

## How to build brand loyalty that lasts

There are plenty of marketing tactics that companies use to improve brand loyalty, including rewards programs, having a strong brand story, community building and more.

Let's go in-depth on some of the best ways to build lasting brand loyalty.

### **Provide best-in-class customer service**

The quality of customer service a brand offers plays a huge role in driving brand loyalty, which is proven to have a significant impact on your bottom line. Research from McKinsey shows that customer experience leaders achieve more than double the revenue growth of customer experience laggards.

Turning your business into a leading brand starts with a well-documented customer service strategy that accounts for your audience's preferred channels.

For example, if you get a high volume of customer service requests on social media platforms, you should make sure resources are allocated toward monitoring those accounts and responding promptly. You can use a social media tool to help different team members quickly delegate and assign each social media message as it comes in.

It's critical to establish these workflows, no matter who your audience is. Social media interactions are entirely public-facing, meaning their impacts extend beyond the individual who requested support. Acknowledging your customers on social media—whether they're giving praise or feedback—builds trust, and in turn,

brand loyalty.

### **Find your brand voice and story**

Create a unique voice that represents your brand and makes it feel approachable to people in your audience. Maintaining a consistent brand voice across all channels will make your brand more recognizable and memorable.

Fitness apparel and accessories brand Gymshark does this by taking a more informal approach to their social content. Instead of creating like a brand, they post like fitness content creator. Their relatable memes and jokes do more than just get a chuckle out of their target audience. They help to humanize the brand by establishing a unique personality across different platforms.

This personality creates emotional connections based on feelings of happiness, support and shared interests.

### **Use rewards programs**

If you want to incentivize your audience to return to your website or shop with you again, a great strategy is to create a rewards or loyalty program. These programs typically offer discounts or coupons to repeat shoppers. Brands that give extra perks to their loyal customers can encourage more and larger sales down the line.

Starbucks has virtually gamified its rewards program in a way that makes its customers excited to use it. The Starbucks Rewards Card and app make it easy for customers to get their Starbucks order and collect perks along the way.

Starbucks also rewards people who aren't necessarily repeat customers. Their

birthday rewards and different holiday promotions are ways to spread awareness among less frequent customers and incentivize future visits with discounts and free items. They use social media to promote their rewards program and get new customers in the door.

Starbucks is an example of taking a rewards program to the next level with its extensive app, but even a punch card towards a free item or a discount will encourage repeat customers. Use social media to raise awareness on the value of your in-store programs, so customers know it's available.

#### **Build a brand community**

As more people turn to digital spaces for connection and conversation, brand communities present a major opportunity for businesses looking to cultivate loyalty.

The rise of community platforms and vertical social networks calls back to a time when the internet was solely for connection and conversation. People ask questions, provide feedback, and cheer each other on—it's behavior that's unique to what you'd find on your main feed.

Brands that create their own communities can unite their fans to benefit from this high-quality engagement.

To see what this looks like in practice, check out [Sephora's Beauty Insider community](#). Every day, thousands of makeup fanatics turn to their fellow Beauty Insiders for advice, recommendations and more. Community groups (like "Nailed It" and "Best Hair Ever") allow community members to dive deeper into specific

interests with other knowledgeable shoppers. It's a place where questions are answered and friendships are forged.

All this activity creates a win-win scenario for Sephora and its customers. Customers receive round-the-clock advice and support from fellow fans, and Sephora gets a never-ending well of customer insights and feedback.

### **Use social media insights to keep up with your customer preferences**

On social, brands can use clever combinations of copy and visuals to dive deeper into every facet of their brand identity. The channel is unparalleled in its near-constant opportunities to humanize your brand.

To put it simply, social is where your brand comes to life.

Using social media to build brand loyalty means telling a story worth your audience's investment. It's not enough to share product releases and business announcements. You need to hone in on what resonates with your target audience, and deliver on that message as creatively as you can.

Gas and grocery chain Casey's stays in lockstep with customer interests by using Post Performance Reports from social media tools to analyze content performance at a granular level. These analytics tools help Casey's social team identify trends in content performance, so they can create content that resonates with audiences across their 16 states of operation.

Brands can replicate this approach by crafting a data-driven social media marketing strategy that prioritizes both quantitative and qualitative customer

feedback. Test new messaging and creative assets often. Your findings can ensure that your brand continues to appeal to new audiences while maintaining and cultivating greater loyalty with existing customers.