

Will it Fly?® Checklist

Module: Brand Strategy

Section: Brand Loyalty

Section Objective: To ensure you capitalize on brand loyalty.

- Have you taken into account that brand loyalty is based not only on the customer's emotional attachment to the product, but also on respect for the customer relationship?
- Have you developed an effective enough brand that your customer purchases your product automatically, without need for further information?
- In creating new brands, have you exploited the perceived quality of your established brands to extend to the new brand?
- Do you know if your customers trust your product's quality and consistency?
- Have you provided a consistent and positive experience for your customer at each point where they interact with the company?
- Do you collect feedback from your customer and then analyze and make improvements accordingly?
- Have you committed yourself to a long-term relationship with your customers based on their trust in your brand?
- As much as possible, are you influencing the points of contact that your brand may have with your customer?

See Educational Brief for Brand Loyalty to learn more.
