

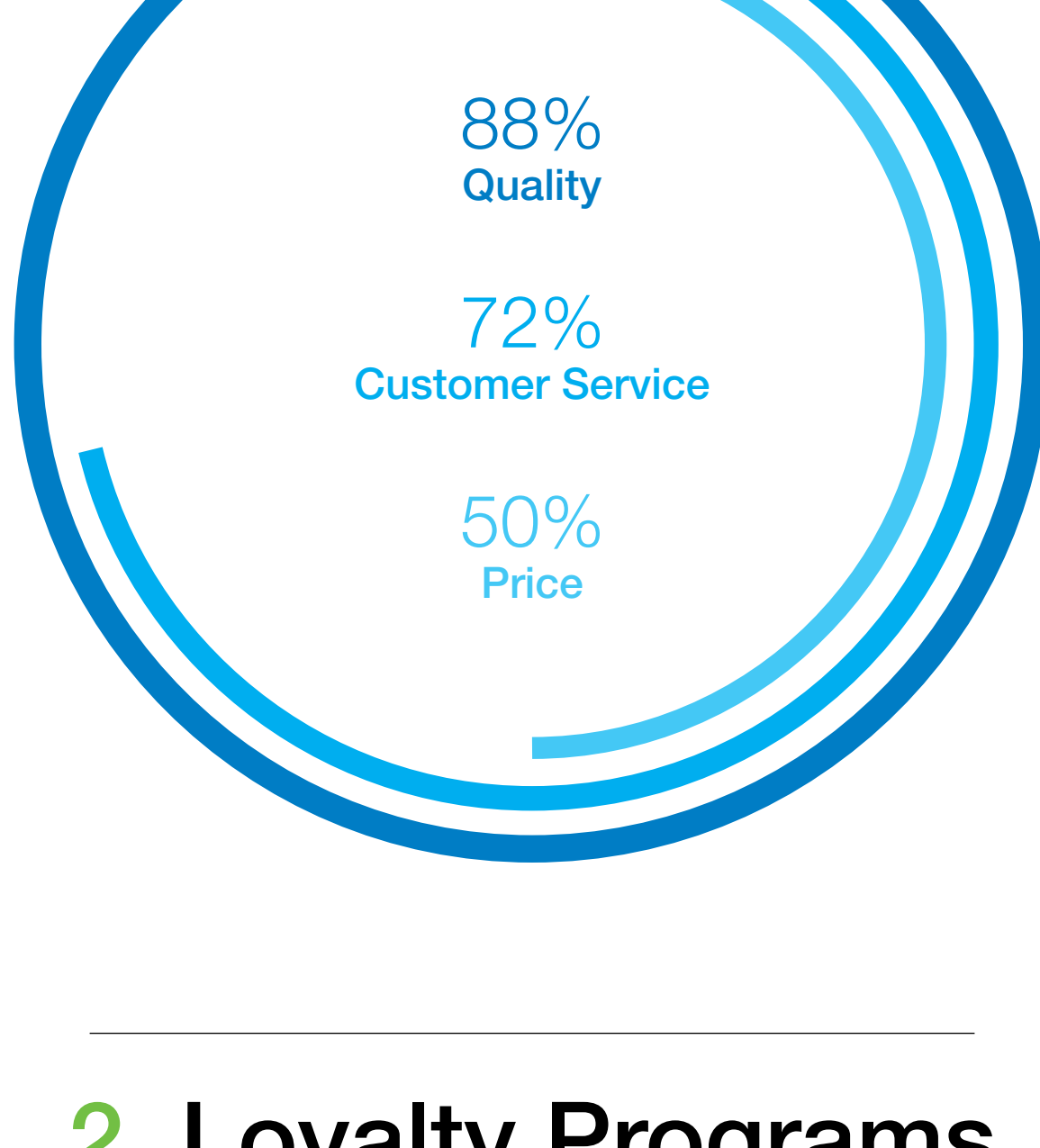
# 5

# Steps to Improving Brand Loyalty

Increase your customer retention in five key steps...

## 1. The Three Tenants

Having a cost effective product on its own won't necessarily help you gain brand loyalty, as according to [Clickfox's 2012 Brand Loyalty Survey](#), the top three elements for customer retention are:



## 2. Loyalty Programs

Rewarding customer loyalty is vital in a crowded marketplace, as:



## 3. Social Media

Engage customers through social media:



## 4. Customer Service

Exceptional customer service is essential for customer retention. According to [Clickfox's 2012 Brand Loyalty Survey](#), customers want great service more than they want low prices. When stating what they wanted from brands:



## 5. Consider The Medium

When asking consumers about the communication they have with companies, [Clickfox's 2012 Brand Loyalty Survey](#) reported that:



## First Impressions Count



The brand with the most customer loyalty?

Apple for the 2nd year in a row...

## Remember:

- The three tenants – quality, customer service and price.
- Think twice about contacting customers by phone.
- Use social media to connect with your customers.
- Attract customers with reward schemes.
- **And the icing on the cake?** Happy customers will spend more with you (68%); many won't be tempted by your competitors once they have established a relationship with you (54%); and satisfied customers are more likely to spread the word about your business (78%).

For information about developing customer leads, download our free eGuide:

## 5 Ways To Nurture Leads

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