



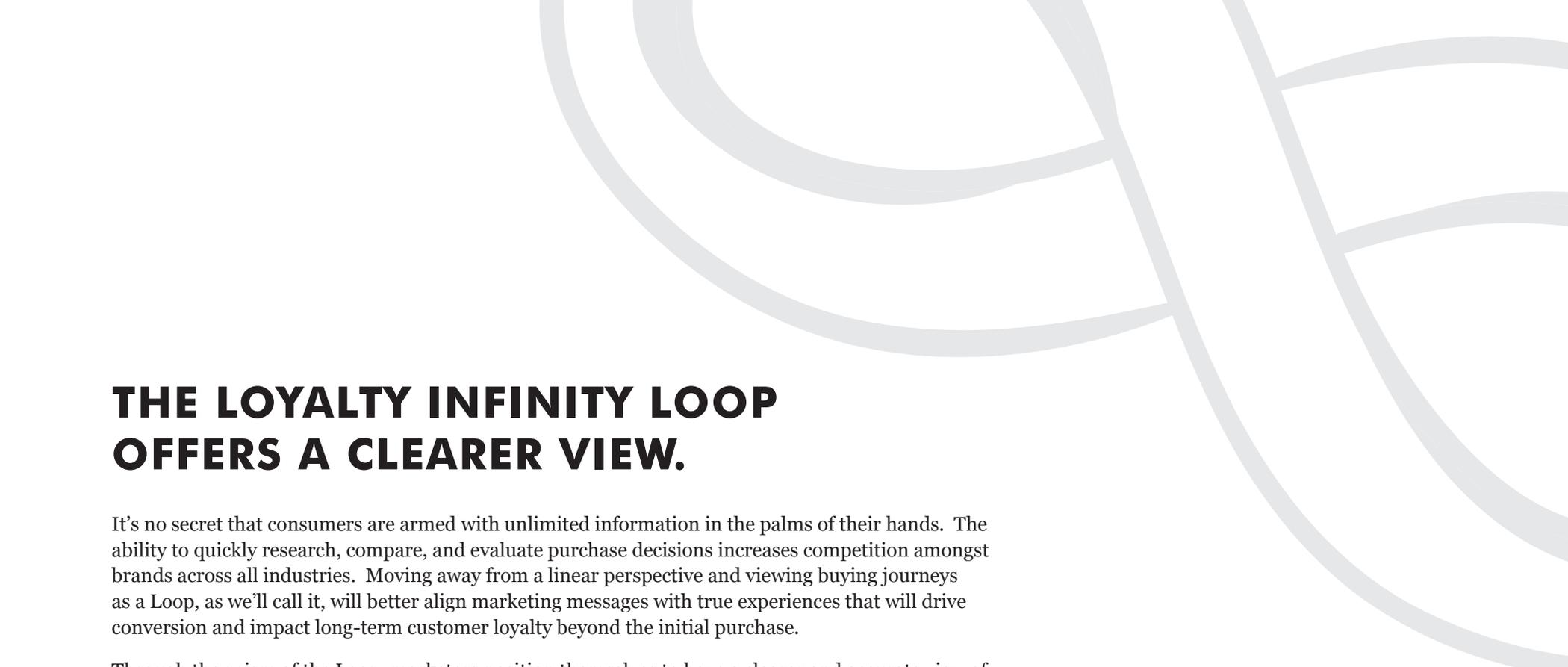
# ***WHY THE LOYALTY INFINITY LOOP WORKS.***

---

5 WAYS TO EMPOWER IT.

*In the age of the empowered consumer, buying journeys are rarely linear. This means that the traditional purchase funnel isn't aligned with the modern customer experience and it's time marketers adapt their view to drive conversions.*

---



## **THE LOYALTY INFINITY LOOP OFFERS A CLEARER VIEW.**

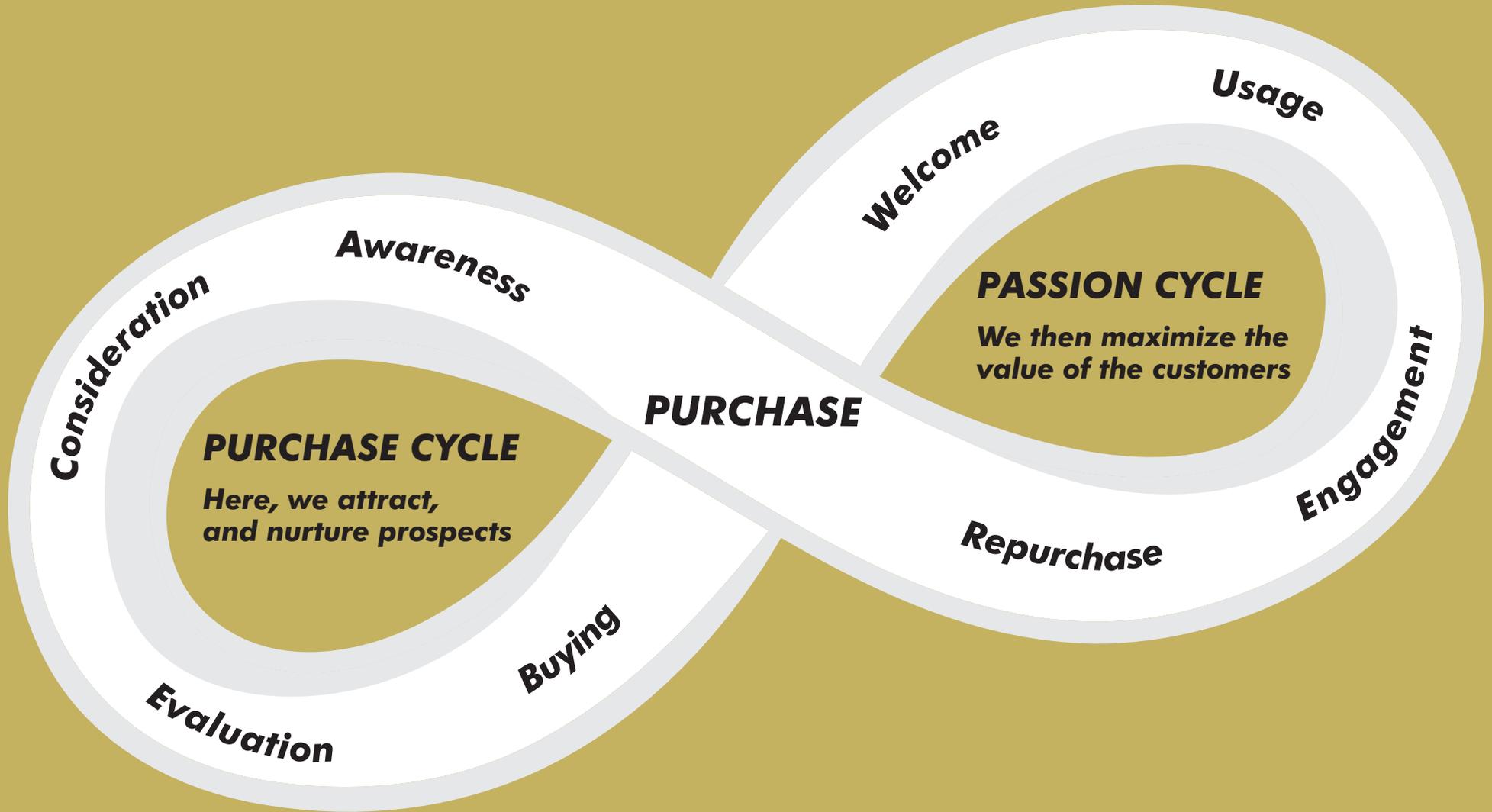
It's no secret that consumers are armed with unlimited information in the palms of their hands. The ability to quickly research, compare, and evaluate purchase decisions increases competition amongst brands across all industries. Moving away from a linear perspective and viewing buying journeys as a Loop, as we'll call it, will better align marketing messages with true experiences that will drive conversion and impact long-term customer loyalty beyond the initial purchase.

Through the prism of the Loop, marketers position themselves to have a clearer and accurate view of their brands' relationship with its customers. That's because not only does this thinking move away from the traditional linear experience, it also works in two critical cycles; the Purchase Cycle, and the Passion Cycle, which are connected by the "First Purchase." When both cycles work cohesively, the Loop is self-sustaining, and can go on indefinitely. This modern strategy enables marketers to develop a content supply chain delivering messages over time that validate a customers' ongoing loyalty with a brand.

---

*WHY THE LOYALTY INFINITY LOOP WORKS: 5 WAYS TO EMPOWER IT.*

# HERE'S HOW THE CYCLES WORK:



WHY THE LOYALTY INFINITY LOOP WORKS: 5 WAYS TO EMPOWER IT.

# THE PURCHASE CYCLE

This Loop cycle begins with customer **awareness** of the brand or product. From there, the customer moves into **consideration**, followed by active **evaluation**, where the consumer gathers info and shops for comparable products. The customer then decides to **buy**. Unlike the linear funnel model, post-purchase experiences dictate whether the customer will buy again. In the Loop model, the customer is always reevaluating their decision to continue using the brand.



## THE FIRST PURCHASE

Once considered the goal, it's more accurately the point between "trial" and "belief." At this point, the consumer begins to use the product, and make evaluations of their first **purchase**.



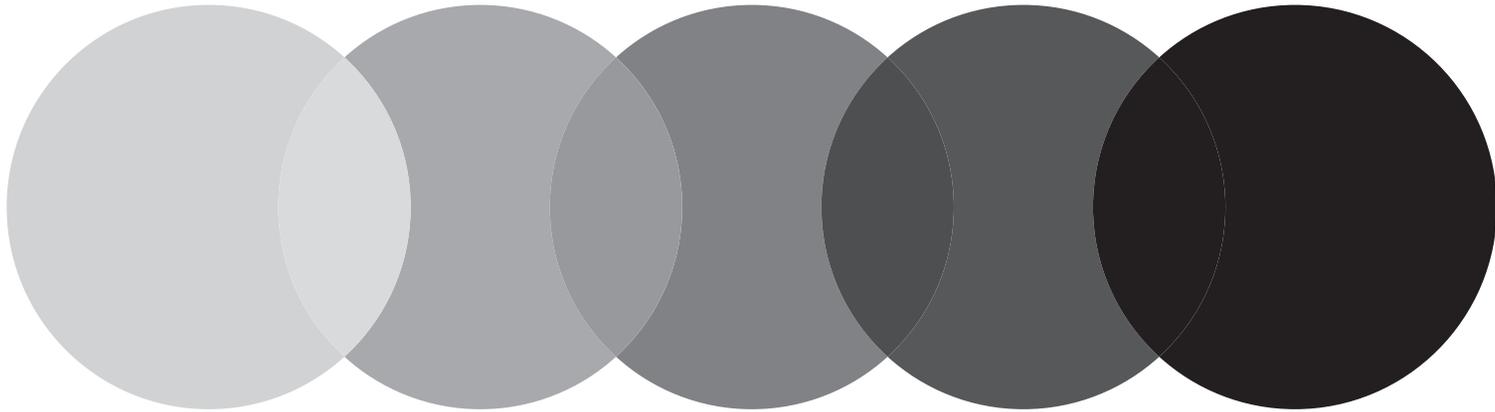
*WHY THE LOYALTY INFINITY LOOP WORKS: 5 WAYS TO EMPOWER IT.*



## THE PASSION CYCLE

After the first purchase, it's essential to **welcome** the customer to the brand. During their **usage** of the product and service, it's essential to **engage** with the customer, to ensure their satisfaction, and to help them maximize the value they get from investing in your brand. Any number of things can affect the customer's decision to **repurchase** for the 2nd, 5th or 10th time. A competitor might be offering a lower price for similar quality product. Or it could simply be the packaging, customer service or marketing materials. The goal is have them continuously come back to you for solutions to additional challenges, while evangelizing your services to others who will also benefit from working with you. This is what the Loyalty Infinity Loop is all about.

**WHY THE LOYALTY INFINITY LOOP WORKS: 5 WAYS TO EMPOWER IT.**



## **FIVE WAYS TO KEEP YOUR LOYALTY INFINITY LOOP IN MOTION.**

There are endless chances out there for customers to identify with another brand, confuse your brand with a competitor's, or simply decide they no longer wish to use the product. For these reasons, each brand touch point with the customer must deliver a clear, consistent message.

Here are five actionable steps that can help you maintain your Loop.

---

*WHY THE LOYALTY INFINITY LOOP WORKS: 5 WAYS TO EMPOWER IT.*

# 1. BE UTTERLY AUTHENTIC.

Whatever your product or service may be, you can bet that your customers are getting offers from competitors within your space. The key to standing out from the noise is to be authentic. A recent study found that “authenticity in business beats product utility and innovation”. More specifically, “63% of global consumers would buy from a company they consider to be authentic over and above competitors.”

What exactly do we mean by brand authenticity? [Digitalintelligencetoday.com](http://Digitalintelligencetoday.com) defines it as “The extent to which consumers perceive a brand to be faithful toward itself, true to its consumers, motivated by caring and responsibility, and able to support consumers in being true to themselves.”

As your customers move towards their decision, they will narrow down the possible brands, and authenticity plays a big part in that process. In short, be real and consistent with your message, and authenticity will happen naturally.





## 2. GET SERIOUS ABOUT POST PURCHASE CARE.

To nurture deep client loyalty within the Loop, you must thoughtfully plan your post purchase interactions. If your new customers feel that you're just in it for the quick close, they will look elsewhere for continuing service. Not only do you want your clients to drop back into your Loop, you also want them to bring referrals in with them. A client is much more likely to introduce friends or business partners to your offer if you maintain a relationship with them after the initial purchase. An online survey conducted by Nielsen found that 84% of consumers trust the recommendations of others over other forms of marketing.

McKinsey.com recently reported that “more than 60% of consumers of facial skin care products go online to conduct further research after the purchase—a touch point unimaginable when the original marketing funnel was conceived.”<sup>2</sup> When a brand reaches out in front of that touch point by creating an exceptional post purchase experience, you can keep that customer within your Loop.

### 3. LEVERAGE TECHNOLOGY TO SEAL YOUR LOOP.

Every day, 2.5 quintillion bytes of data are created—90 percent generated in the last few years due to the rise of social media and digital interactions. The race is on to turn this data into a personalized, complete portrait of a consumer, customer, prospect or visitor.

New strategy areas—such as the end-to-end digital customer experience, enabling relevant digital marketing, and using data for real-time marketing—are the foundation for relevant, targeted “marketing that learns” strategies. These strategies include learning everything possible about your audiences. You need to know the who, what, where, why, when and how they access content, shop for products and interact with brands. Cutting-edge firms want to truly listen to customers, understand visitors, appreciate fans or loyal customers and accurately/deeply describe the preferences of all audience members. They want this insight so customer interactions can be personalized.

Ideally, the best-case scenario would be to have face-to-face touch points with prospects or customers who are considering an offer. It would be even better if the opportunity exists to sit down one-on-one with each client after they have made a purchase. When you strip away the rhetoric, data science is just about finding meaningful insights through analyzing large datasets.



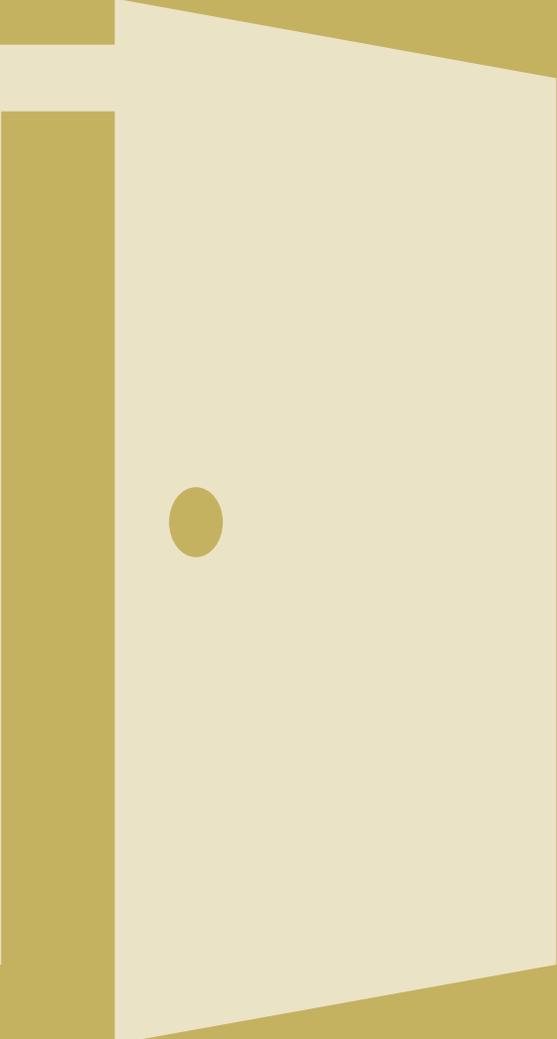
## 4. MAKE SURE YOUR UPSELLS MAKE SENSE.

On most e-commerce sites, algorithms are used to suggest products based on a customer's previous purchases. But, what if a customer goes to a sporting goods site and purchases a \$5,000 snowmobile? They probably won't want to purchase another snowmobile the next week.

A recent Forbes article described how Neiman Marcus uses pattern recognition algorithms to accompany the buyer as they navigate through their site. Rather than target buyer preferences based on purchase history, Neiman's algorithms suggest items that complement what the buyer is currently searching for. If somebody is searching for a winter hat, they may need some gloves as well. By categorizing your customers in this way, you can effectively guide them to the best add-ons you have available based on what they have purchased from you, and what they will need to enhance that product or service.

If you seem to be on the same page as your customers and you offer them solutions that are tailor-made for their needs, their level of loyalty will remain strong because they'll feel that your suggestions are specifically for them. If they feel that they're operating within a specially made journey that responds to their needs, the need to engage with your competitors becomes unnecessary. And they'll recognize that your brand isn't pushing into cookie cutter journeys.





## 5. ANTICIPATE OPPORTUNITIES FOR EXCELLENT CUSTOMER SERVICE.

Anticipatory Customer Service (ACS) is becoming a very powerful X-factor these days. Good companies have used the concept for decades, but now with the advent of certain pieces of technology, the level to which “ACS” can be used has increased ten-fold.

Micah Solomon, a Forbes business contributor, tells a story about when he purchased tickets to the Philadelphia Ballet. A few evenings before the performance he received an automated phone call along with an email message that suggested he leave 45 minutes early for the show. The message said that based on his home address, he would likely run into traffic due to a street festival coinciding with the performance he was attending. This would likely create traffic that would delay his arrival.

While you may not be selling ballet tickets, you can use the data your client provided to you at the point of sale to provide geo and demographical solution-based advice or consultation. While examining ways to support your Loop, you'll need to stay a step ahead of your buyers as they make their way through the Loop. Today's technology allows you to keep tabs on who is where in your buyer's journey. By walking a step or two in front of your clients, it's easier to reach back and lead them by the hand through the Loop. If you do the job well, they'll bring new prospects along with them.

## **START ENERGIZING YOUR LOYALTY INFINITY LOOP TODAY.**

Every firm is now in the business of leveraging insights to develop products and services, and bring additional value to customers. By using the Loyalty Infinity Loop as a model, your business can perpetually keep more of your best customers. To learn more about managing and improving your Loyalty Infinity Loop, contact **Russell Kern, of Kern, an Omnicom agency.**

---

*IT'S ALL ABOUT THE OPEN RATE.*



**20955 WARNER CENTER LANE, LOS ANGELES CA 91367**  
**(818) 703-8775 | INFO@KERNAGENCY.COM**

**KERNAGENCY.COM**

[Footnotes]

1 - <https://blog.salemove.com/build-seal-customer-loyalty-loop/>  
2 - <https://blog.salemove.com/build-seal-customer-loyalty-loop/>

[Sources]

<http://jillgriffin.net/win-back-the-customers-you-have-lost/>  
<http://www.achieversgroup.com.au/articles2/Learning-Library-60-Seconds-with-Achievers-Group-Tony-Gattari-Volume-6-Issue-8-The-Ladder-of-Loyalty---Turning-Prospects-into-Evangelists>  
<http://www.brandba.se/blog/from-the-company-to-the-consumer>  
<http://www.bryankramer.com/5-best-loyalty-software-programs-to-engage-your-customers/>  
<http://www.dmnews.com/marketing-strategy/customer-experience-primer-for-marketers/article/275014/>  
<http://www.dmnews.com/marketing-strategy/the-connection-between-customer-experience-and-customer-loyalty/article/275013/>  
<http://www.targetmarketingmag.com/article/moving-customers-up-ladder/all/>  
<https://alligatortek.com/3-ways-ikea-beating-customer-experience-innovation/>  
<https://blog.salemove.com/build-seal-customer-loyalty-loop/>  
<https://disruptivedigital.wordpress.com/2015/08/30/digital-marketing-data-science-programmatic-marketing/>  
<https://generalassemb.ly/blog/loyalty-loop-replacing-marketing-funnel/> "How the loyalty loop is replacing the marketing funnel."  
<https://hbr.org/2014/10/the-value-of-keeping-the-right-customers>  
<https://hbr.org/2016/03/winning-back-lost-customers>  
<https://nextup.wordpress.com/2006/12/21/the-customer-relationship-ladder/>  
[https://play.google.com/books/reader?id=UcuO\\_m89u-4C&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1](https://play.google.com/books/reader?id=UcuO_m89u-4C&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1)  
<https://www.fifteendesign.co.uk/blog/how-to-get-your-customers-into-the-loyalty-loop/>  
<https://www.inc.com/alison-davis/what-you-can-learn-from-ikea-about-changing-customer-preferences.html>  
<https://www.itx.com/ITX-Blog/Article/377/Customer-Loyalty-is-Not-a-Transaction>  
<https://www.putler.com/rfm-analysis/>  
<https://www.salesforce.com/blog/2015/04/takes-6-8-touches-generate-viable-sales-lead-heres-why-gp.html>  
<https://www.salesforce.com/blog/2016/11/swap-data-for-personalized-marketing.html>