



INSPIRELOYALTY

Building Brand Loyalty

Steve Risk



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Brand Loyalty

What does your brand stand for?

How does your product or service influence the customer?

It's the real thing



DRINK

Coca-Cola®



Marriott®
INTERNATIONAL



Customer Loyalty

A strong feeling of support or allegiance. Your brand in their wallet.



“We believe that our Loyalty Program generates substantial repeat business that might otherwise go to competing hotels. In 2018, Loyalty Program members purchased approximately **50 percent** of our room nights. We continually enhance our Loyalty Program offerings and **strategically market** to this large and growing guest base to generate revenue.”

Source: Marriott International, 2018. Annual report.



Quotes - Heard It All Before?

“It costs between 5 to 25 times more to acquire a new customer than it does to sell to an existing one”.

Harvard (& everyone!)

“5% increase in customer retention leads to 25-100% increase in profit”.

Fred Reichheld, Bain & Company, author of [the Loyalty Effect](#)

“20% of your customers generate 80% of your revenue”.

Pareto's Principle



Expectations

A strong belief that something will happen.

**76% OF CONSUMERS
EXPECT COMPANIES TO
UNDERSTAND THEIR NEEDS
AND EXPECTATIONS.**

Companies Are Missing the Mark on Experience

■ Consumers ■ Business Buyers



Recognition & Rewards



Exclusive Offers



This rate is reserved for members of the Fonab Rewards Programme

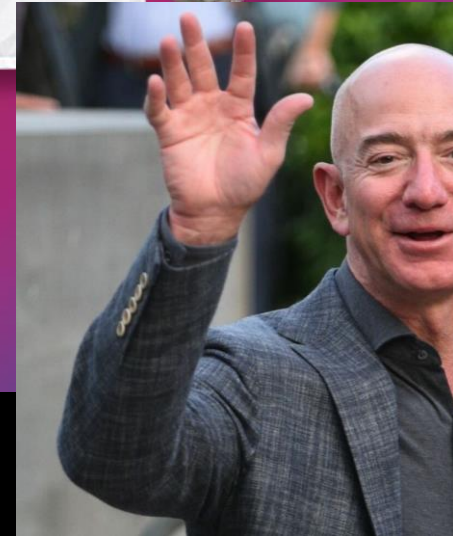
Already a member?

Login and Book

Not a member yet?

Sign up for free and gain access to this rate.

Join and Book*



* You will need to register before placing this booking.

Steps Towards Brand Loyalty

- Identify your brand meaning and proposition. Do your research
- Write & implement a fluid communications strategy
- Capture data, including RFM values
- Invest in convenient tech
- Record, Engage & Reward. Get personal

