

# **7** ways to drive loyalty from the first click

**GUIDE**



# The value of loyal customers

Loyal customers are super valuable to brands. In fact, on average, your top **10%** of loyal customers will spend twice as much per order compared to your bottom 90% of customers. As marketers, we're often guilty of focusing on new customers, assuming that loyal customers will look after themselves.

Whilst this may be true to some extent, loyal customers are so valuable that ensuring their experience remains exceptional is crucial. This is especially true in times of economic downturn where acquiring new customers comes at a higher cost than usual. Did you know that you have a **60% to 70%** chance of selling to an existing customer, compared to just a 5-20% chance with a new prospect?

Your existing customers are where the real opportunity lies. After buying from your online store for the first time, a customer has a **27%** chance of buying again. After a second purchase, this increases to 49% and after a third purchase, it increases to 62%. Humans love familiarity and trust naturally builds with each positive interaction.

So, we know loyal customers are worth their weight in gold. Let's explore the various ways you can ensure your new customers become loyal customers for years to come.

# 1

## Create a seamless journey

Ensure that your initial emails, most likely your **welcome series**, match your ads and your website. Consider where these new customers have come from, and make sure that their journey is cohesive and smooth. All too often different team members will be creating ads vs. those who are creating your email marketing and this can result in a disconnect. You need to ensure your customer journey is seamless.

This means any welcome offer, such as a discount code, is delivered immediately, your imagery and tone of voice is the same. Even things like font can play a big part in brand recognition and customer trust as they move across channels.

A seamless customer journey goes further than just your welcome or onboarding campaigns. Ensure that your customer data feed is reliable and up to date at all times so that the platform you're sending from is using the most recent data, always. This guarantees that the data you use to personalize and inform your email or SMS marketing is always highly relevant and accurate. There's nothing worse than a 'we miss you' email when you just made a purchase that morning.



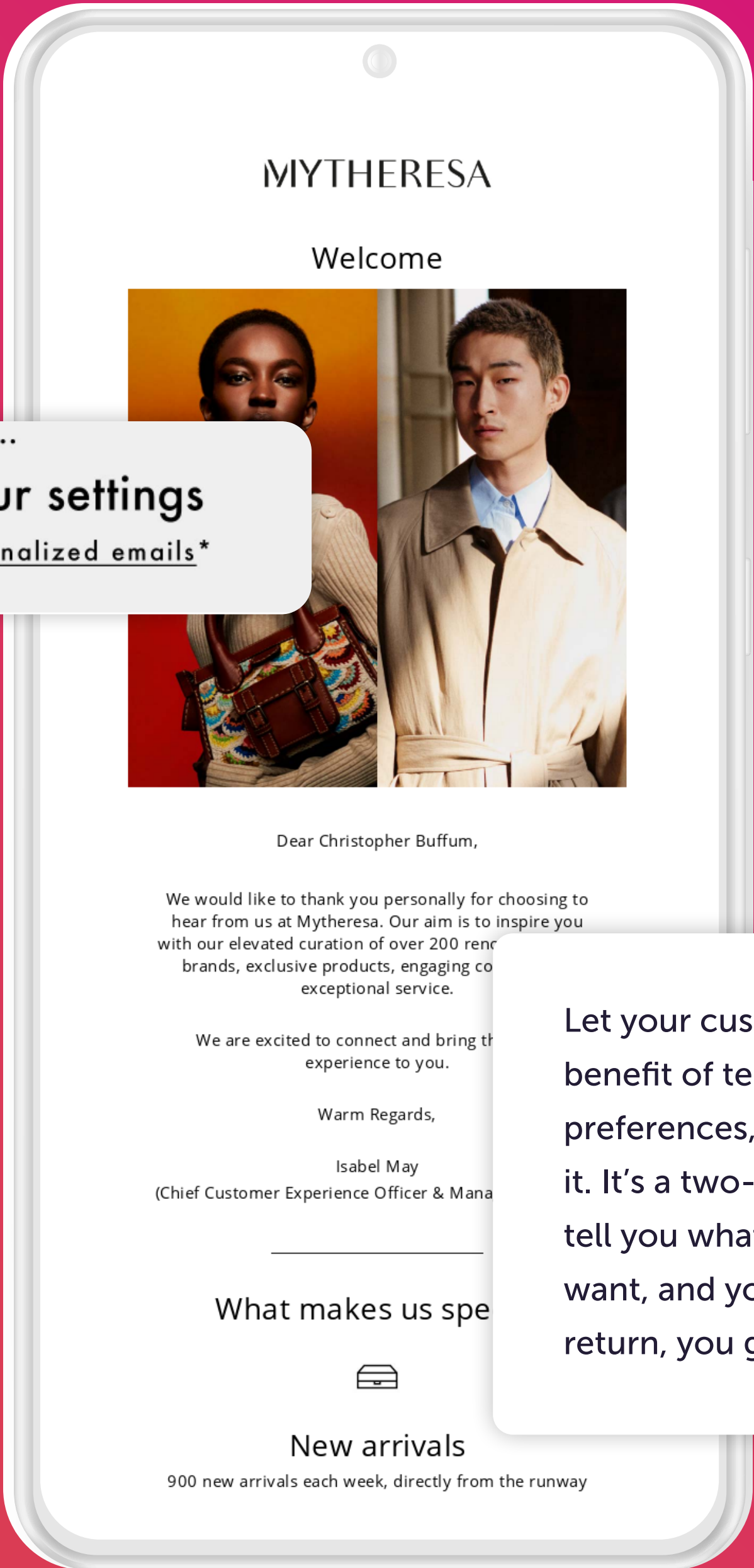
# 2

## Get to know them

Your customer-brand relationship is a two-way street. Start off on the right foot by letting your new customers know that you see it that way, and that they have options. This instantly shows that you respect their choices, their time, and their data.

Shout out your preference center and let your customers tell you what they're interested in, including frequency, preferred channel, and preferred content. **47%** of consumers unsubscribe from emails because they are receiving too many irrelevant emails and **36%** say they want control over the type and frequency of marketing emails they receive.

The benefits of asking your customers up front what they're interested in are two-fold. It lets your customers have their say, and it also lets you discover what they like when you don't yet hold much data on them. This allows you to personalize your content from the get go, by delivering an engaging experience and demonstrating true interest and consideration your customers.



...  
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Let your customers know the benefit of telling you their preferences, and then stick to it. It's a two-way street, they tell you what they do and don't want, and you honor that. In return, you gain their loyalty.

# 3

## Deliver exceptional customer service

You may think customer service isn't a marketer's responsibility, but there's a lot you can do to ensure your customer service teams are equipped to provide a great experience. Customer service is a huge part of the overall customer experience and is therefore a huge driver for customer loyalty. Customers that receive "value enhancement" during service interactions have an **82% probability** of staying with that company. Meanwhile poor customer service has caused **61%** of consumers to switch brands.

So, how can marketers help? Prompt and personalized customer service is really valuable to stressed and busy customers. Ensuring your customer support agents have the full picture by using single customer view (SCV), means they can get straight to fixing the issue, rather than infuriating the customer asking lots of basic questions. When a support agent can see every customer touchpoint and engagement from clicks to purchases, they're able to provide a personalized and efficient experience.

Ensure that you communicate the support options available to your customers in your marketing messages so that they always know where to go for support. Engaging customers through multiple channels, such as phone call, live chat, or WhatsApp gives them a choice. By letting customers choose their preferred method, you're once again making the overall customer experience smoother and feel more personal, which in turn leads to loyalty. When customers know that a brand has good customer service, they're more likely stay loyal as they know if anything isn't quite right, it won't be a headache to resolve.

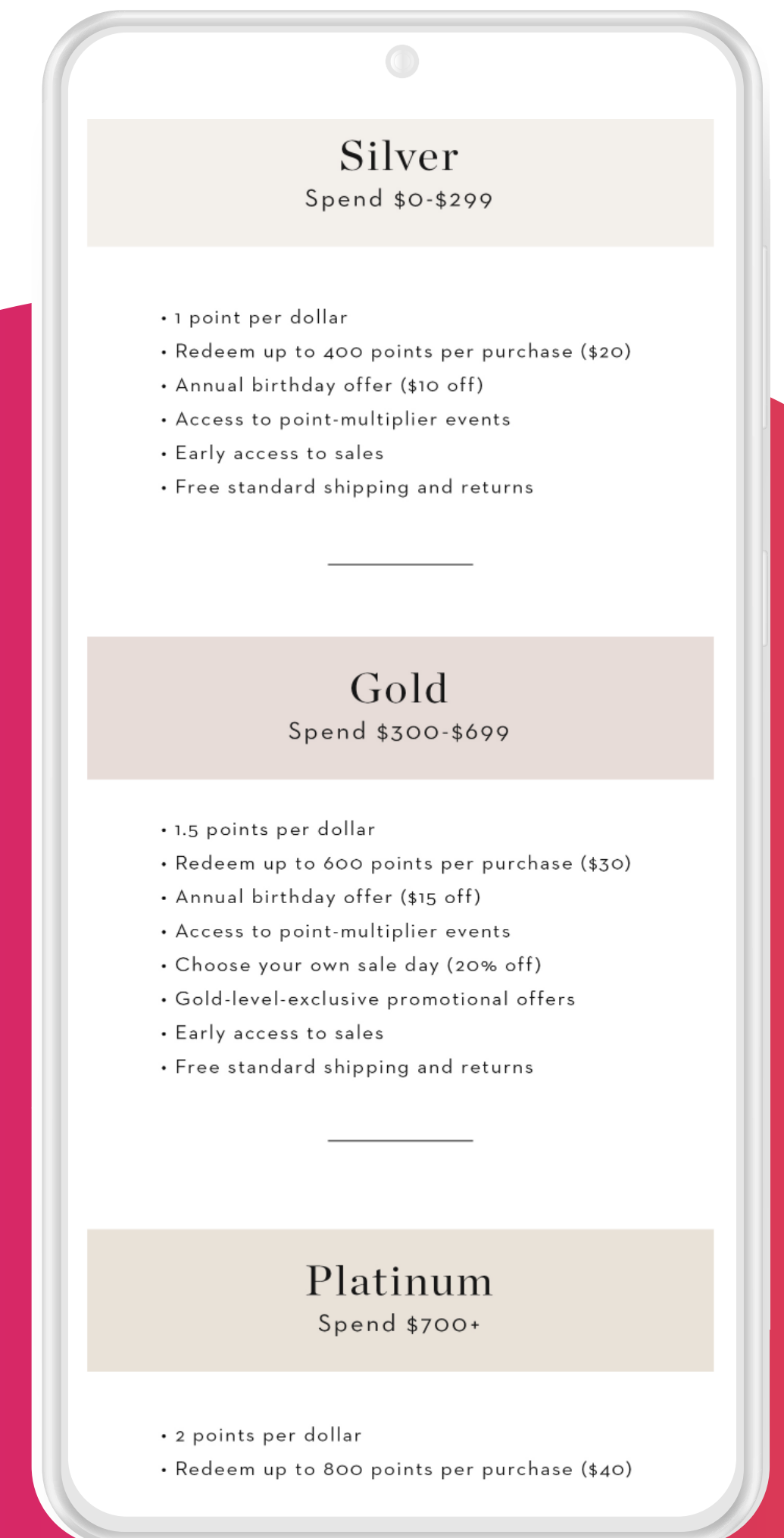
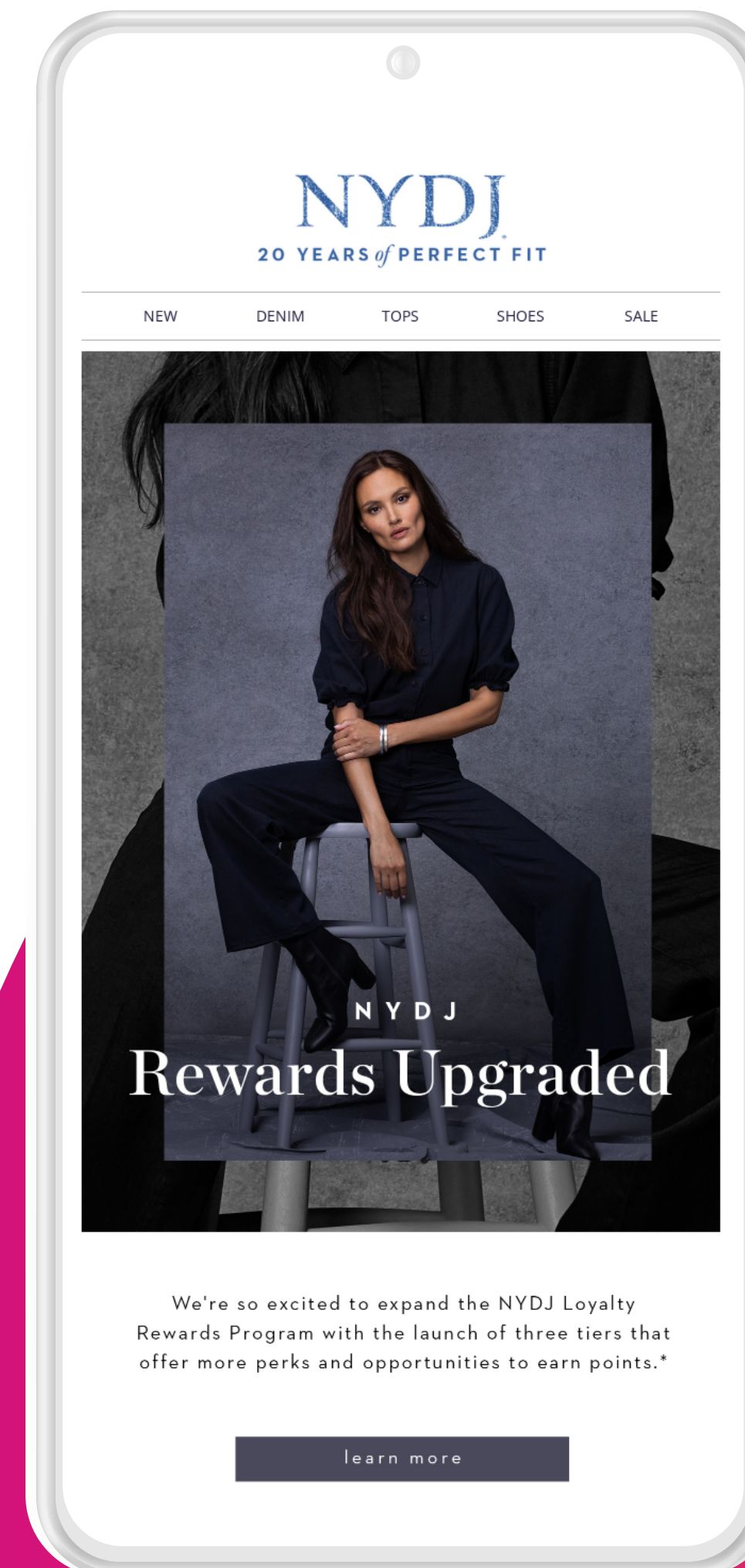


# Develop engaging loyalty programs

The obvious answer to generating customer loyalty is of course, loyalty schemes. **30%** of customers sign up to a brand's newsletter in order to join its loyalty scheme. Loyalty schemes are now super common, so make sure yours stands out and actually incentivises and rewards customers for shopping with you. Simply having a loyalty program isn't enough. The average U.S. consumer belongs to **more than 16** loyalty programs but actively uses less than half of them.

It's proven that loyal customers spend more, so you can afford to give these customers a better deal. A great loyalty program is one that feels exclusive and one that makes your customers feel valued. Creating a loyalty scheme may feel like a huge undertaking, but you don't need to reinvent the wheel to get started. Make surprise and delight campaigns such as birthday and anniversary offers a part of your loyalty scheme to celebrate your customers and make them feel appreciated.

Ensure your loyalty program offers something of exclusive value to your customers, so that they really feel they're getting something out of the relationship. The more your customers feel they're getting additional benefits, the more loyal they become. Almost **70%** of paid loyalty program members cite free shipping as a key motivation for joining and over **60%** cite instant discounts as a key motivation.

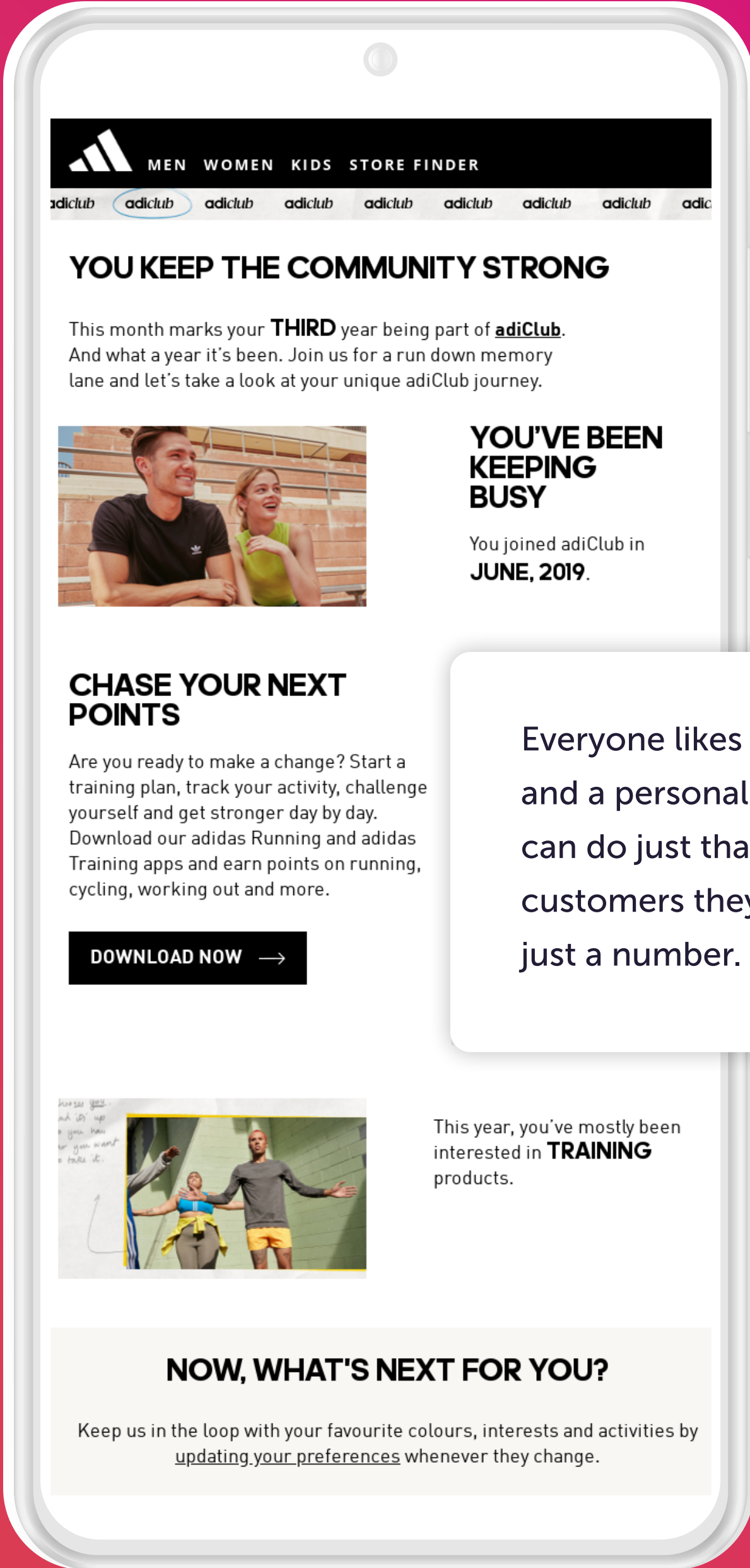


Ensure you're really selling your loyalty program in all its glory. Show people what they can access now, and tempt them by sharing the perks they could access further down the line.

# Make them feel special, always

Personalization is key to engaging your customers. Customers who feel valued stick around longer, and a sure-fire way to make your customers feel valued is to speak directly to them. Beyond basic personalization such as first name, **moments-based marketing** that is unique to the customer's journey is incredibly powerful for engagement. This could be an email which includes a check-in on their recent purchase with the option to review or contact support, followed by 'best next' AI-powered product recommendations. Moments-based marketing will resonate with your customers and stand out in their inbox, and you'll see higher engagement as a result.

Your website is ultimately where conversions happen, so make the most of the personalization tools available to you. Use dynamic content such as onsite popovers, banners, and geotargeting to maintain a highly relevant and engaging experience from sign-up right through to checkout and beyond. Opt for tools which will compliment your email and SMS campaigns to ensure a smooth and cohesive journey where every touchpoint matters and contributes to the overall goal. **Fresh Relevance** works seamlessly with the Dotdigital platform so you can create a personalized journey across your website, to inbox, and back again. By adopting sophisticated personalization tactics, you're making every click resonate in order to build a memorable and positive experience which generates loyalty.



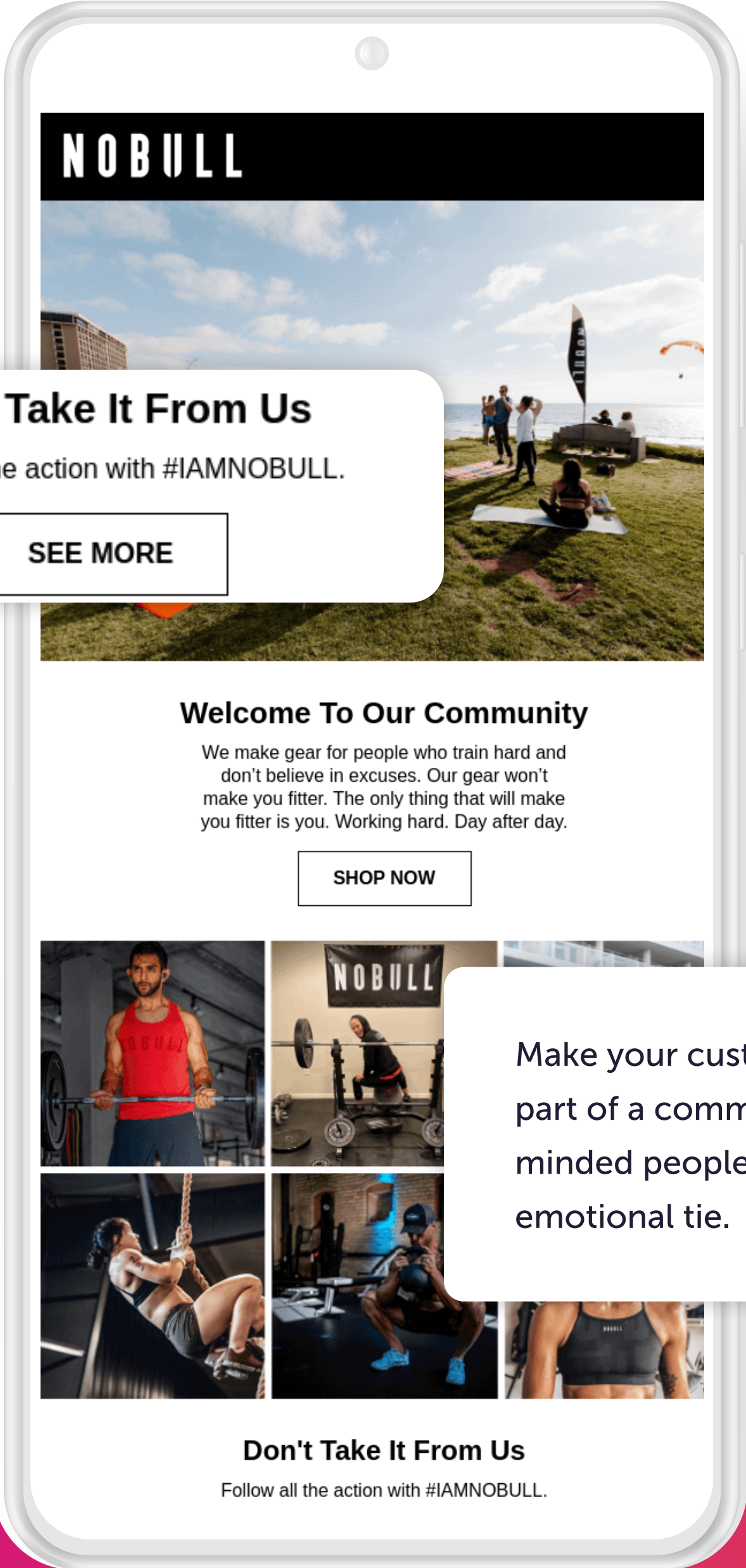
Everyone likes to feel special, and a personalized campaign can do just that. Show your customers they're more than just a number.

# Create a brand community

A community is harder to leave than simply choosing not to shop with a certain brand again. Building a strong brand community will hugely increase the value of your proposition.

When your customers buy into your brand, they're buying into your overall offering instead of simply buying one product, one time. Brand values are now a huge part of what makes a brand, and it's something customers really care about. When your customers align with your values, they're naturally going to gravitate towards your brand. The purchase decision is now more than just about the product itself, so ensure your customers are aware of what you stand for.

Consider other ways you can provide value to your customers such as creating free editorial content, advice, and news. This gives your audience something to enjoy even when they're not ready to purchase right now. Doing this keeps your brand front of mind, meaning customers are much more likely to choose your brand when they are ready to purchase, and it strengthens the overall bond.



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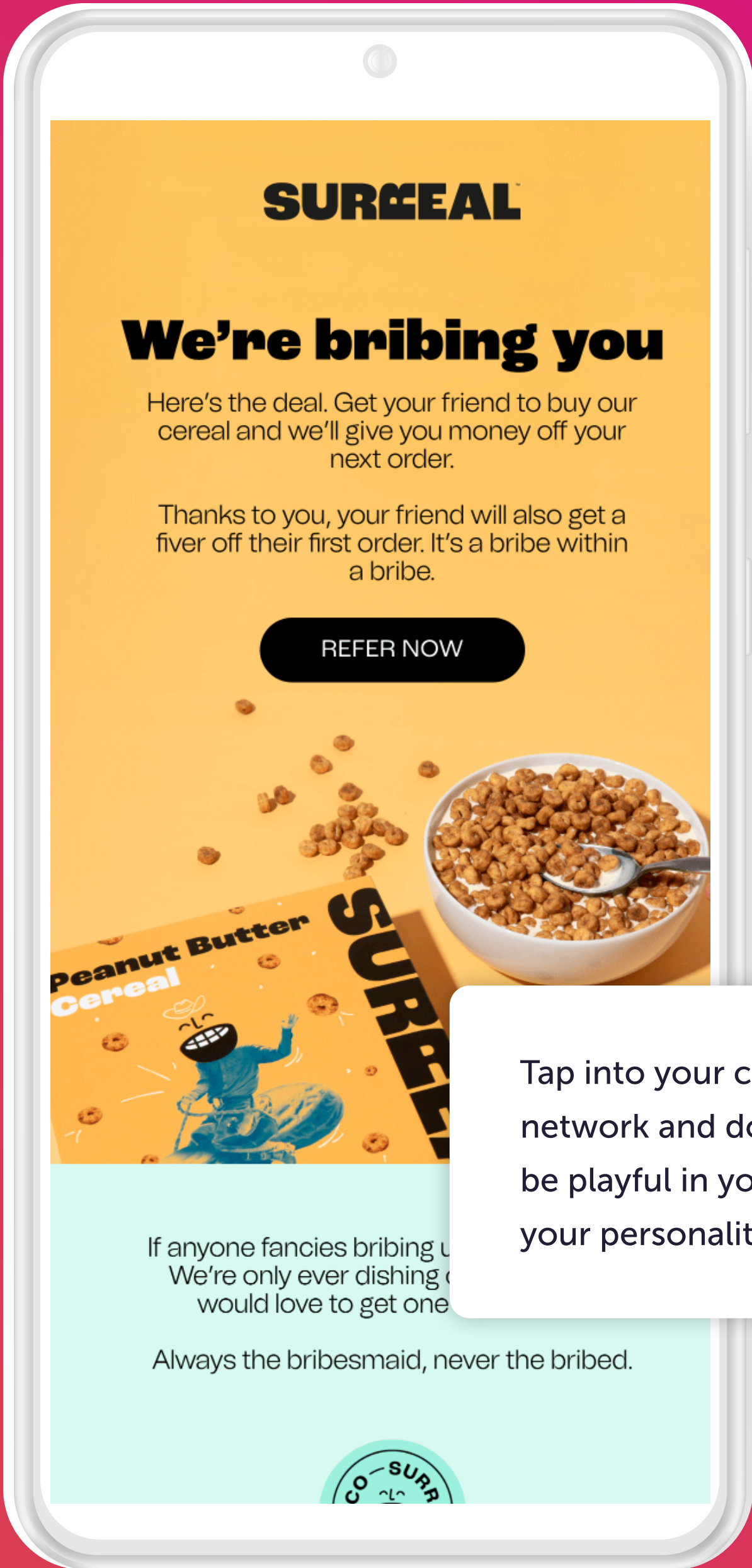


# Encourage advocacy and referrals

A great way to gain new loyal customers is to have your existing loyal customers refer them. Happy customers make the best brand advocates, and they're naturally likely to recommend you to people they know well, who they believe will also like your brand.

In order to encourage these valuable referrals, you need to reward those who do so. Introduce a referral program with incentives to encourage your existing customers to share your brand. This allows you to also gain access to your customers' like-minded network and increase the chance your brand becomes a part of their own social circle. This in turn helps boost your brand community and makes the referrer's relationship with your brand even stronger.

Even if you don't have time to create a full referral program, motivate customers to share their experience with your brand to their network on social media. Utilize UGC and hashtags to build your community and brand reputation. This needn't take much time either, you can build this into your everyday emails with a simple line in your footer telling customers to tag your brand on social media with your predefined hashtag.



Tap into your customers' network and don't be afraid to be playful in your copy to show your personality.

# Conclusion

Loyal customers are invaluable to your brand. Their tendency to spend more and the higher probability of selling to them means it's crucial you to focus on creating customer experiences that make people come back again and again.

Creating customer loyalty is possible through various strategies as well as your classic loyalty scheme. Generating a positive impression at every step of a seamless customer journey and respecting your customers' choices and preferences are vital for encouraging loyalty. Likewise, creating a brand community and encouraging advocacy and referrals are incredibly powerful means to establish and strengthen customer loyalty and satisfaction.

Ultimately, you need to provide a seamless customer experience and celebrate them wherever you can. Make your customers feel valued, appreciated, and understood, and they will naturally stick around for the long haul.



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