



Developing Customer Engagement and Loyalty



Overview

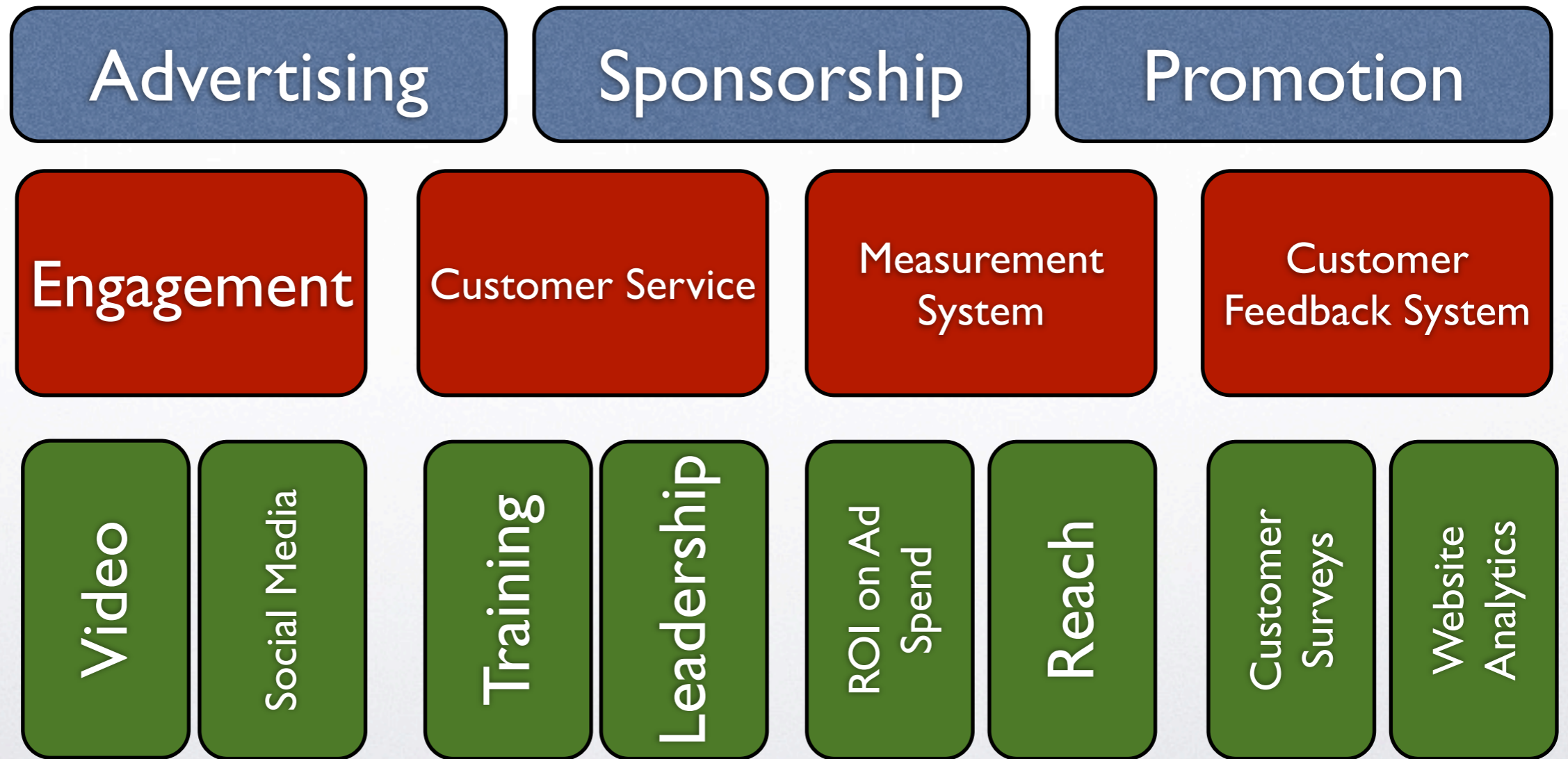
- Branding
- Loyalty
- Strategic Activities
- Engagement Activities specific to New Media
 - Pre engagement, Constant, Two Way, Community Building





Brand Strategy

Tools Activities





Branding

- Your key message that tells the customer what can be experienced from using your:
- Product (John Deere, CASE)
- Service (Telus, Rogers)
- Personal (Peyton Manning)





Branding and Loyalty

Branding is about creating 5 key experiences:

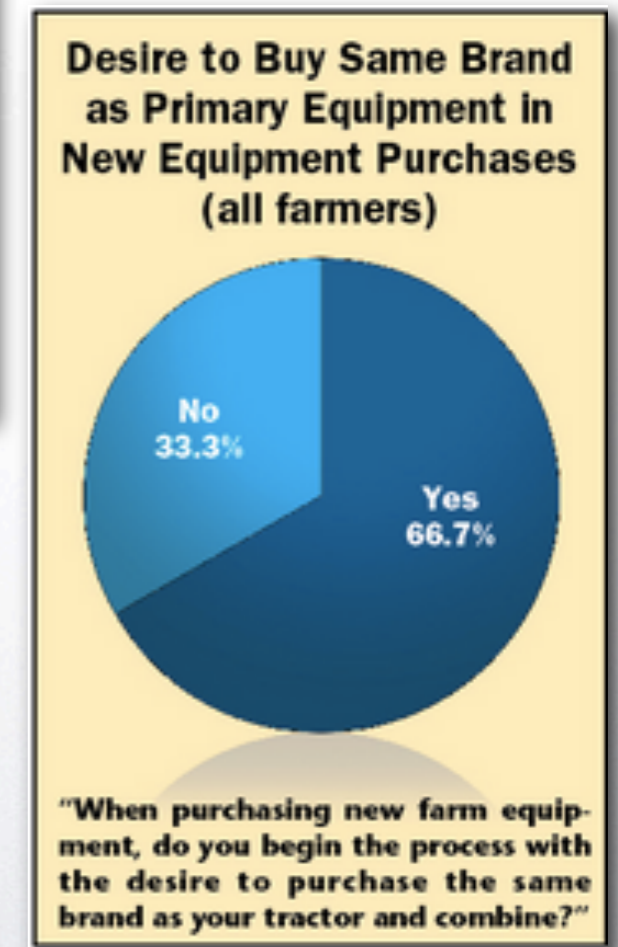
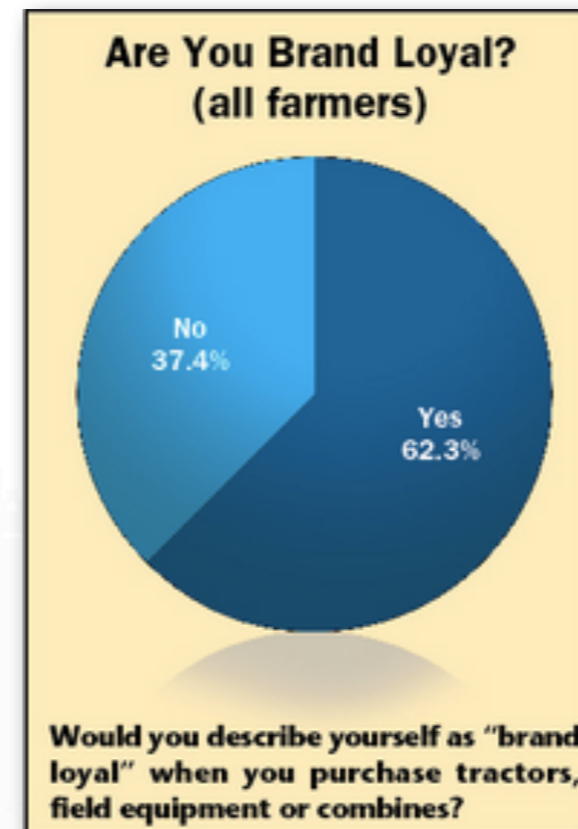
- an emotional response
- an experience that is unique
- an experience that is relevant
- an experience that is memorable
- an experience that is positive/
favourable

"Loyalty is created through the consistent delivery of the 5 key experiences."



Loyalty

- How? - It's a process of developing and maintaining TRUST
- The process of TRUST building is ongoing- sustainable
- It must be measured and managed
- The purpose of engagement is to build loyalty



Source: www.farmequipment.com



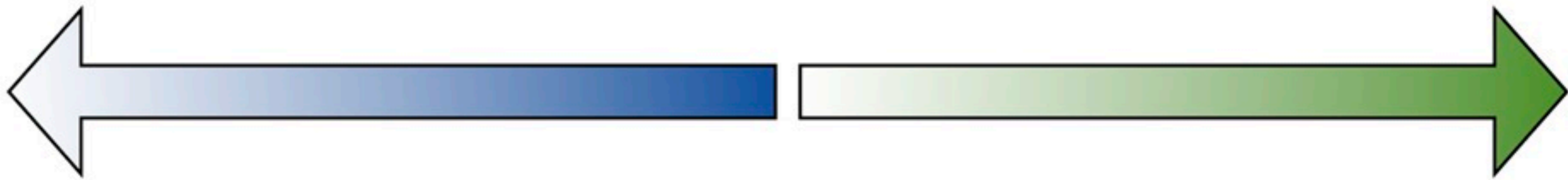
Loyalty and Engagement



- The purpose of your business model is to move the undecided consumer to becoming an advocate with influence for your brand
- The CPI Loyalty Continuum



THE CPI LOYALTY CONTINUUM



Undecided

Uncommitted

Loyalty

Advocacy



CONSUMER

- Undecided if they are going to do business with you/ interact with your brands
- Goal: Develop trust through basic brand experience and tools such as, sales promotion and discounts





CUSTOMER

- Uncommitted, but aware of your brand/ business.
- Goal: Avoid disappointment; experiences must be satisfying with brand
- ***Front line staff are key to ensuring the initial experiences come off flawlessly***





PATRON

- Loyal, known to business and know about your business; positive experiences
- Goal: Developing TRUST through indepth understanding of customer's preferences and behaviours



Lance Iversen / The Chronicle



INFLUENCER

- TRUST- the Patron trusts the brand to the extent of becoming an advocate
- Goal: Ensure that your business is investing in this group. Patrons are your advocates in their community (social and electronic)





Engagement and Retention

- **GOAL:** Move the consumer's perception of your brand to where they become a brand advocate.
- **GOAL:** Engage the influencer with programs, benefits and "fuller" brand experiences (i.e. Gold Cards, etc)
- The Influencer is the customer who gives you access to their community



PHOTO: THINKSTOCK



Excellent Customer Service

- Trust is built by delivering experiences that consistently meet or exceed expectations.
- Front line C/S staff are key to the execution of these experiences.
- Proper training and leadership are needed to make this system work.





Measurement System

- How are results to be measured for the loyalty you are trying to create?
- Every organization/ leadership style is different.
- Report Examples: FaceBook “likes”, weekly reach, non promotional incremental sales, lost sales, etc





Customer Feedback System

- Linked to measurement system.
- Customise a process that can capture the data being measured (comments, ratings, etc.)
- **WARNING:** Be careful not to design systems that will drive customers away- (i.e. too many questions, constant surveying)





Engagement Activities

- Integrated with the 3 other activities (CS, Measurement, Feedback)
- Pre-Engagement- initial experience with content/ brand
- Constant Engagement- consistency in content delivery
- Two Way Engagement- feedback loop from community
- Build Community- messaging to advocates and their adherents



Pre Engagement

- **FIRST CONTACT** with brand!
- **VIDEO CONTENT** as a means of introducing brand associated with message, event or content.
- **SOCIAL MEDIA**- provide the distribution platform.
- **NEW MEDIA** is the convergence of both approaches.





Video Content Development Guidelines

- Content should be:
 - 2-3 minutes in length (Avg attention span)
 - Compelling
 - Well thought out
 - Show your expertise
 - Memorable

"Virality" occurs in first few hours- Know your audience- when are they active online?



Constant Engagement

- Commitment to continuously developing content; video
- Content must always meet the following criteria:
 - relevant
 - timely (not “we are having another sale”)
 - clear alignment with branding





Two Way Engagement

- All actions are designed to add value to the brand, either by linking to relevant video content, online information or some kind of interactive activity.
- Examples: Feedback forums, FaceBook posts, polls, questions of the day; Twitter feed for relevant news to community.





Why Do People Share Content?

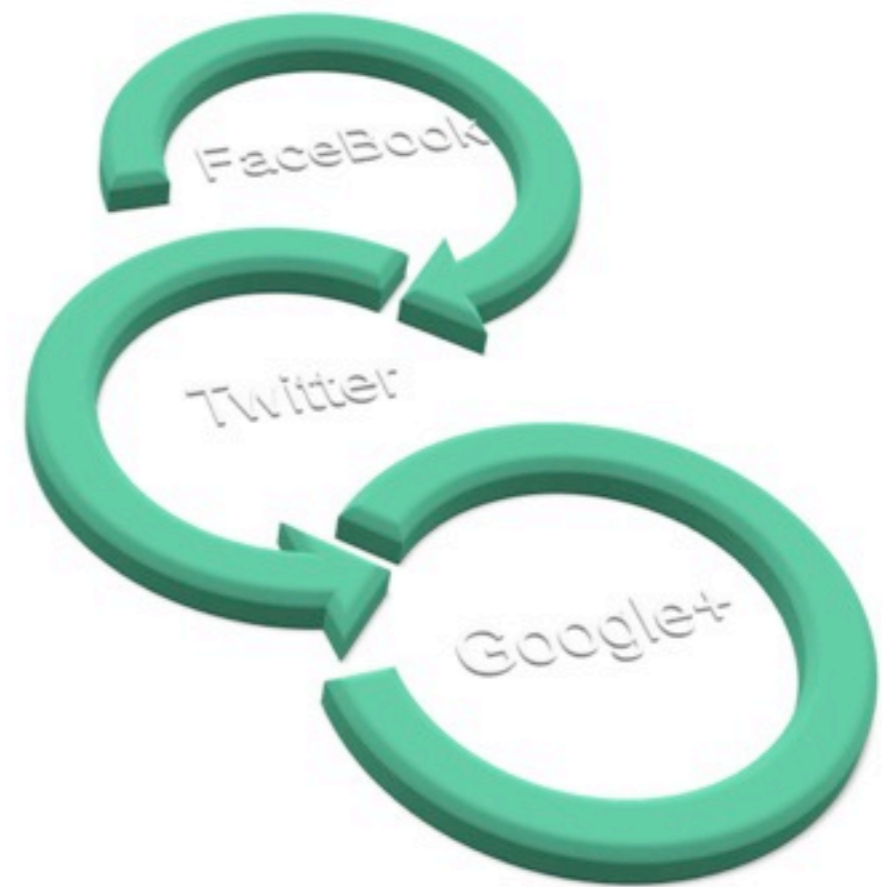
- **According to Facebook...**
 - To make my life easier- help me learn something.
 - To build relationships
 - To help others
 - To craft our identity





Build Community

- Influences and Friends of Influences-
your key brand influencers also have
klout in other circles.
- By developing them into advocates,
they have the ability to increase the
size of their community.
- LinkedIn: 337 connections=36,678
2nd degree connections
- FaceBook: 50,000 Fans= 4 million
Friends of Fans





CNWA Case Study

14 wrestlers with separate FaceBook Pages

- Imported engaged users into CNWA main page
- CNWA total engaged users went from 4,500 to over 20,000 in one week.
- New insights from combined data:
 - Female 22%, Male 78%
 - Most significant age group (35-44)
 - Message “virality” now averages 4.25% Increased from 1.1% to 16.96% post implementation



Source: Canadian National Wrestling Association, RDTV Ltd.



Revenue Channels

- **PIPELINE:** As greater loyalty and engagement occurs, individual customer profitability increases. (Reicheld)
- **ANCILLARY REVENUE:** As you build community, your business/ brand becomes the gatekeeper for those complimentary brands that want to access your exclusive group





Preferred Contact Methods:



LinkedIn: Rob Eirich



Twitter: @EirichRob



Video: http://centralbertatv.net/c/39This_Country_Called_Agriculture/



Poken, Google+, Foursquare, PinInterest,
YouTube (by request only)