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## Successful Customer Engagement requires methodology and consistency

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Customer loyalty is a key driver to increase your sales. The reward programs are used as a means of support and development for your existing clientele. Thus, to be an effective sales-generating force, companies should aim to promote customer loyalty through personalized communication.

It is important to leverage all the communication channels with targeted marketing actions based on real data, fully aligned with the brands' annual marketing plan.

**So, have you ever considered how crucial for the customer engagement consistency is?**





## First step: Design marketing campaigns and discover new opportunities

The marketing team needs to dive into ways to enrich the existing marketing plan and explore new opportunities for interactions between the brand and consumers. It is important to set a specific loyalty and marketing expert that will work on a tailor-made CRM proposal, combining marketing and loyalty territories.

The loyalty and marketing expert will be on top of the loyalty scheme, set the program's basic KPIs, and coordinate the scheduled marketing activities with the loyalty scheme actions, fully aligned with the brands' marketing team.

This process helps you discover new opportunities to optimize and elevate your marketing plan as well as the customer experience this plan can offer. Moreover, you can understand how to take advantage of all the sales opportunities you have and how to adapt them to the already established procedures of your organization for the best possible result.

That is why you need to enrich your marketing plan with unique customer engagement strategies and follow a holistic methodology.

You should build the bridge between your customer and your marketing plans and improve the entire customer journey, focusing on the customers' special demands and preferences and making appropriate marketing adjustments.

The marketing and loyalty expert will have the daily, weekly, and monthly proper implementation, continuous monitoring, and optimization of the loyalty scheme to achieve maximum results and the KPIs of the loyalty program.



## Second step: Adjust your loyalty activities to your marketing plan

A tailor-made loyalty solution can help the brand build unique long-term relationships using one to one marketing approach. It is vital to decrease the marketing budget by investing in personalized campaigns and easily monitoring real-time campaign progress.

A dedicated loyalty marketing expert develops, creates, and adapts loyalty proposals according to brands' marketing plan as well as loyalty scheme objectives and sets the brand name's unique fingerprint and values along with the brands' marketing team.

**For example, you have probably planned the go-to-market strategy and the promotional efforts for a new product launch. This can include Above-The-Line (ATL) activities related to your product launch. The marketing calendar will be full of ATL actions, meaning that the advertising is going to be deployed around a wider target audience, e.g., television (TVC) or radio.**

The challenge is to avoid overlapping the loyalty activities with the scheduled marketing actions. Consequently, it is important for the loyalty marketing expert to create a loyalty marketing plan that combines both the profile of your customers and the CRM actions without overlapping with the annual marketing plan.





## Third step: Targeted communication, powered by advanced technology

Focusing on customer insights, from a holistic view of the customer, the loyalty and marketing expert should make strategic recommendations of the communication strategy, the preferred messages, and the communication channel.

A tip to follow is to split a communication action into a different group of members by offering an incentive or reward that best suits this group of members to achieve better results. Consider mapping the customers' needs and exploiting new channels of communication with your consumers. Further, exploit [RFM](#) and [MTV](#) Analysis to develop loyalty proposals that offer targeted communication based on respective results and segments analysis.

For instance, during international woman's day, you can run a member-only campaign to invite women to celebrate woman's day and receive special benefits. The concept of the campaign can be to invite loyalty members to make purchases and win either extra gift points, discounts or participate in a contest with high-value gift vouchers.

The loyalty and marketing expert should define the objectives of the campaign:

- ✓ Spread the news and benefits of the scheme to enhance awareness & attract new members.
- ✓ Drive participation based on the respective segment's purchasing behavior.



## **Fourth step: Monitoring and analysis are the success keys**

It is necessary the marketing actions that are running to be monitored and the results to be real-time available, for instance, the response rate, how many customers who received the promo messaging, proceed to a purchase within, for example, the next six days, the average basket, and the exact profit.

Once you have the daily and weekly monitoring running, make sure to proceed with a monthly, semi-annual, or annual detailed reporting to have a deep knowledge of the scheme performance.

**Another key action that demonstrates your commitment to the loyalty program is during every quarter to check the goals and KPI's and update the plan if necessary, according to the results. The RFM and MTV analysis will give you a holistic view and deeper understanding to set the goals and re-design, if needed, the annual plan with the marketing personalized actions.**



## What Qivos defines as Microselling ?

***A consistent methodology that allows you to proactively engage your customers.***

How is this succeeded? Our team is dedicated to the complete day-to-day management of your loyalty program campaigns: From design to execution, measurement, and beyond. Based on your specific needs, we make tailor-made creative proposals addressed to your specific audiences, and we build inspiring campaigns. We research new opportunities, analyze your customers' profiles, and design strategies that motivate, reactivate, and retain your customers, increasing conversions and engagement.

Customer segmentation, powered by advanced technology, helps brands manage consumer data and convert them into valuable insights. Brands can obtain an average unified profile and conclude the main drivers that differentiate the target groups based on shopping patterns analysis. It is important to recognize behavioral purchasing patterns in a targeted customer group and predict correlations within the clientele.

Additionally, [microselling](#) provides a dedicated Loyalty and Marketing expert who delivers:

- Data analysis and proposals for targeted communications.
- Providing consulting services and full utilization of your organization's annual marketing plan combined with other CRM actions and seasonal opportunities.
- Measurement of effectiveness and in-depth analysis of the results to achieve the maximum possible performance of the scheme and increase the customer experience.





## The benefits of Microselling:

- Identify the customer personas and communicate personalized activities with your customers.
- Increase the ROI of the actions.
- Create new sales opportunities.
- Build unique and long-term relationships with your customers.

Finally, based on the brands' marketing plan, with the microselling service, you now can leverage more effective personalized 1 on 1 marketing campaigns. Therefore, Qivos provides you with the right tools to track the real-time performance of your campaigns and perform additional actions based on the profile and buying behavior of your target customers.



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CUSTOMER LOYALTY