

5 Useful Digital Tools for Your Loyalty Marketing Strategy

Loyalty marketing is a strategic management-based approach where companies focus on growing their consumer base and retaining existing customers via incentives.

Read on to understand why loyalty marketing is critical and understand some digital tools you can use for your loyalty program.

Picture 1 of 5 Useful Digital Tools for Your Loyalty Marketing Strategy

Why Brands need a Loyalty Marketing Program

Acquiring new customers is way expensive, with studies suggesting that it costs five times more than retaining existing ones. Consider every step and challenge you have to execute and conquer before convincing customers to purchase your products.

Apart from introducing them to your brand, you have to tell them why they should choose you instead of your competitor. You will need to persuade them to visit your website and sample your products, before giving them an exceptional user experience to ease the purchasing process.

Due to the complexity and cost involved in this process, entrepreneurs should strive to retain their existing customers to avoid losing them to competitors. Worth mentioning is that a business cannot rely on existing customers only but having them makes the acquisition process much easier.

Digital Tools you Can Use in Your Loyalty Marketing Strategy

1. Coupons and Promotional Apps

Coupons and promotional apps are an evolving trend in the digital retail world. Findings from a recent study show that more than 50% of adult internet users in the US redeemed a coupon in 2013.

This figure will continue rising as popularity of the Easypromos instant prizes grows by the day. Digital coupons and promotional apps can increase traffic to your website, resulting in more sales and more revenue. Using coupons can help increase brand awareness, develop customer loyalty, and boost cash flow in your business.?

2. Social Media Marketing

Social media has evolved tremendously over the last few years to become a prime marketing medium for businesses. The social media space is critical for attracting leads and developing business relationships. Social media helps businesses collect valuable data based on customers' preferences. However, managing different platforms can be a difficult task. Marketing managers may want to adopt dedicated software that facilitates the publication of valuable content and helps them use social media to achieve their set goals.?

3. Email Marketing

Email is one of the most reliable and scalable marketing tools for modern-day businesses. As a result, email-based solutions are vital for internet marketing software for small and big businesses. Advanced email marketing tools available today can help marketing managers develop lists, boost deliverability, provide exciting offer campaigns, analyze your customer data and increase your marketing efforts.?

4. SEO (search engine optimization)

As the digital space becomes overly competitive, businesses need to adopt robust strategies to rank better on search engine results pages. Getting SEO right can be a daunting task, especially for startup businesses. However, marketing managers can leverage various marketing tools like Ahrefs and Clear scope to establish search opportunities and improve their already existing search engine endeavors.?

5. Conversion Optimization

Did you know that the slightest changes can make a huge difference when it comes to converting leads into paying customers? Simply choosing a different color for your page's call to action can be all it takes to convince visitors to subscribe to your website. The right conversion optimization tools can lead you to potential opportunities that can boost your revenue.?

Takeaway?

Choosing the right tools helps you streamline and automate various tasks in your loyalty marketing strategy. You can use one or a combination of tools mentioned above to develop a robust digital marketing approach that works best for your business.

Leveraging Customer Loyalty to Develop Your Brand

Consumers have no obligation to stick by your business and that makes customer loyalty quite tricky. Your loyal customers can abandon your brand for a wide range of reasons. However, businesses can leverage various customer loyalty marketing techniques to retain consumers for a longer time. These techniques include:

Request Feedback from Your Customers

Customers often walk in and out of a physical or eCommerce business. Entrepreneurs and marketers are liable for doing everything possible to reduce the churn rate. Before attempting to retain your customers consider determining why they no longer want to do business with you. Further, you want to understand why your existing customers choose to stay with your brand.

Convincing your customers to give your feedback is easier if you provide user-friendly mediums to do so via social media. You can use their feedback to understand their opinion about your product and figure out what you are doing right or wrong.

Remember, not every customer will leave positive feedback. However, you can use the negative comments to improve your brand. Consider reaching out to unhappy customers and determine what your brand can do to satisfy their needs.?

Offer Excellent Customer Service

Strive to give both your existing and new customers the best experience. You can do so by ensuring your eCommerce website is easy to navigate. Ensure your customer representatives are highly responsive. Remember, customers, do not want to wait for long before their issues are fixed. In today's overly competitive marketplace, customers expect the best from your business, failure to which they can easily switch to the next available but efficient competitor.?

Leverage Reward Programs to Encourage Repeat Business

Entrepreneurs and marketers should strive to give consumers all the reasons to return. Adopt exciting strategies of attracting them to your products by introducing a loyalty reward plan. Consider creative methods of running your reward program. For example, you can offer exciting discounts on selected products, or throw in free samples depending on the amount customers spend.?

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