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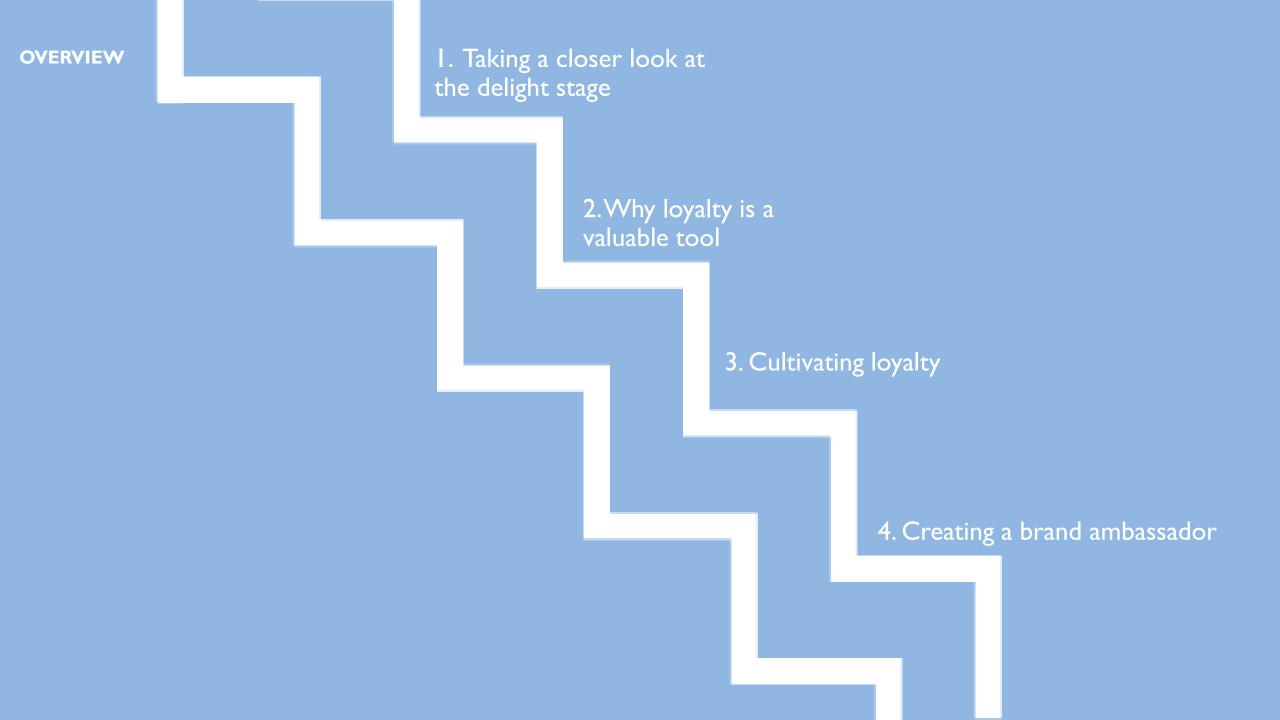














Delight refers to your customer's experience with your brand after they have taken action. The goal is to provide a positive, impactful experience to your customer so that they become loyal brand ambassadors.





To cultivate loyalty, you'll need to....

- Personalise
- Reward (optional)
- Cultivate a sense of belonging
- Remain consistent and relatable as a brand
- Continue to provide strong customer service
- COMMUNICATE!

Personalise by...

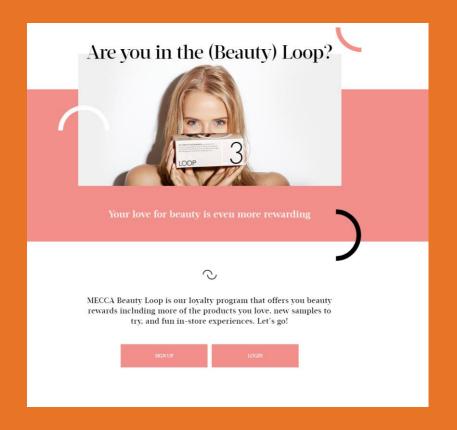
- Using their name in your communications
- Tailoring your communications/services to suit their interests/lifestyle/needs
- Regularly checking in after their experience with your service (3 months, 6 months, 12 months etc.)
- Automate reminders

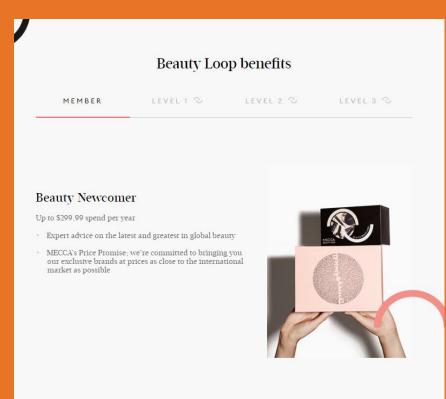




Reward by....

- Providing free samples
- Gamifying the shopping experience (points)
- Extending follow up discounts in the immediate post purchase phase
- Offering 'refer a friend' discount opportunities







Birthday Gifts

While some might forget, we never do. Beauty Loop Levels 1, 2 and 3 receive a birthday gift to celebrate. Just thate your date of birth with a MECCA host on your meat wist in- store.

Beauty Loop Boxes

Beauty Loop Levels 1, 2 and 3 members receive a sample-filled, envy-inducing boor four times a year. Expect new arrivals, hody grail favor and game-changers you never knew you needed. The higher the level, the judget the boor.





Beauty Loop Bonuses

As a Level 1 or 3 member you'll receive a surprise Bomm three times a year. Think must-have products, free shipping offers, or access to a VIP event. It's the cherry on top.

Makeup applications

More pretty peaks, Level 3 members also receive complimentary MECCA Netwal Melseup Application. Reserve it for your next big social event, date night or when you need a pick-me-





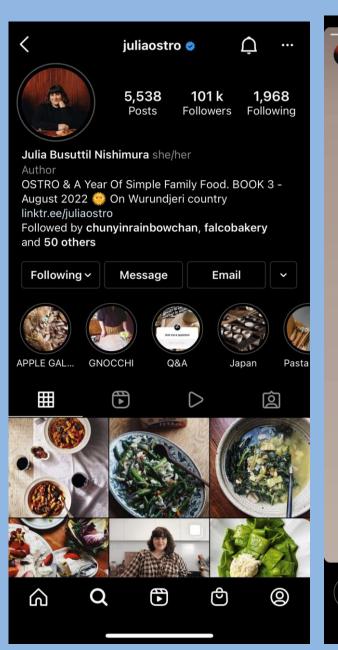
Insider access offers

Cultivate a sense of belonging by....

- Creating membership spaces
- Offering exclusive access/buying opportunities/content
- Following up in the post sale purchase phase and on a regular basis afterwards
- Resharing their content on your platform

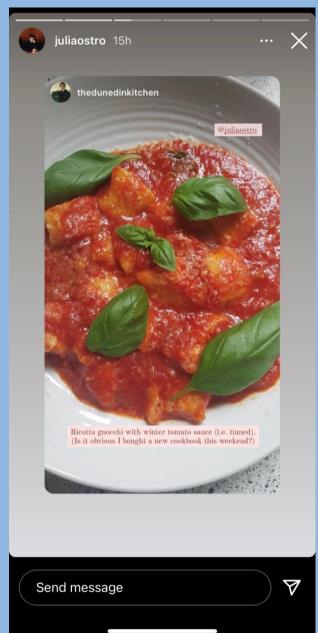
 showcasing them to the world/rest of your community











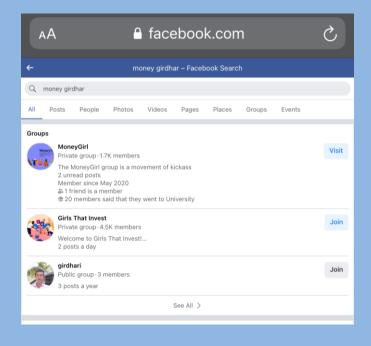


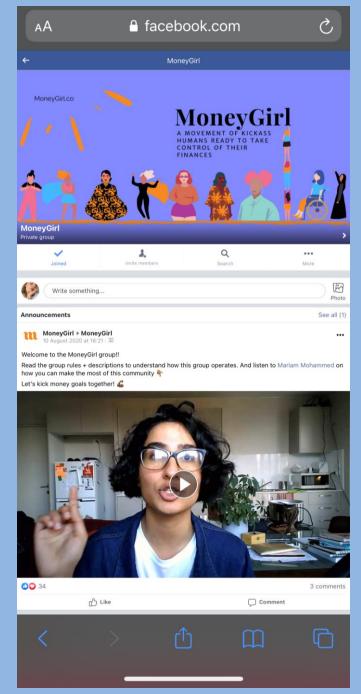
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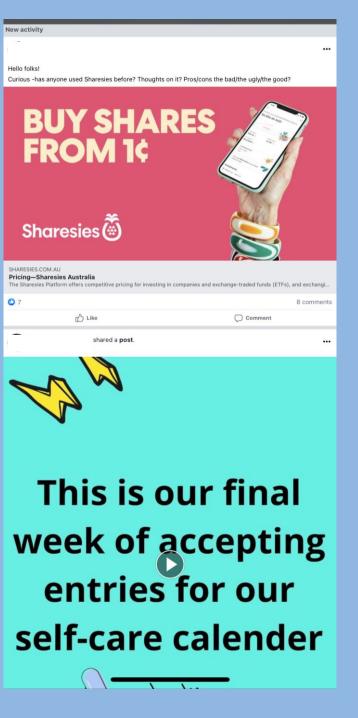












To transform a loyal customer into a brand ambassador, you MUST communicate and explicitly request feedback and engagement followed with a call to action

- Email asking for a Google review, including a direct link to the review page.
- Encourage them to share their experience with your brand via social media and tag your social media handle (@business) as well as any hashtags relating to your brand.
- Ask them to 'spread the love' and refer a friend.

Workshop tasks:

Examine your existing loyalty cultivation strategy. Does it include:

- Personalisation?
- Reward?
- Create a sense of belonging?
- Some form of explicit communication asking them to review/share their experience with your brand? Engage with your brand again?
 If not, explore some of the ways this might be possible for your brand.

