



DESTINATION: **BRAND LOYALTY**

The journey to brand loyalty can be a bumpy ride when you're aiming for the universe rather than individual galaxies. Recalibrate for star alignment and discover the powerful communications opportunities that await, when timed just right.

SECTOR: I **THE TYPES OF BRAND SHOPPERS**

 LOYAL CUSTOMERS Likely to repeat purchases despite economic challenges or competitor offers	 DISCOUNT CUSTOMERS Shop frequently; make decisions based on offers/deals/competitive or comparative pricing	 IMPULSE CUSTOMERS Make purchases based on what seems needed/good at the time	 NEED-BASED CUSTOMERS Have a specific intention to buy a particular type of item	 WANDERING CUSTOMERS No specific need or desire in mind; desire a sense of experience or community
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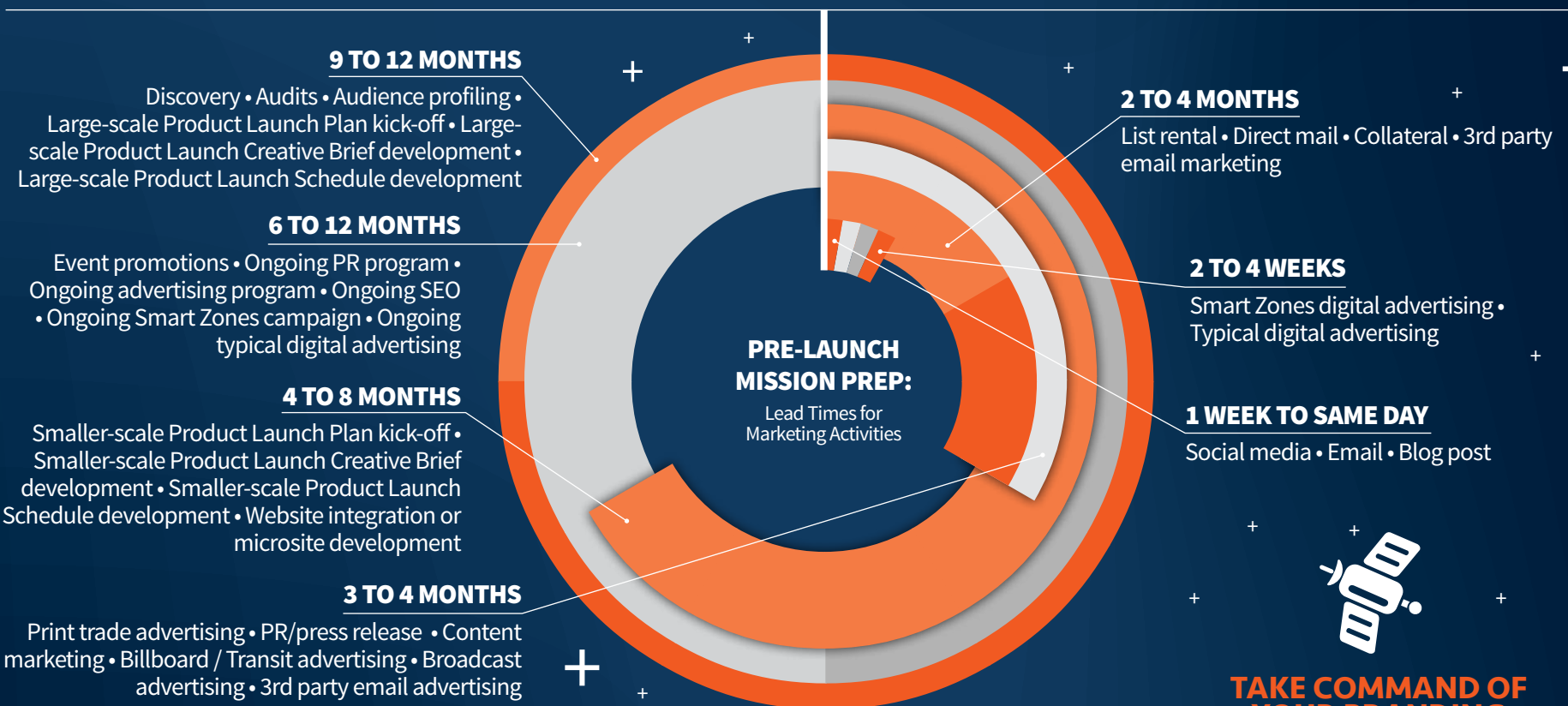
SECTOR: II **STAGES OF BRAND AWARENESS**

-  **BRAND REJECTION/NEGATIVE ASSOCIATIONS**
Avoidance of your products due to negative perception or experience
-  **BRAND NON-RECOGNITION**
Your brand doesn't enter consumer's mind at decision time (lack of awareness or differentiation)
-  **BRAND RECOGNITION**
Your brand is recognized and is considered at decision making time
-  **BRAND PREFERENCE**
When given a choice between two brands, the consumer will choose yours based on needs, differentiation, value-add, service and/or reliability
-  **BRAND LOYALTY**
The consumer chooses your brand consistently, even when faced with viable alternatives or encounters occasional poor service from your brand

MARKETING STYLES

<i>Regular, consistent communications – the more personal and message-relevant, the better</i>	<i>Alert-style communications via social media, email, online advertising, blog posts and content marketing</i>	<i>A mix of regular, consistent communications and alert-style communications; topics should be timely and a reflection of industry/market trends or seasonality of decision making</i>	<i>Website, catalog and reference/search friendly channels; communications must ID common issues/needs and guide the user to solutions</i>	<i>Combine reference and guidance channels with attractive offers; user experience must be enhanced with user-centric navigation, search and content organization</i>
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SECTOR: III **COMMUNICATIONS COUNTDOWN** (TO LAUNCH DATE)



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