

Experiences with brand loyalty

Lately, you've focused on learning strategies to turn potential customers into paying and repeat customers in each stage of the marketing funnel. During the loyalty stage in the marketing funnel, customers become repeat customers and brand advocates. Ideally, they become voices of the brand. Success at the loyalty stage means implementing effective strategies to increase customer loyalty.

For this discussion prompt, consider these strategies in relation to your experiences with a brand. Then answer the following question:

What are 2–3 ways a brand has increased your loyalty?