to create a more authentic connection with your customers and optimize the customer experience.

Social listening

A social listening tool such as [Listen](#) helps you explore the voices of your customers online. You can monitor mentions of your brand, relevant keywords, and direct feedback through DMs and tags. It's a great way to keep tabs on what people say about your brand and provide valuable insights to help you improve your strategy.

Creative automation

Creative automation eliminates bottlenecks in the creative production process by using [dynamic templates](#). Per template, you can decide which elements are fixed and dynamic, such as texts, images, colors, etc. You can auto-import relevant data such as prices, images, and addresses per version.

One of our clients, a pizza chain with 300 stores, **saved \$ 3.000 a week on flyer creation alone by using creative automation**. But that's not the only creative automation benefit:



\$ 3.000

saved a week on content creation by adding automation to the process

- On point branding and compliance
- Enables faster go-to-market strategy
- Scalable without burdening the design team
- Personalize or localize content

As you can see, creative automation works excellent for increasing brand loyalty. It allows you to guard your brand identity and enables personalization in your marketing messages at scale.

3 Examples of successful brands leveraging loyalty

Apple

If there is one brand that is always on every brand loyalty list, then it's Apple. Surveys show that 90% of iPhone users plan to buy another iPhone when the time comes for an upgrade. While competitors such as Samsung are not inferior, its Apple products that are associated with quality, sleek styling, and user-friendly interface. We've all seen people standing in long lines outside Apple stores for hours waiting for the newest product to release; that's what you call brand loyalty!



Nike

The swoosh and tagline "Just Do It" make it one of the most known brands globally and one with a very loyal customer base. While brand recognition definitely plays a part, Nike is excellent in connecting with the athletes their target audience admires.

Take basketball legend Michael Jordan, who earned an estimated \$1.3 billion from his partnership with Nike. There is no doubt that this was a bargain since Jordan and helped transform Nike into one of the most valuable consumer brands in the world.

In recent years Nike has also tried to make a social impact, breaking barriers as they call it themselves. In 2017 they were the first to launch a performance hijab for Muslim

female athletes; in 2018, former NFL player Colin Kaepernick was the face of their Dream Crazy campaign, and in 2020 they released a 'Don't Do It' ad addressing racism in America.



With Nike, brand loyalty is based less on quality and more on the image, making it work as one of the great brand loyalty examples.

Lululemon

Lululemon Athletica is a sports apparel company that specializes in athletic wear. While their flagship product, yoga leggings, aren't particularly inexpensive (they have an average price point above \$100), they have become a must-have in the wardrobe of students and young adults.

How do they pull that off? They serve as a hub for people who care about their health. They organize free yoga classes, organize festivals, and have more than 1,400 brand ambassadors worldwide to endorse products. As a result, customers look to the brand as a source of inspiration, education, and, importantly, the place to buy their gear.



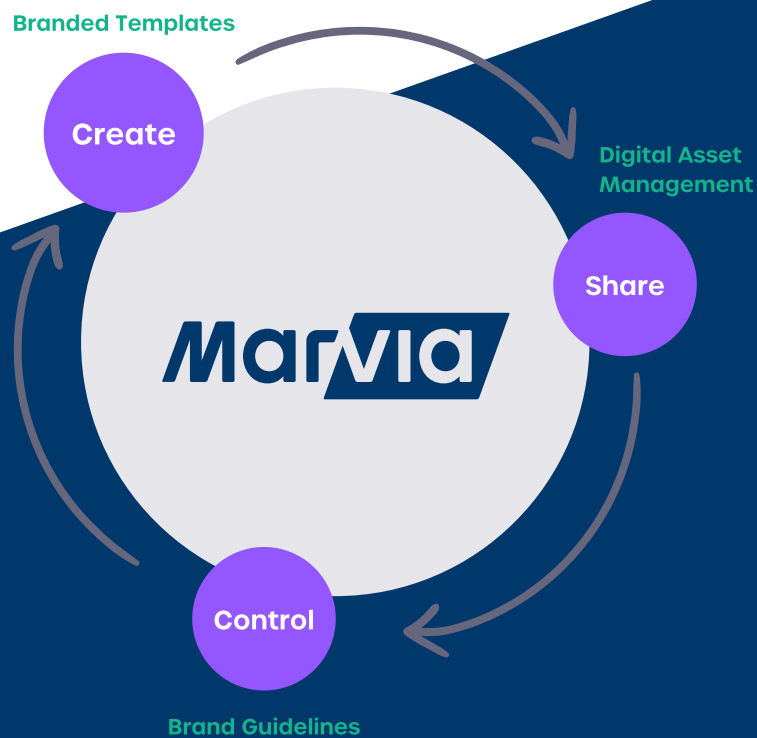
About Marvia

Keeping Marketing On-Brand Everywhere

Marvia is a leading brand management solution that offers a one-stop platform that allows brands to centrally manage their brand materials and their decentralized teams and partners to customize marketing materials at the local level.

The company operates in 90 countries and has more than 90,000 users worldwide. Many well-known brands use the Marvia platform, including Domino's Pizza, Toyota, ZEISS, Kabrita, Visco, Doctors of the World, and Berg Toys.

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