

Will it Fly?® Educational Brief

Module: Brand Strategy

Section: Brand Loyalty

Brand loyalty is about your brand's emotional and trust relationship with your customer. Brand loyalty kicks in with the continued patronage of your customer who purchases through habit and without needing any further information about your product. Brand loyalty can be so strong that your customer loyalty will extend to other company brands.

At this point, your customer trusts the consistency and quality of your brand, so shopping is made simpler. Brand becomes the key component in the purchase process when a customer will spend more on your product over a sale by a competitor. As a matter of fact, special promotions don't create brand loyalty and can actually deter it, since consumers will become conditioned to waiting for the special promos.

Brand loyalty must continually be reinforced. Every time your product, company, or staff interacts with a customer, it is a reflection upon your brand. Accordingly, your brand qualities should extend to all points at which a customer will come into contact with it.

Openly seek feedback from your customer and then act on it. This is key to creating brand loyalty. While you can't control all points of contact that your brand may have with your customer, influence all those that you do control. It can take years to build a brand, but it can take only one bad experience to lose a customer.
