



Ads Build Brand Loyalty

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Digital advances are making it easier to measure a short-term marketing spend. This shifts the focus away from long-term branding, which poses the risk of reducing ads to short-term throwaway messages. It's time to re-focus on the primary purpose of advertising: to create, reinforce and increase brand loyalty.¹

A great ad campaign isn't just about attracting shiny new consumers; it also drives awareness and maintains brand loyalty. While awareness is a yes/no dichotomy (you either **are** or **are not** aware), brand loyalty is measured as either **weak** or **strong**. According to a recent consumer survey from Yotpo, just over 90 percent of 2,000 consumers considered themselves "equally or more brand-loyal than they were a year ago."²



Consumers are eager to become loyal to your business.

Here's how to use your advertising campaign to strengthen brand loyalty:



COMMUNITY BUILDING

Being a local business is about more than selling a product to your neighbors and friends. It's about helping build the community you represent by supporting local initiatives, such as your local magazine! Readers will continually see you as a cornerstone of the community, which builds respect, trust and loyalty.



CUSTOMER SERVICE

Ads and articles aren't just for securing new customers. They're a public proclamation of support for your current consumer base. By providing insight for common questions or issues in your field, you can solidify your position as the local expert. When existing or potential consumers need help or have a question, they will trust you to deliver excellent service.



SHARE YOUR VOICE AND VISION

Use your advertising campaign as a platform for your brand's unique voice and position in your field. Stand out as a local leader with unique, fresh ideas that not only reinforce your business model but also assist consumers along their purchase and commitment journey.

Of course, attracting new consumers is an excellent byproduct of your brand strategy. By building brand loyalty through strategic engagement, fostering community and sharing your unique expertise, you can keep them coming back for more.

¹ Light, Larry. "Advertising as We Know it is Dead." 29 Dec 2019. www.forbes.com.

² Bitran, Michelle. "How do American shoppers feel about brand loyalty?" 17 Sept 2018. www.yotpo.com.