BUILDING LOYALTY BY AMPLIFYING VALUE

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TENENTS OF LOYALTY

- audience
- engagement
- commitment
- trust
WHAT CREATES VALUE?

1. Must have product, solution or service
2. Shared values
3. Belief and belonging
4. Knowledge and mastery
5. Fulfillment and happiness
6. Purpose
STEPS TO BUILDING LOYALTY

AWARENESS  REACH  ENGAGEMENT
AWARENESS

WEBSITE

DIGITAL FOOTPRINT

BRAND

SIGNAGE

POSITIONING

STEPS TO BUILDING LOYALTY
REACH

STEPS TO BUILDING LOYALTY

Targeting → Profiles

Ideal Client / Customer / Member → Key Messaging with Focused Benefits

Push Actions → Social Media
ENGAGEMENT

STEPS TO BUILDING LOYALTY

- Storytelling
- Action-Based
- Personalized Conversations
- Solutions
- Events (Virtual and Live)
- Response Marketing
- Pull Activities
AMPLIFY VALUE

BLAST YOUR DIFFERENTIATORS
EXPAND YOUR INCLUSION
7X CREATIVE + CONTENT
BE TRANSFORMATIVE
INVENT NEW PATHS
GIVE MORE
MEASURE YOUR SUCCESS
LOYALTY IS MEASUREABLE

NET PROMOTER SCORE
SURVEYS
RESULTS OF ACTIVITIES AND TACTICS
RETENTION
RECRUITMENT
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