

GLOBAL BRAND ACADEMY

Creating Branded People

Programme Outline

Brand Loyalty: **How to Transform** **Customers To Raving Fans**



Brand Loyalty: How to Transform Customers To Raving Fans

How do you build authentic customer relationships that transcend regular mailing lists and typical touchpoints? Learn how to build lasting market share and inspire brand champions among your client base.

Synopsis

It's more than just gaining repeat business. As your customers continue to grow and change, so must your strategy. Learn how to stay on top of your market's ever-changing needs and expectations. This keynote will educate you on different personality types so you can fine-tune your strategies to adapt to different consumers, and learn how to build genuine customer relationships that inspire more than just revisits - you will inspire raving loyalty that keeps your customers far from your competitors.

Key learning outcomes

- Learn how to market and position your brand to always be at the forefront of your consumer's mind.
- Learn how to nurture your networks to provide a continuous supply of leads and customers in your business pipeline.
- Adopt our proprietary frameworks, strategies, and marketing tools to stay on the market radar and excite your customers at every turn.
- Incentivise community participation programmes among your consumers and keep them coming back with rewards and offers.
- Learn how to empower your employees and leaders into envisioning a cult-like following and popularity of your brand and organisation so they're motivated to deliver the brand promise even more at every touchpoint.

Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners
- Marketing and Customer teams

Program Format: Keynote/Workshop



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Brand Strategy
Internal Branding
Branded Customer Experience
Sales & Marketing

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