Loyalty Lab

Unlocking Customer Loyalty:
Proven Tactics to Drive Repeat Purchases

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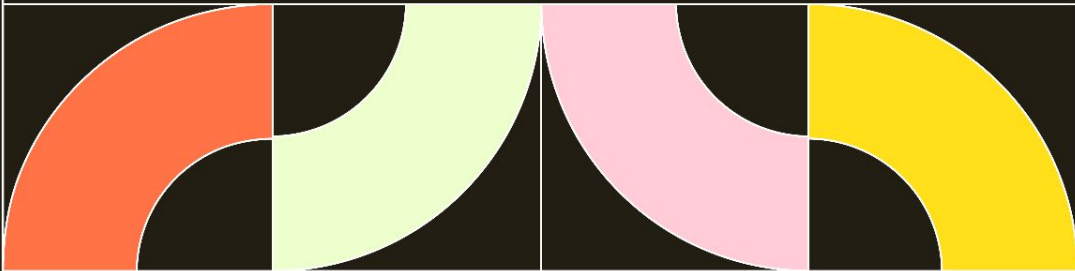
Who we are

Eddy Webb
CEO
InSynch

Sam Jones
Senior Digital
Marketing
Specialist
InSynch

Will Wright
Mailchimp
Partner
Development
Manager (UK)

Who we are

Formed in Feb 2005

Based across England and Wales but we cover all of the UK along with many international clients

Main areas of Business are:

Digital Marketing Agency

- 80+ Businesses across the UK on monthly retainers

Delivering support under government projects

- Webinars, Training, Mentoring and Consultancy

Offer Accredited Training Courses

- Email Marketing, SEO, Social Media & Digital Marketing Strategy

The InSynch Strategy

Total Digital Marketing®

Today's Session

1. Loyalty: a business critical in today's marketplace

2. The Loyalty Wheel: understanding the cognitive underpinnings of loyal behavior

3. Eight science-backed tactics for securing loyal customers

Think customer acquisition is the quickest route to growth?

Think again.

Attracting new customers is getting <u>expensive</u>.

This is where loyalty comes in.

"

Loyalty isn't just a marketing goal –
it's a comprehensive business strategy."

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**Denise
Lee Yohn**

**Author of *What Great Brands Do: The Seven Brand-Building
Principles that Separate the Best from the Rest***
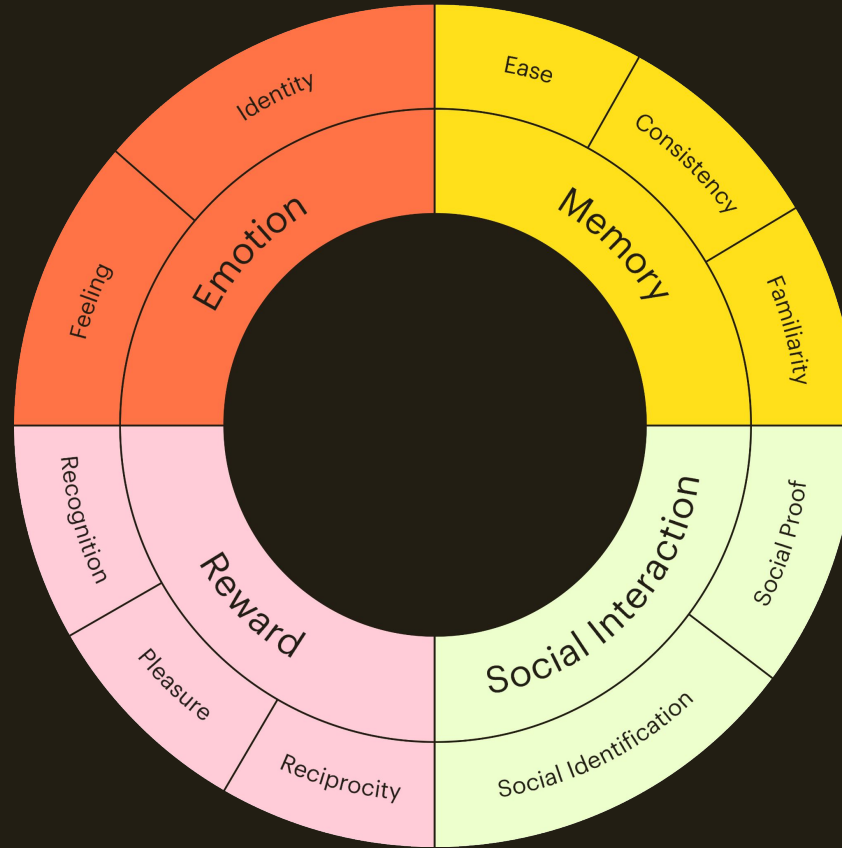
What is loyalty?

"

Loyal behavior is not the result of any recent cultural evolution. It's the result of hundreds of thousands of years of neurobiological evolution. A basic understanding of the fundamental drivers of behaviour and decision-making will outlast any cultural trend."

Dr. Cyrus McCandless

Neuroethologist studying goal-directed behavior and decision-making

Loyalty isn't rational; it's primal.

The Loyalty Wheel

The Loyalty Wheel

Emotion
- Identity
- Feeling

Memory
- Ease
- Consistency
- Familiarity

Reward
- Recognition
- Pleasure
- Reciprocity

Social Interaction
- Social Proof
- Social Identification

How can you drive loyalty?

The Formula: B=MAP

Behaviour = Motivation x Ability x Prompts

MOTIVATION

The 'Why'

Why do I want to
support this brand?

ABILITY

The 'How'

How easy is it to
support this brand?

PROMPT

The 'When'

Why should I support
this brand now?

Motivation

MOTIVATION
The 'Why'

Why do I want to
support this brand?

ABILITY
The 'How'

How easy is it to
support this brand?

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The 'When'

Why should I support
this brand now?

Motivation

Why do I want to support this brand?

Their values are aligned?

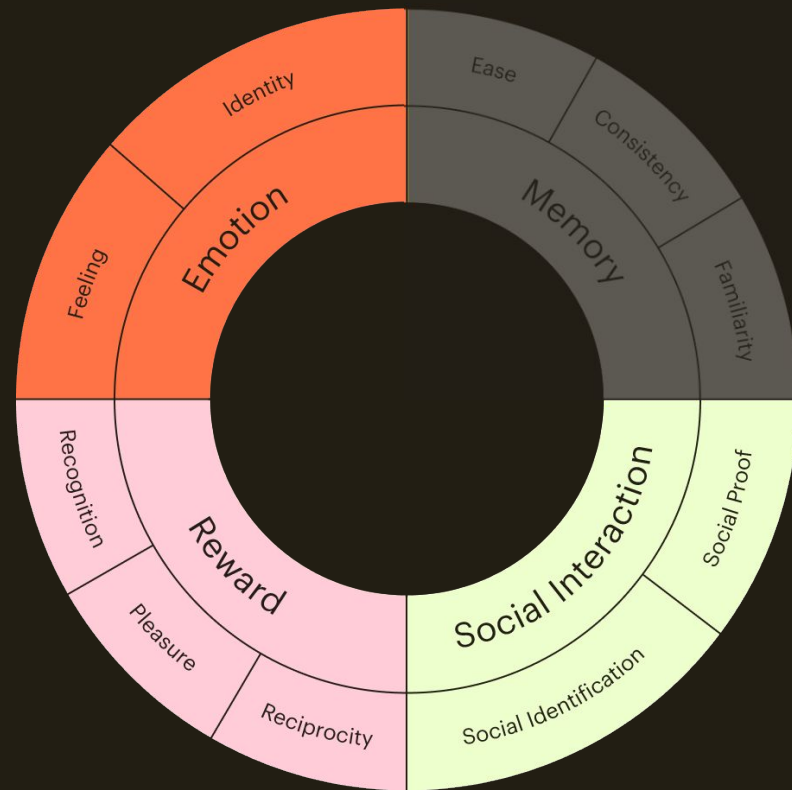Personalised experiences?

Exclusive deals and discounts?

Popular with others?

Emotionally engaging?

Increasing Motivation

Three aspects of The Loyalty Wheel offer insight into how to increase motivation:

→ Social Interaction
→ Reward
→ Emotion

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→ EMOTION TACTIC

Sense of ownership

Actively engage customers to foster a sense of co-collaboration.

29%

of email subscribers have participated in a survey or feedback, suggesting a willingness to contribute ideas and opinions to brands.

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→ **EMOTION TACTIC**

Sense of ownership

Actively engage customers to foster a sense of co-collaboration.

PUT THIS TACTIC TO WORK

→ Include a survey in your welcome series to help better understand your customers' preferences, what kinds of content they favor, and how often they want to receive messages from your brand.

→ Use click maps to compare link performance and gauge interest in content type (brand building vs. promotional content) and see what link placements, CTAs, designs, or other factors might be impacting click through rates.

→ Explore interactive experiences, such as challenges or quizzes, as a means of capturing customer ideas and boosting engagement.

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→ **SOCIAL INTERACTION TACTIC**

Gift giving

Promote organic peer-to-peer marketing through gift giving.

37%

of consumers have recommended their preferred brand to friends or family and only 22% have given it as a gift, revealing an untapped channel for spreading the word about a brand.

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→ **SOCIAL INTERACTION TACTIC**

Gift giving

Promote organic peer-to-peer marketing through gift giving.

PUT THIS TACTIC TO WORK

→ Create segments of people who have purchased an item and then automate well-timed emails during the peak of holiday season or around other key shopping moments.

→ Prompt gift-giving for smaller, less obvious milestones and personalise content for certain segments of customers based on products they've searched for on your Shopify store.

→ Target your biggest spenders, who have made a purchase more than three times and spent more than a set amount, with a referral offer.

→ **CASE STUDY**

Claire Austin Hardy Plants

Showing up with the right messaging and offers

25% In subscribers in last quarter

48% Increase in sales from email marketing in last quarter

Ability

MOTIVATION
The 'Why'

Why do I want to
support this brand?

ABILITY
The 'How'

How easy is it to
support this brand?

PROMPT
The 'When'

Why should I support
this brand now?

Ability

How easy is it to shop
from your brand?

Quick delivery?
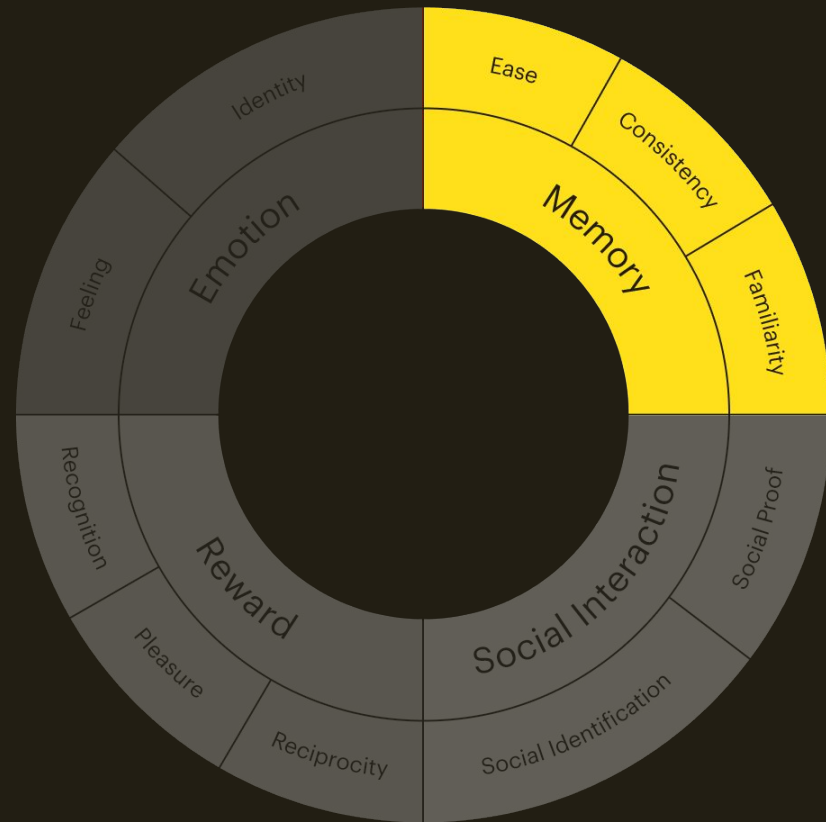
Affordable pricing?

Physically available?

Easy to find online?

Simple checkout process?

Ability refers to an individual's capacity to act

Three aspects of The Loyalty Wheel offer insight into increasing ability:

→ Ease
→ Consistency
→ Familiarity

"

We have to understand that the whole customer experience is absolutely crucial to generating loyalty. A large part of the focus should be on optimising the customer journey: the website, the checkout process, the email marketing, and the delivery. That's how you're going to create loyal customers."

Kath Pay   **Founder of Holistic Email Marketing**

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→ **EASE TACTIC**

Smooth Selling

Remove obstacles that could disrupt customers' shopping journeys.

97%

of repeat purchasers say their preferred brand makes purchasing quick and easy.

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→ **EASE TACTIC**

Smooth Selling

Remove obstacles that could disrupt customers' shopping journeys.

PUT THIS TACTIC TO WORK

(→) Consider sending a follow-up email for abandoned shopping carts, helping customers pick up where they left off.

(→) Create an automated 'back-in-stock' or 'price drop' email, triggered by price or inventory changes, that retargets customers who have previously shown interest.

(→) Ensure your subject lines are clear, concise, and compelling to provide a clear idea of what the email contains.

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→ **CONSISTENCY TACTIC**

Choice Validation

Help customers feel validated in their choices.

Click through rate   **34%**

Industry average   **2.5%**

Demonstrating a loyal customer base and engaged audience

Brand Example: Adventurous Ewe

Adventuorus Ewe's personalised end-of-year round-up newsletter reinforces their customers' personal connection to the brand. This not only celebrates their choices but reinforces the customer's connection to the brand by highlighting their favorite moments and expeditions.

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→ **CONSISTENCY TACTIC**

Choice Validation

Help customers feel validated in their choices.

PUT THIS TACTIC TO WORK

→ Acknowledge repeat customers with personalised email prompts that highlight how often they've supported your business.

→ Showcase how much other customers are enjoying your product or service by pulling recent Google reviews and customer testimonials into your email campaign.
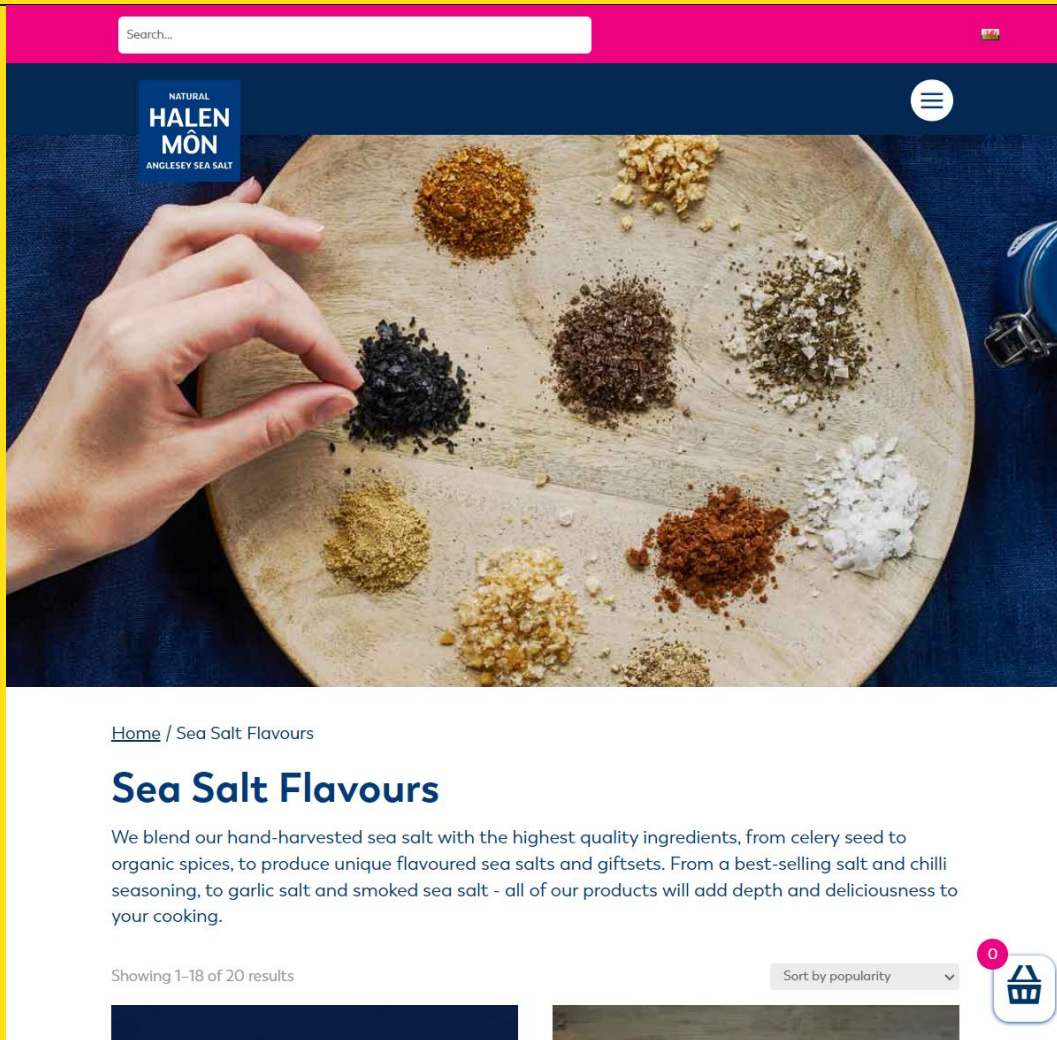
→ Leverage emails to improve the post-purchase experience by offering customers tips and tricks for making the most of their purchases.

ABILITY

Halen Môn

Personalising customer journeys

The brand Halen Môn, who sell hand harvested sea salt, makes email a vital part of its company's growth. The Mailchimp feature they use most is the Customer Journey Builder, which crafts an automated welcome journey that helps to generate a customer's first purchase. Following a purchase of pure sea salt, they use an upsell journey to continue engaging and driving sales from the same buyer. **This has seen an open rate increase of 86% and an increase in the click through rate of 66%.**

Intuit Mailchimp x InSynch — 2024

Search...

Home / Sea Salt Flavours

Sea Salt Flavours

We blend our hand-harvested sea salt with the highest quality ingredients, from celery seed to organic spices, to produce unique flavoured sea salts and giftsets. From a best-selling salt and chilli seasoning, to garlic salt and smoked sea salt - all of our products will add depth and deliciousness to your cooking.

Showing 1–18 of 20 results

Sort by popularity

0

Prompts

MOTIVATION
The 'Why'

Why do I want to
support this brand?

ABILITY
The 'How'

How easy is it to
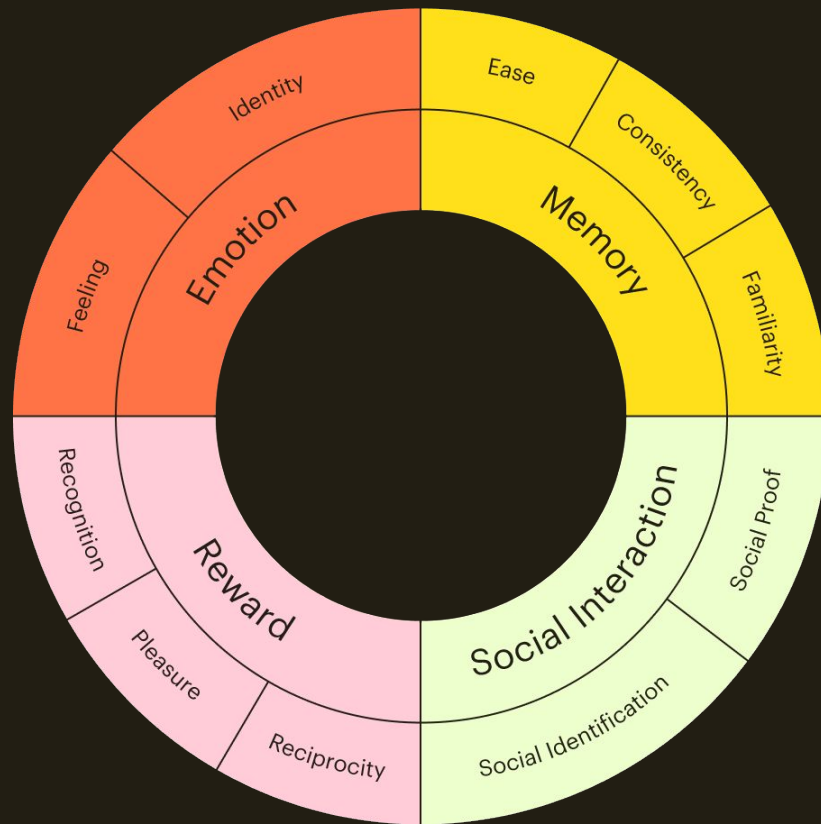support this brand?

PROMPT
The 'When'

Why should I support
this brand now?

Crafting brilliant prompts

Prompts are cues that remind or nudge individuals to perform a behaviour. In the context of loyalty, prompts serve to keep the brand top-of-mind and to nudge customers toward repeat purchases.

Prompts should be:

→ Timely
→ Relevant

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→ **TIMELY TACTIC**

Timely Prompts

Automation can help you show up at the right time.

57%

of customers look to keep in touch with brands through email.

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→ **TIMELY TACTIC**

Timely Prompts

Automation can help you show up at the right time.

PUT THIS TACTIC TO WORK

→ Drive repeat business by remarketing to first-time buyers with a pre-built automation that uses AI to predict the typical buying window for your industry.

→ Promote a new product announcement to customers who have purchased a complementary item in the last 60 days.

→ Target customers who have made more than three purchases, or who have made a purchase in the last 90 days, with a request to leave a product review.

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→ **RELEVANT TACTIC**

Relevant Prompts

Use data integration and AI insights to personalise prompts.

47%

of all email subscribers explore new product offerings through brand emails.

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→ **RELEVANT TACTIC**

Relevant Prompts

Use data integration and AI insights to personalise prompts.

PUT THIS TACTIC TO WORK

→ Target users with personalised offers based on their subscription preferences.

→ Personalise content for certain segments of customers based on products they've searched for on your Shopify store.

→ Use pop-ups and embedded forms, as well as integrations like Square and Shopify, to grow your email and SMS audiences, collect key information, and retarget customers with personalised offers.

→ **CASE STUDY**

Award Medals

Mailchimp x Magento Integration

Helping this mail order company send the right message at the right time.

105%
increase in
open rate

596%
increase in
click-through rate
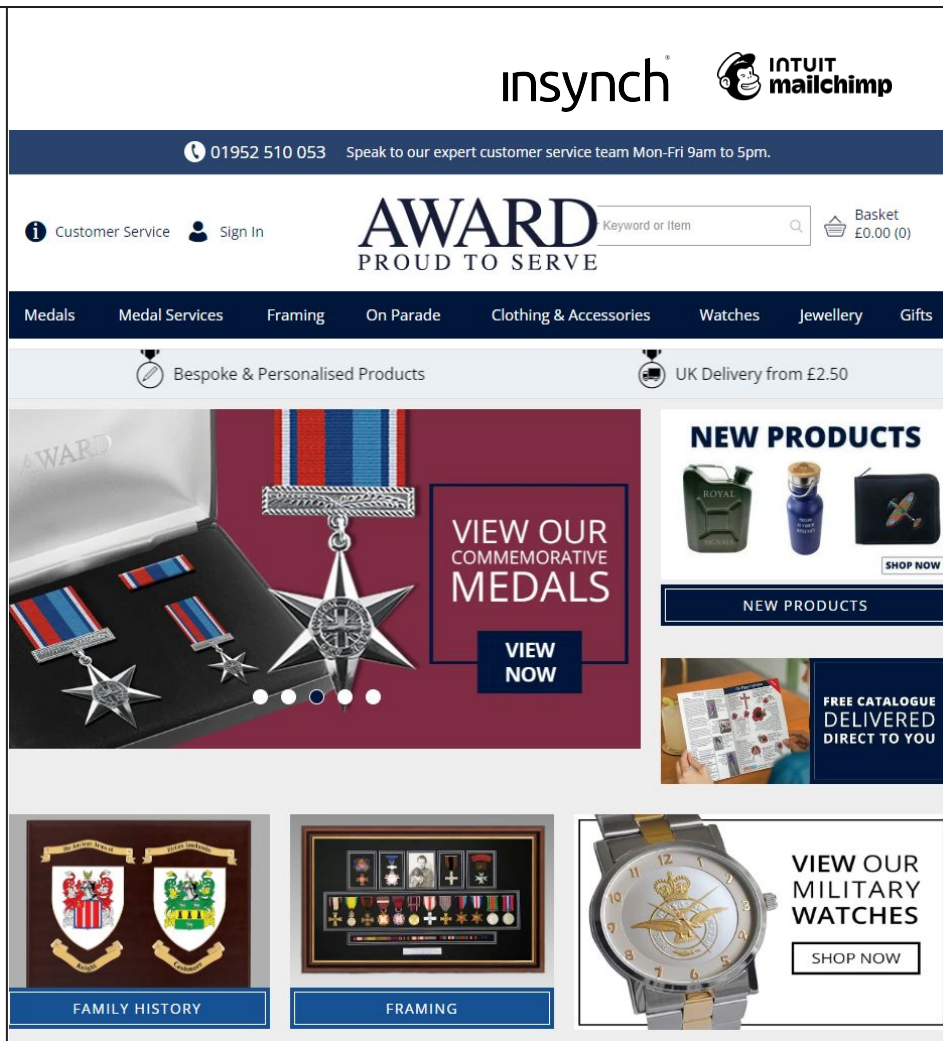
Key Takeaways

Motivation

Motivation refers to an individual's desire or willingness to perform a behaviour.

Actively engage customers to foster a sense of co-collaboration

DO IT WITH EMAIL & SMS

→ Maintain a high-quality customer experience by following up, resolving issues, and soliciting feedback from customers directly with Inbox

To: Recent Customers
Subject: Share your thoughts

What did you think?

Share your feedback on your recent purchase

Share feedback

Motivation
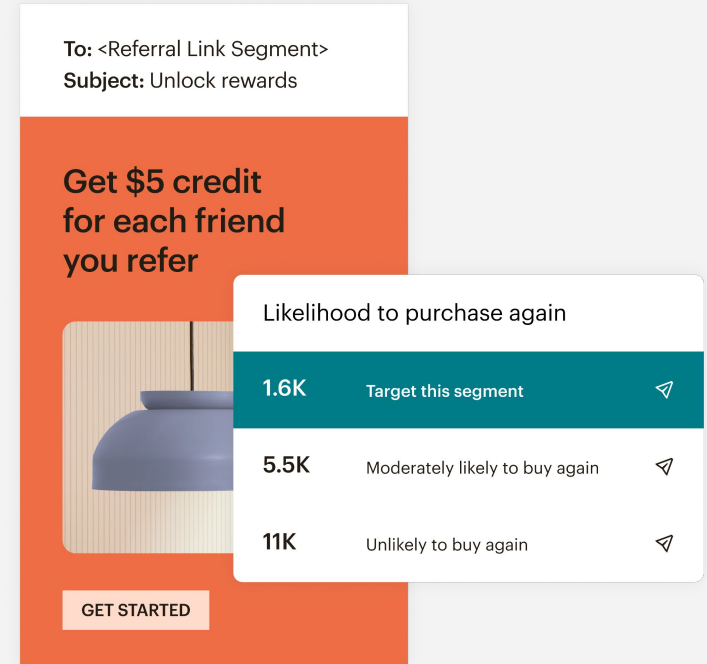
Motivation refers to an individual's desire or willingness to perform a behaviour.

TACTIC 2

Promote organic peer-to-peer marketing through gift giving

DO IT WITH EMAIL

→ Prompt high spending segments to gift with a personalised referral link

To: <Referral Link Segment>
Subject: Unlock rewards

Get $5 credit for each friend you refer

GET STARTED

Likelihood to purchase again

| 1.6K | Target this segment | ⌁ |
| 5.5K | Moderately likely to buy again | ⌁ |
| 11K | Unlikely to buy again | ⌁ |

Ability

Ability refers to an individual's capacity to act.

Remove obstacles that could disrupt the customer journey

DO IT WITH EMAIL & SMS

→ Create a 'back-in-stock" or "price drop" automation that triggers off of price or inventory changes and retargets customers that have shown interest
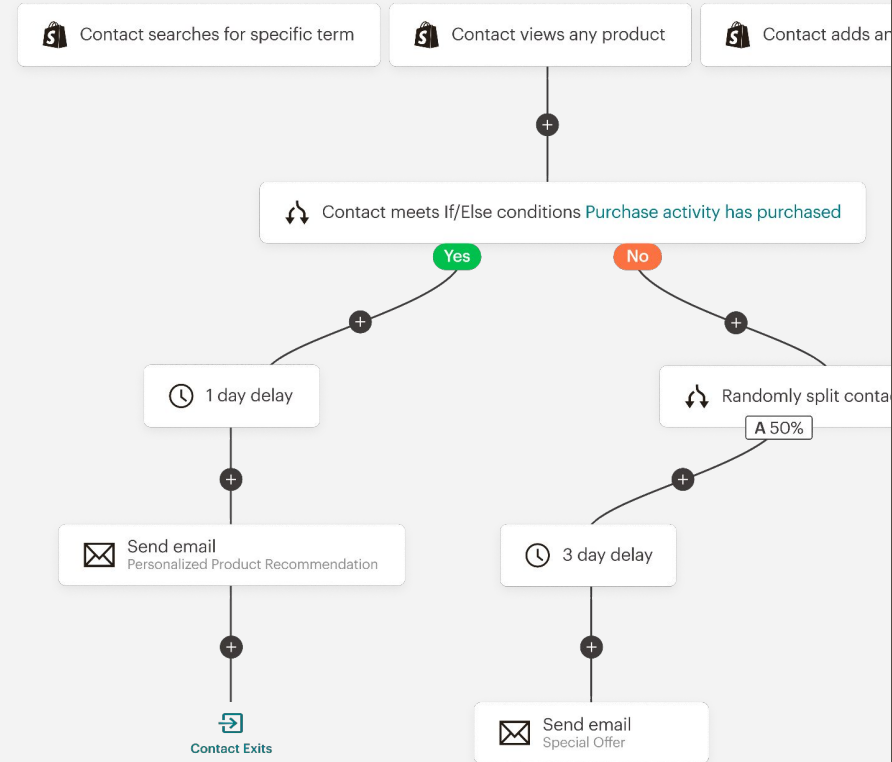
Ability

Ability refers to an individual's capacity to act.

TACTIC 2

Help customers feel validated in their choices

DO IT WITH EMAIL & SMS

→ Showcase how much other customers are enjoying your product or service by pulling recent Google reviews and customer testimonials into your email campaign

Subject: What people are saying

Recent feedback from our happy customers

★★★★★

Shop now

43

Prompts

Prompts are cues that remind or nudge individuals to perform a behavior.
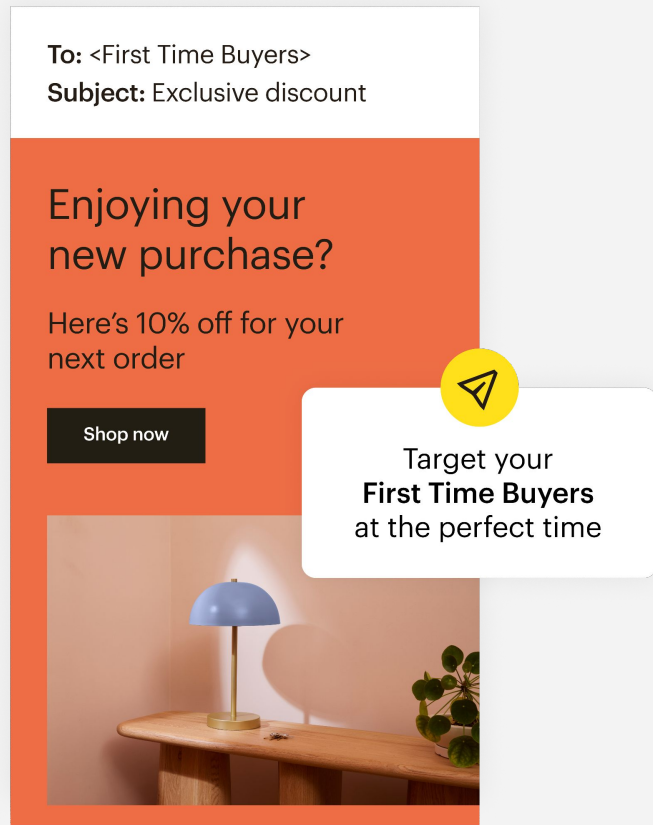
<mark>TACTIC 1</mark>

Leverage automation to shop up at the right time

DO IT WITH EMAIL & SMS

→ Remarket to first-time buyers with a pre-built automation that uses AI to predict the typical buying window for your industry and drive repeat business

Demo Email automation options

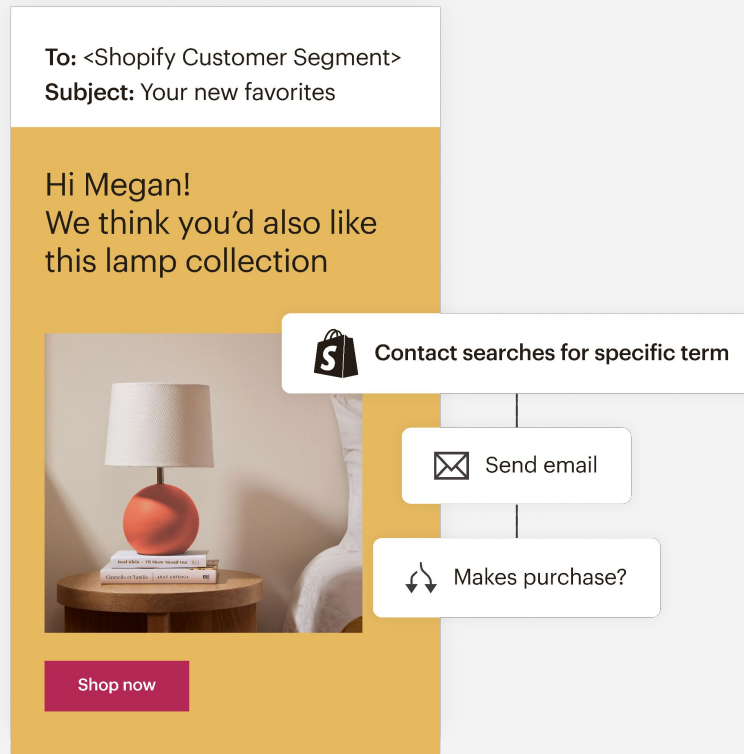**To:** <First Time Buyers>
Subject: Exclusive discount

Enjoying your new purchase?

Here's 10% off for your next order

Shop now

Target your
First Time Buyers
at the perfect time

Prompts

Prompts are cues that remind or nudge individuals to perform a behaviour.
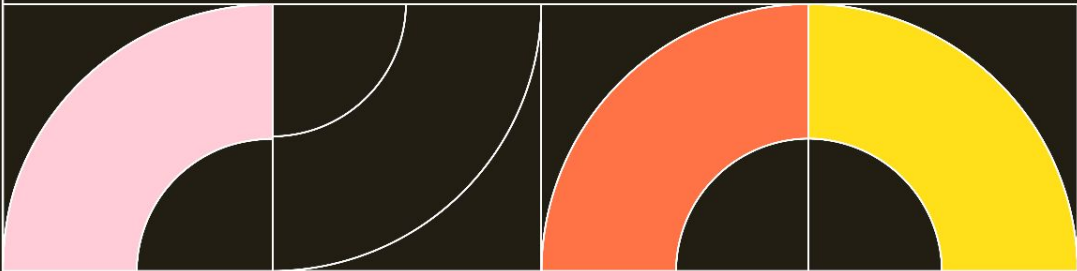
TACTIC 2

Use data integration and AI insights to personalise prompts

DO IT WITH EMAIL & SMS

→ Personalise content for certain segments of customers based on products they've searched for on your Shopify store

To: <Shopify Customer Segment>
Subject: Your new favorites

Hi Megan!
We think you'd also like this lamp collection

Shop now

Contact searches for specific term

Send email

Makes purchase?
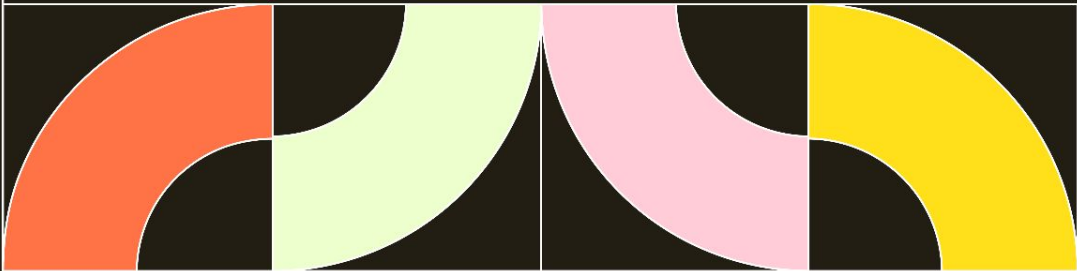
Interested in learning more?

Download the Strategic Loyalty Playbook. The playbook expands on the principles of loyalty with tactical approaches that can help improve your loyalty strategy.

Thank you

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