

Cultivating Customer Loyalty

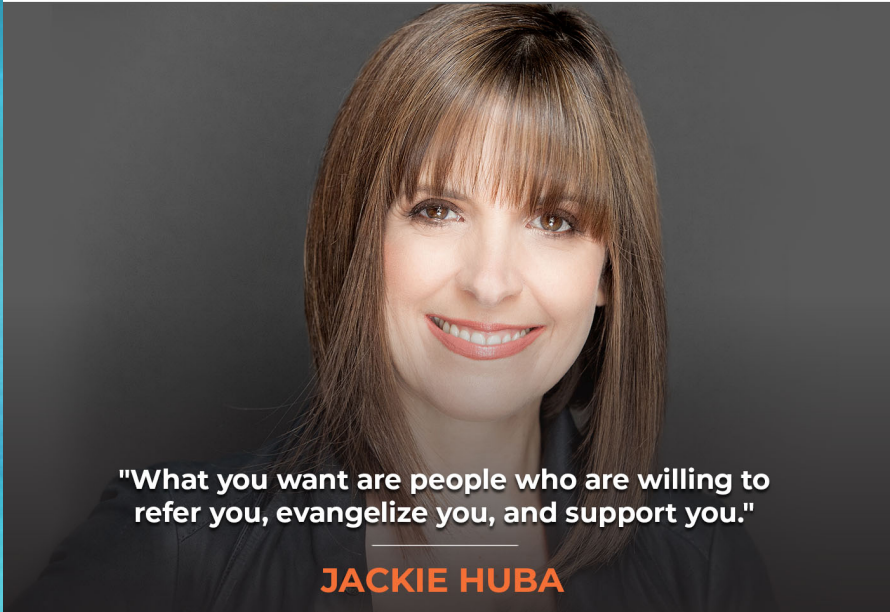
10 Point Checklist

Jackie Huba

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"What you want are people who are willing to refer you, evangelize you, and support you."

JACKIE HUBA

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Aspire to be remarkable. Do what it takes to be creative and to push boundaries.
- Use email, online communities and social media to my advantage. While there may be different channels available for us, Jackie thinks email is still one of the most effective marketing tactics we have.
- Constantly reinvent my marketing strategy to keep my customers engaged.
- Never be afraid to take risks. Great opportunities await for me only when I have the courage to get out of my comfort zone.
- Leverage my connections to amplify my reach.
- Focus on building a set of loyal customers who are willing to get involved and get the word out.
- Consider direct mail as one of my marketing strategies. It might be costly but if executed properly and creatively can be a great talk trigger opportunity.
- Aim to provide a genuine marketing content. Humanize my connection with my audience. After all, people like to do business with people and they want to root for people.
- Recognize the difference between customer retention and customer loyalty. Customer loyalty is not a rewards program or an incentive program. It's when a customer is referring us and become our raving fans.
- Make sure to grab a copy of Jackie's books: [Monster Loyalty: How Lady Gaga Turns Followers into Fanatics](#) and [Creating Customer Evangelists: How Loyal Customers Become a Volunteer Salesforce](#).