
Keeping Your Customers Through Loyalty Marketing

What exactly is the best-kept secret behind incredibly successful businesses?

Is it keeping up with the trends? Having an excellent workforce that will make sure your company is working in tiptop shape? Or is it having a loyal client base that keeps coming back to you whenever they need your products or services? Loyal clients are those who will help your company get more attention from other people through good word of mouth advertising.



Because it costs five to six times more to gain a new customer, successful companies love using the loyalty marketing concept as a key strategy in today's highly competitive market. The loyalty marketing strategy is actually based on a really simple premise which is to develop a stronger relationship with each and every one of the company's best customers, and to ensure that they are always happy and satisfied with the company's products and services because they are the ones who will most likely stick with you for the longest time. Building a solid relationship with your best clients will ensure more profitable years ahead for the company.

In order to create your loyalty marketing objectives, you may want to consider:

1. **Frequency.** How often do your customers purchase your product or service? Does your organization have a database that tracks this type of information? If you know your customer purchases a specific product or service at a certain time, you can send them an email or call them to see if the customer is ready to place an order. This allows provides you with the opportunity to learn of new needs. You may also want to consider sending a monthly newsletter which keeps your name in front of clients on a regular basis. Be sure your newsletter includes educational information that they can use.
2. **Being able to build a strong two-way relationship with valued customers.** It is important that the relationship you have with your customers is two-way, so they will not think that your company is only after their money. Your customers need to feel that you really care for what they want and what they need, thus your company should always look into further enhancing your loyalty marketing strategy by constantly researching what your customers want and need in order to improve customer satisfaction with your company.



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3. **Being able to create an “advocate.”** Loyal customers who will actually do some free loyalty marketing for you by referring your brand to new clients.

When it comes to loyalty marketing, whether your objective is to be able to keep the trust of your valued customers or to just coax them into increasing their purchasing activity from your company, it is extremely important for you to be able to create a good loyalty marketing strategy that will help create a good relationship between the company and your valued customers. The basic principle behind loyalty marketing heavily relies on keeping up with these five loyalty marketing components:

Dialogue Marketing—where you will inject loyalty marketing by ensuring that the correct messages reach the people to whom they are meant for at the right time.

Customer Behavior Tracking—this is a systematic approach for your company to be able to keep track, as well as store, the customers’ spending, as well as their response behaviors. This is actually an integration of the proper mix of loyalty marketing communications between the company and the customer.

Measurement—this is the loyalty marketing component wherein you actually plan to keep track and measure the company’s key performance objectives and the customers’ retention analysis data that actually go against your company’s loyalty marketing objectives.

Customer Rewards and Benefits Programs—this is a highly effective platform for your loyal customers to actually earn or reap rewards from your company that are specifically matched to every individual customer’s needs and preferences.

Loyalty brochure—this is an added loyalty marketing component wherein your company will hand out these loyalty brochures to your customers so that they will see the freebies that they might get if they continue being a loyal customer.

Do you have a solid Loyalty Marketing system for your company?

