



Building Loyalty

The keys to turning unknown customer
into loyal advocates

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Today's Agenda

- Loyalty Backdrop
- Foundations for building Emotional Loyalty
- Real world examples + Strategies & Tactics

Our Marigold Portfolio

Grow With Us

Campaign Monitor

by MARIGOLD

Cross-channel marketing made simple and stress-free

SMALL BUSINESS | E-COMMERCE | AGENCIES

emma

by MARIGOLD

Email marketing that scales; purpose-built for distributed teams

FRANCHISES | HIGHER ED | NON-PROFIT

vuture

by MARIGOLD

Email and event marketing solutions designed for professional services firms

LEGAL | ACCOUNTING | CONSULTING

SAILTHRU

by MARIGOLD

Cross-channel enterprise marketing designed for rapid activation and ease-of-use

RETAIL | MEDIA & PUBLISHING

selligent

by MARIGOLD

Flexible enterprise marketing specialized for multiple regions & languages throughout Europe

RETAIL | MEDIA & PUBLISHING | FINSERV | TRAVEL & MORE



CHEETAH DIGITAL

by MARIGOLD

Enterprise-grade marketing solutions with global scale and full-service optionality

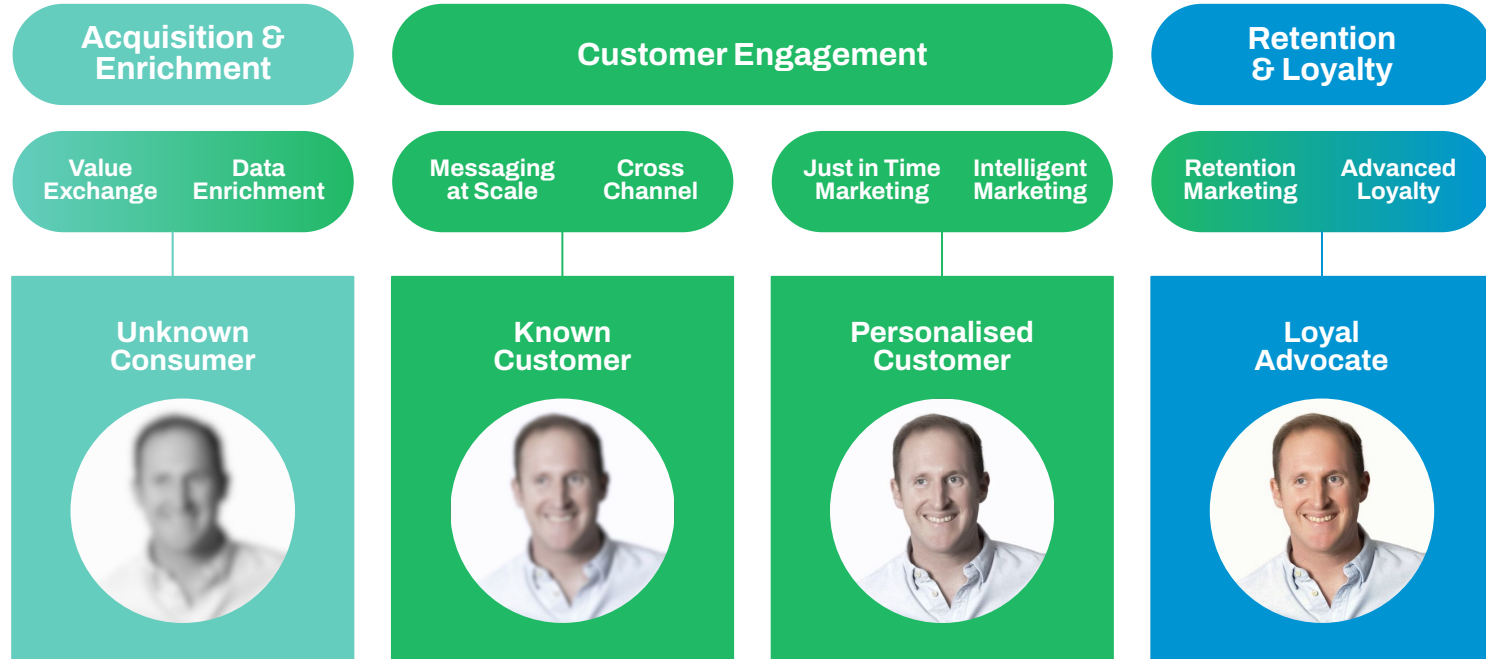
RETAIL | FINSERV | MEDIA & PUBLISHING | RESTAURANTS | CPG & MORE



Loyalty Backdrop

Relationship Marketing Matrix

Drive revenue, create personalised experiences, and deliver a unique value exchange across the entire customer lifecycle



Unifying
loyalty
and marketing
creates
mutually
rewarding
outcomes
for the brand
and customer



Brand Outcomes

- Customer evangelism
- Increased share of wallet
- Higher customer retention
- Data enrichment
- Employee happiness

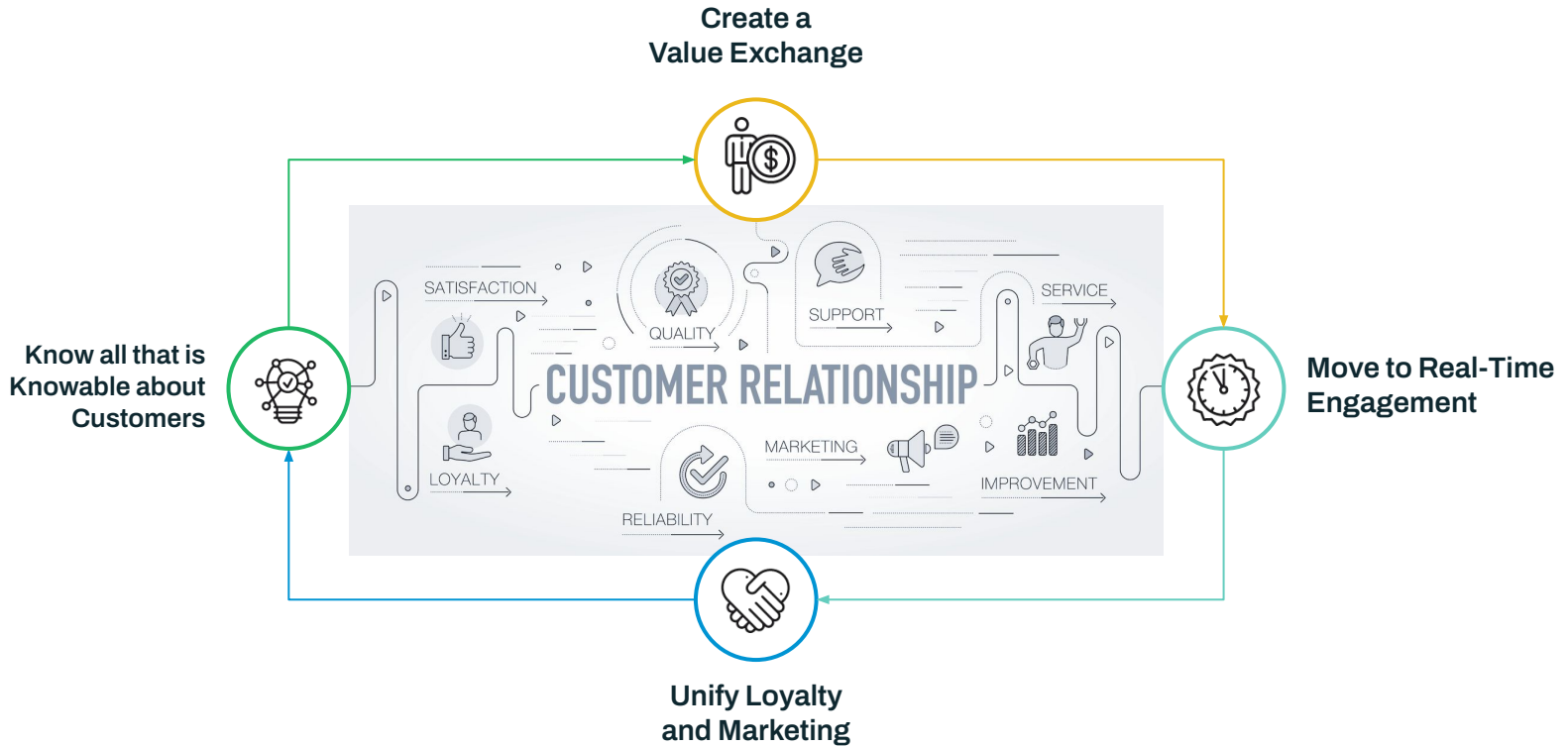


Customer Outcomes

- Trust
- Personalised experience
- Rewards & incentives
- Customer satisfaction
- Emotional connectivity



Some Key Themes



95%

Of loyalty program members want to engage with their brand's program through new and emerging technologies. (Bond)

78%

Of customers indicated discounts as the most valuable feature of loyalty programs. (Statista)

70%

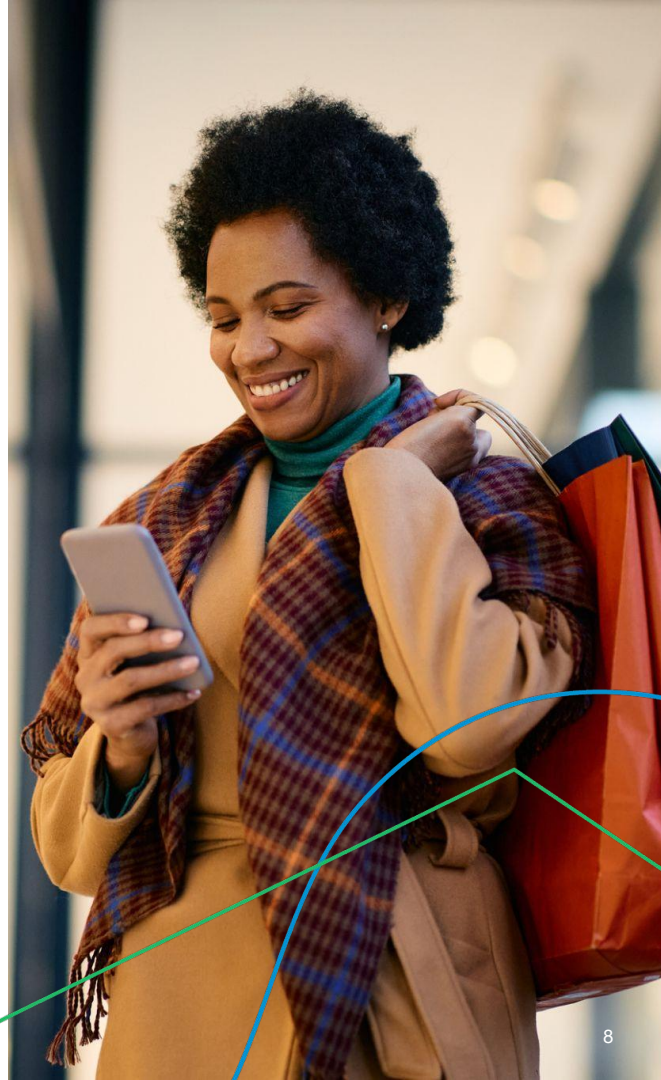
Of consumers are more likely to recommend a brand if it has a good loyalty program. (Bond)

53%

Of customers cite instant discounts as an incentive towards joining or renewing premium loyalty programs. (Statista)

46%

Of customers said free products were a valuable feature of rewards programs. (Statista)



European Loyalty Programme Impact

Loyalty programme impact is very positive across Europe.

On average across the 24 European markets surveyed, **43%** say membership makes them more loyal, **33%** feel more emotionally connected to brands, **29%** will spend more with a brand when a member of its loyalty programme and **36%** say they are more likely recommend a brand.

Mando Connect 2023



BE	37%	29%	23%	26%
NL	28%	22%	17%	23%
	Strengthens loyalty	Builds emotional connectivity	Encourages greater spend	Encourages recommendation



Foundations for Loyalty

Key Loyalty Components

01

Authenticity

Do we see credibility and integrity in the context of customer relationships?

02

Know your customer

Do you have a clear view of who the customer is and their wants and needs?

03

Moments that matter

What are the key customer inflection points?

04

A clear value proposition

What does the individual gain from being your customer?

05

A compelling customer experience

Are friction points reduced and is engagement easy or fun?



#1 AUTHENTICITY

“76% of consumers say they would be more likely to become loyal to a brand they perceived to be authentic”

Hawk Partners 2022 Brand Authenticity Index

#2 KYC

“50% of UK customers have switched to another brand because they don’t feel valued”

Cheetah Digital

Rational Needs

- Functionality
- Price
- Convenience
- Experience
- Design
- Reliability
- Performance
- Efficiency
- Compatibility
- Service



“As customers’ relationships with a brand deepen, they move along the pathway toward full emotional connection... fully connected customers are 52% more valuable than those who are just highly satisfied”

Harvard Business Review 2015

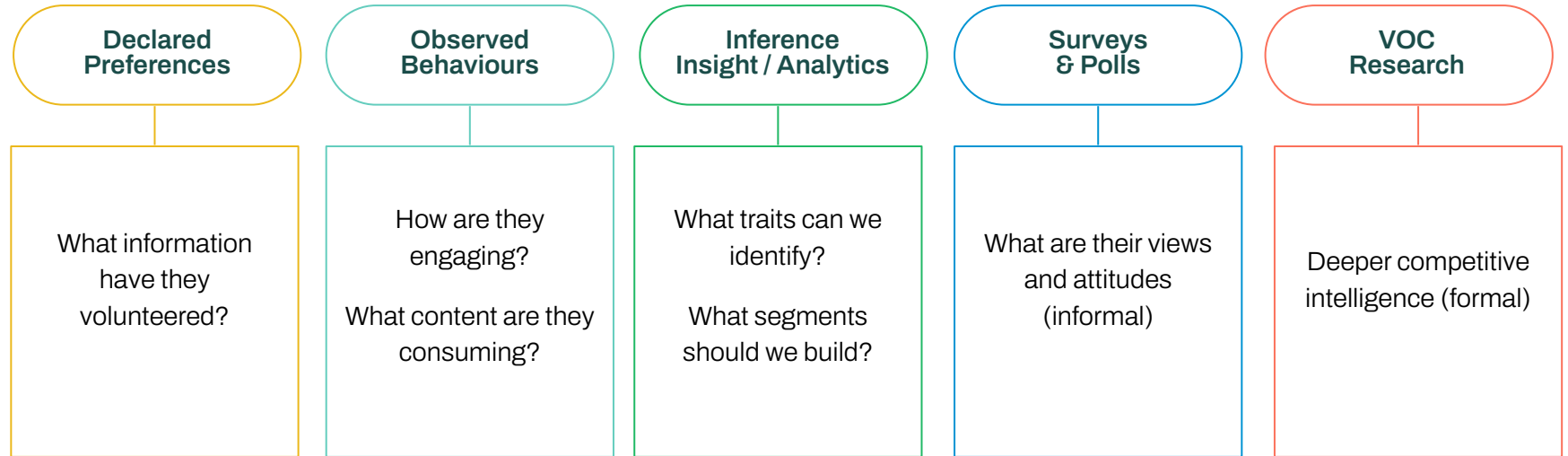
Emotional needs are a vital counterpoint

I am inspired by a desire to.....

- ...Stand out from the crowd
- ...Have confidence In the future
- ...Enjoy a sense of well-being
- ...Feel a sense of freedom
- ...Feel a sense of thrill
- ...Feel a sense of belonging
- ...Protect the environment
- ...Be the person I want to be
- ...Feel secure
- ...Succeed in life



Understanding wants and needs

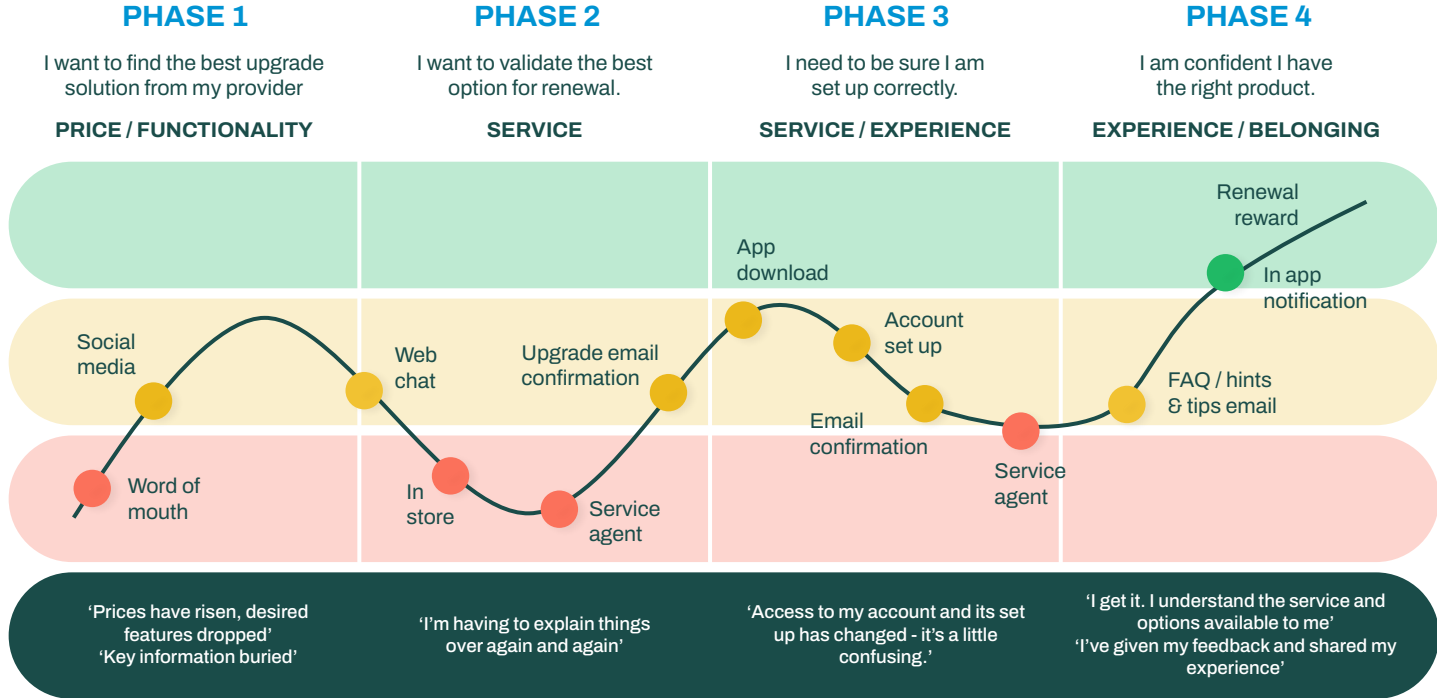


#3 MOMENTS THAT MATTER

“70% of the customer's journey is based on how the customer feels they are being treated”

McKinsey

Journey Visualisation



#4 VALUE PROPOSITION

“76% of people are more likely to recommend a brand that delivers simple experiences”

Siegel + Gale

Keep it simple, accessible

Easy to understand why
you should buy or engage

Easy to explain how
it fills a need

Clear to see why it's better
than alternatives





Real world examples
+
Strategies & Tactics

Clear Loyalty Value Proposition

A very simple concept that is as much companion utility for habitual behaviour than programme.

- 150 stars is a free drink
- (3 stars per £)
- 450 stars opens a Gold tier with extra shots, syrups and toppings
- Ordering ahead via app for collection streamlines the experience



SHOP



Clear Loyalty Value Proposition

VIP is a perks based initiative where long term customer tenure unlocks increased benefits

- Free cinema tickets
- Prize draws for event tickets
- Virtual reality experiences
- Unique experiences - walk on parts, meet and greets
- Concierge-type customer service



Paid Loyalty Propositions

- Strengthen relationships with high value customers
- Acquire new committed customers
- Member funded
- Releases more member value (experiential)
- Elevates engagement
- Sets you apart
- Makes switching harder
- Generates revenue



“Members of paid loyalty programs are 60 percent more likely to spend more on the brand after subscribing”

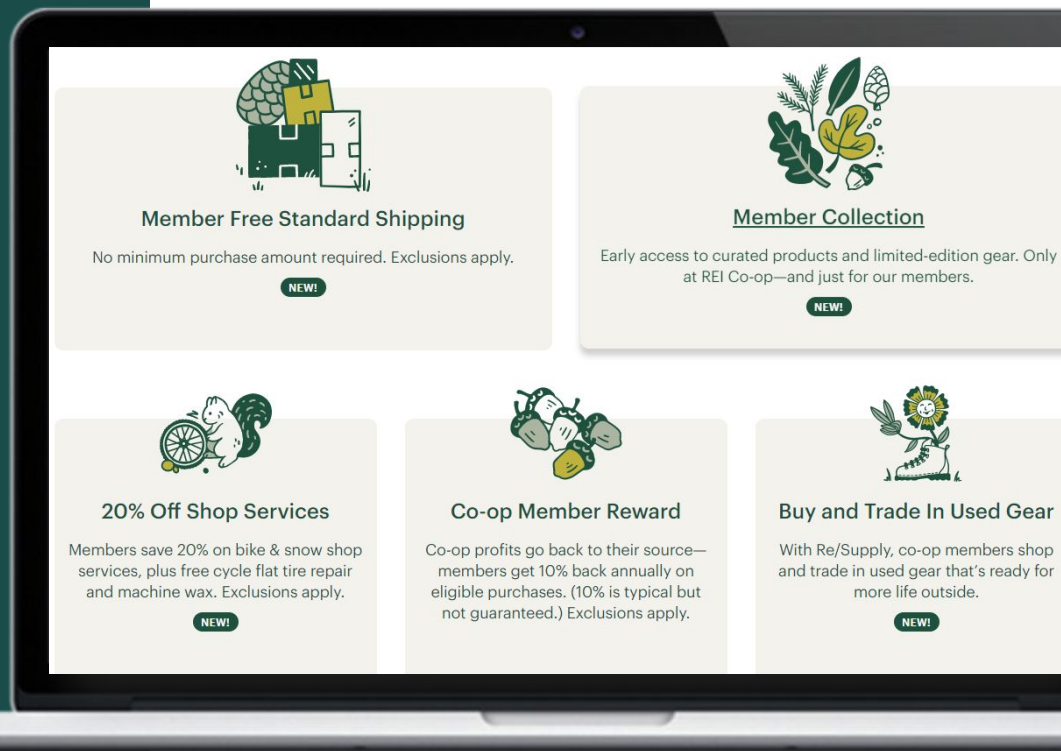
McKinsey 2020



A Paid Membership Community

Joining costs \$30 – individuals become lifelong members, with no free option available

- 10% discount on all eligible purchases
- 20% off bike and snow services
- Wide array of benefits creates an opportunity cost not to join - \$20 bonus card added to membership and product basket providing it is \$50+ encourages initial signup
- Program embraces the brand goal of connecting with the outdoors with various give-back & community connections



Experiences, Messaging, and Data Management

..Not just buying a cycling jersey, you're buying into a cycling community membership for £70/year

- Organised club rides from our 23 Clubhouse and Chapter locations.
- Exclusive riding trips and access to fully-supported Summits along with priority access to key events.
- Subsidised members-only Club kit and early access to special editions and brand collaborations.
- Clubhouse perks with half-price coffee and subsidised bike hire.
- Members-only app to see what's on, join rides and connect with fellow members.

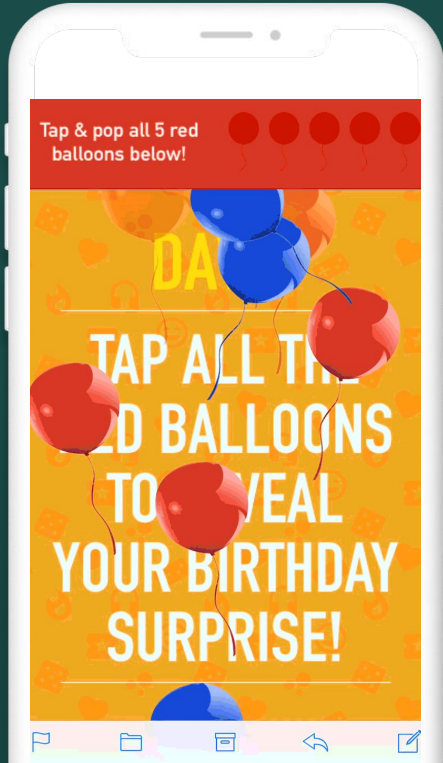


#5 EXPERIENCE

“65% of all consumers find a positive experience with a brand to be more influential than great advertising”

PwC

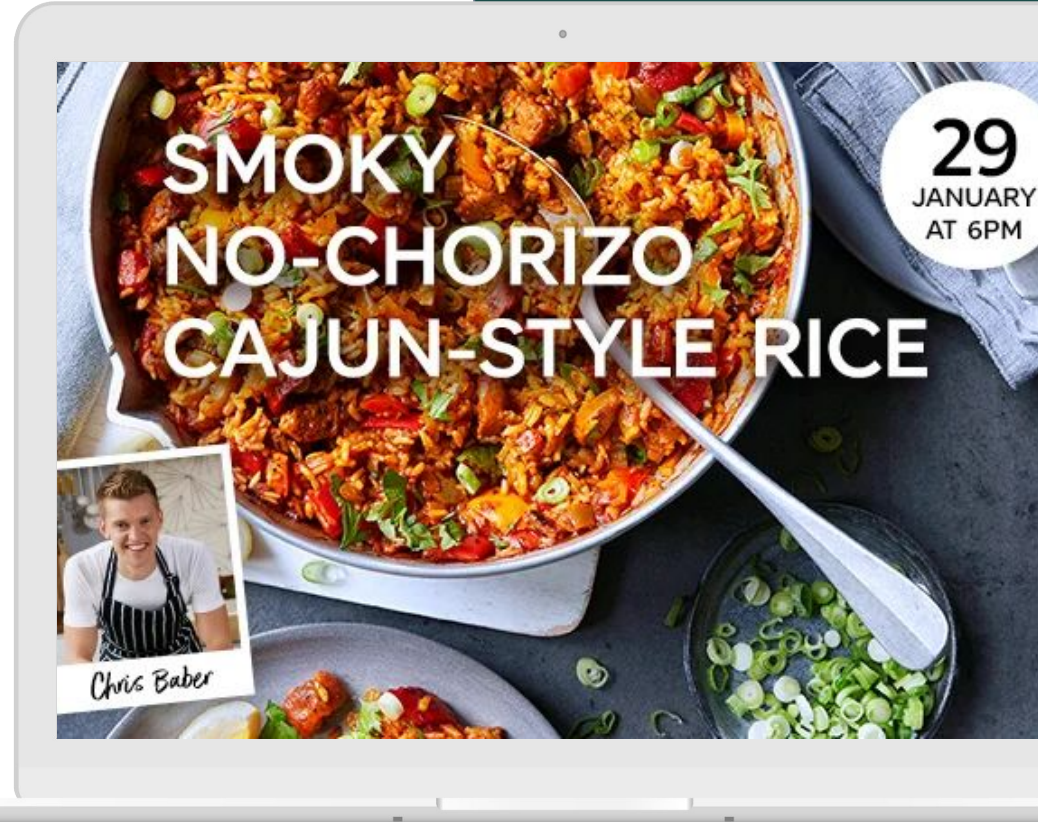
Gamifying 1:1 Communications



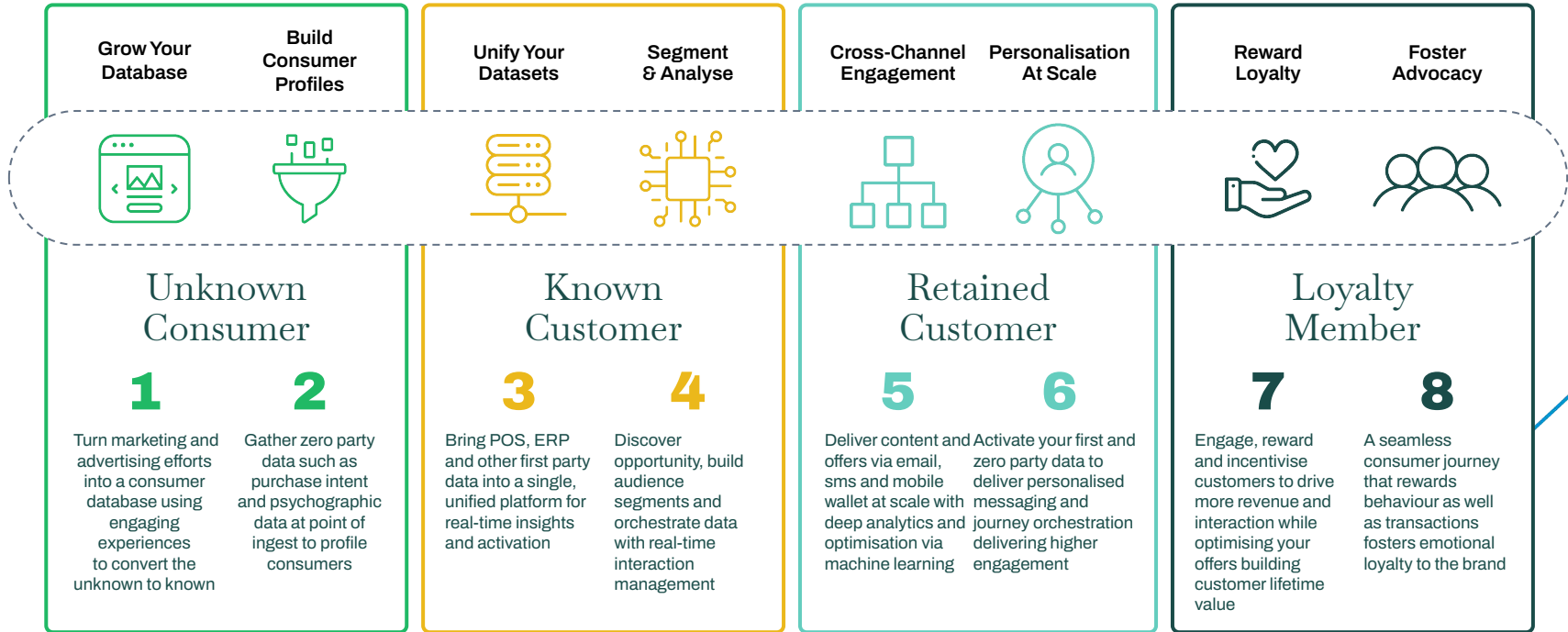
Live Virtual Experiences

During lockdown a food shopping company invited Sparks members to invite only virtual cooking events.

- Members only exclusive
- All ingredients sourced from their shops
- Available live or on-demand



A Personalised Path to Customer Engagement





Questions & Answers

Scan to get
Mark Taylor's details





Thank you