

Time availability - time in your life to stay friends with people  
Effort made to stay in touch - nature of loyalty is two sided  
Reciprocal benefits

Personal loyalty vs marketing loyalty  
Pick your brands for what they give you

Never mind the marriage proposal worry about the first date....  
Critical first stage: finding and acquiring the right people for your business!

Theory: spiral of prosperity - almost works  
Who is most likely to be the right customer for me - target market - sell products - get customer information - build database and analyse - talk to key customers regularly - cross sell up sell and renewal - increase customer value - analyse database - more profits more investment

Think initial acquisition

Find those with similar characteristics to your own existing customers  
Choose appropriate media  
Do you want lookers, triers or buyers  
Provide a winning hook and message  
How well did it work against initial goals

If you understand the profile of your people then you choose the appropriate media

Essential qualities for marketing loyalty

1. Customers are recognised as individuals contributing to the success of the business
2. The product / service delivers as promised
3. Convenience / ease of access
4. Effective / speedy problems solving
5. Anticipation of needs
6. Two way dialogue
7. Appropriate contact and communications

So where's the loyalty rewards programme?

Does loyalty need to be actively rewarded with points/ prizes and incentives - maybe maybe not  
E.g. Greenfields green stamps saver books old loyalty programme very successful has now turned into Argos

Tesco club card - segmentation is very clever

Hopeful or hopeless

A single purchase once hardly suggests loyalty

Or you might welcome back or deactivation re-start the relationship depends why it stopped in the first place.