



STEPS TO CUSTOMER LOYALTY:

A CULT BRANDING GUIDE

www.cultbranding.com

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"The purpose of business is to create a **cus**  **omer.**"

— Peter Drucker



CULT BRANDS

create customers that *love* them so much
that they won't do business with anyone else.



ANY BRAND, PRODUCT, or SERVICE
can create this high level of *loyalty*.



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#1 determine where you are

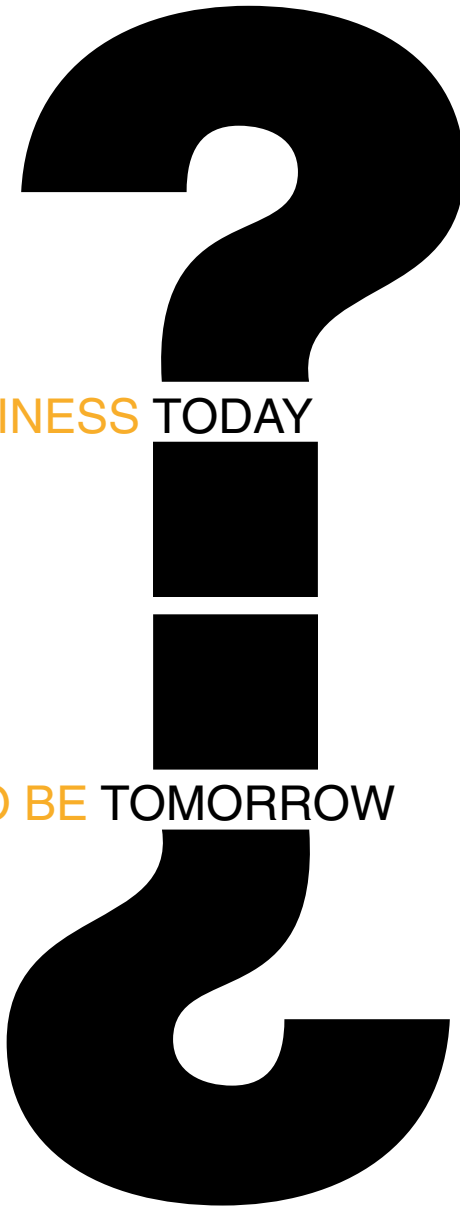


"If you don't know where you're going, any road will get you there."

— Lewis Carroll

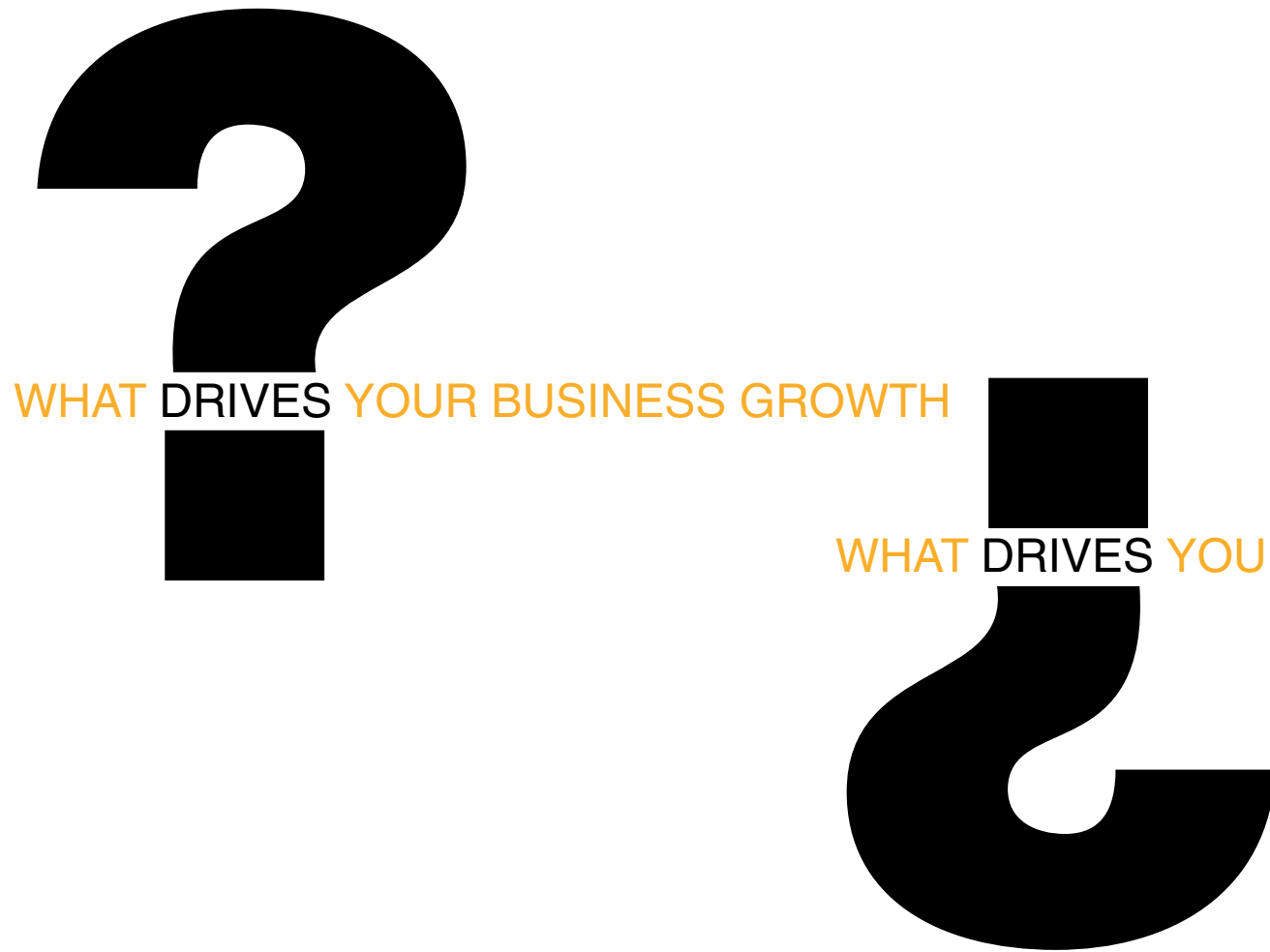
A person with curly hair, wearing a light-colored long-sleeved shirt and patterned pants, is sitting on a wooden dock. They are facing away from the camera, looking out at a calm lake. The lake's surface is perfectly still, reflecting the sky and the surrounding mountains. The sky is a pale, hazy blue, and the mountains are dark silhouettes. The overall mood is peaceful and contemplative.

FOCUS and CLARITY come from knowing the final destination.



WHERE IS YOUR BUSINESS TODAY

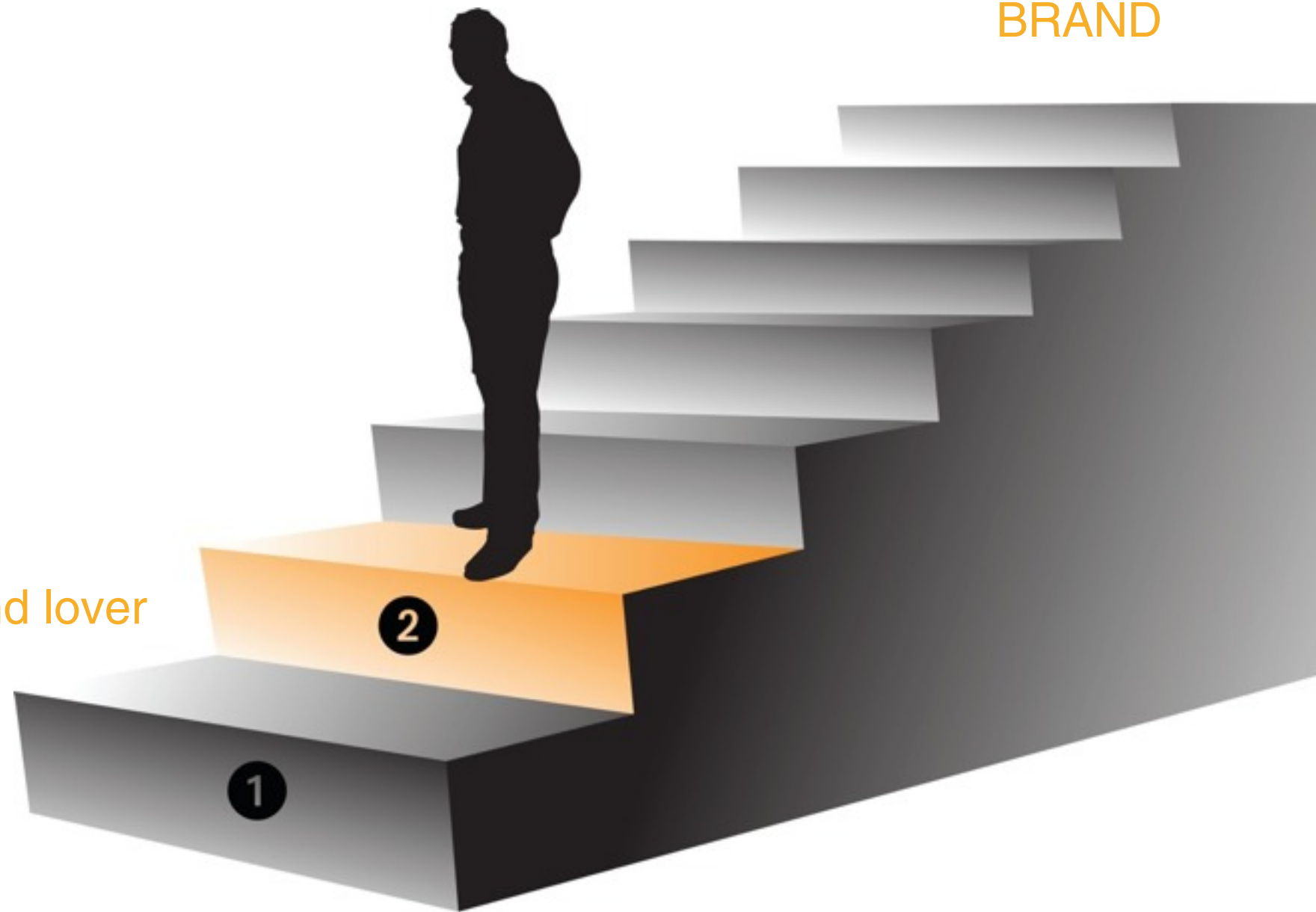
WHERE DO YOU WANT IT TO BE TOMORROW



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#2 discover your brand lover

#1 determine where you are





Smart businesses create their brands with the needs of their best customers—their **BRAND LOVERS**—in mind.



Harley-Davidson customers love **FREEDOM** on the open road.

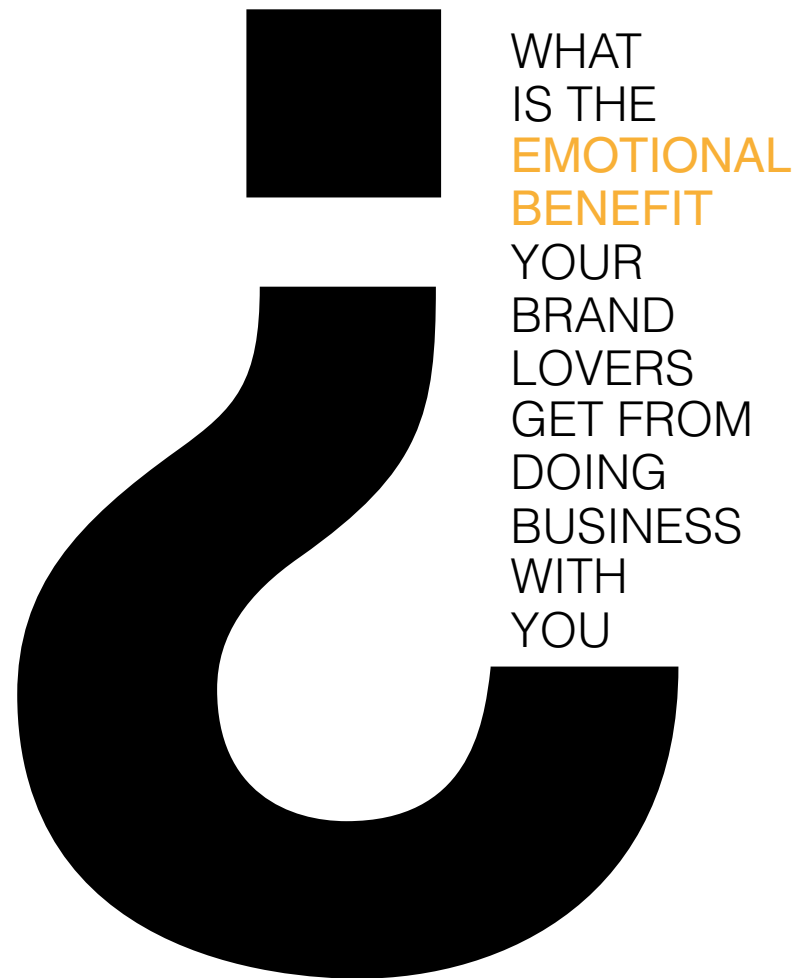


Apple customers love **STYLE**, **CREATIVITY**, and **SIMPLICITY**.



Oprah customers love **HAVING HOPE**, **EMPOWERMENT**, and the **POSSIBILITY** of a better tomorrow.

WHO ARE YOUR BRAND LOVERS?

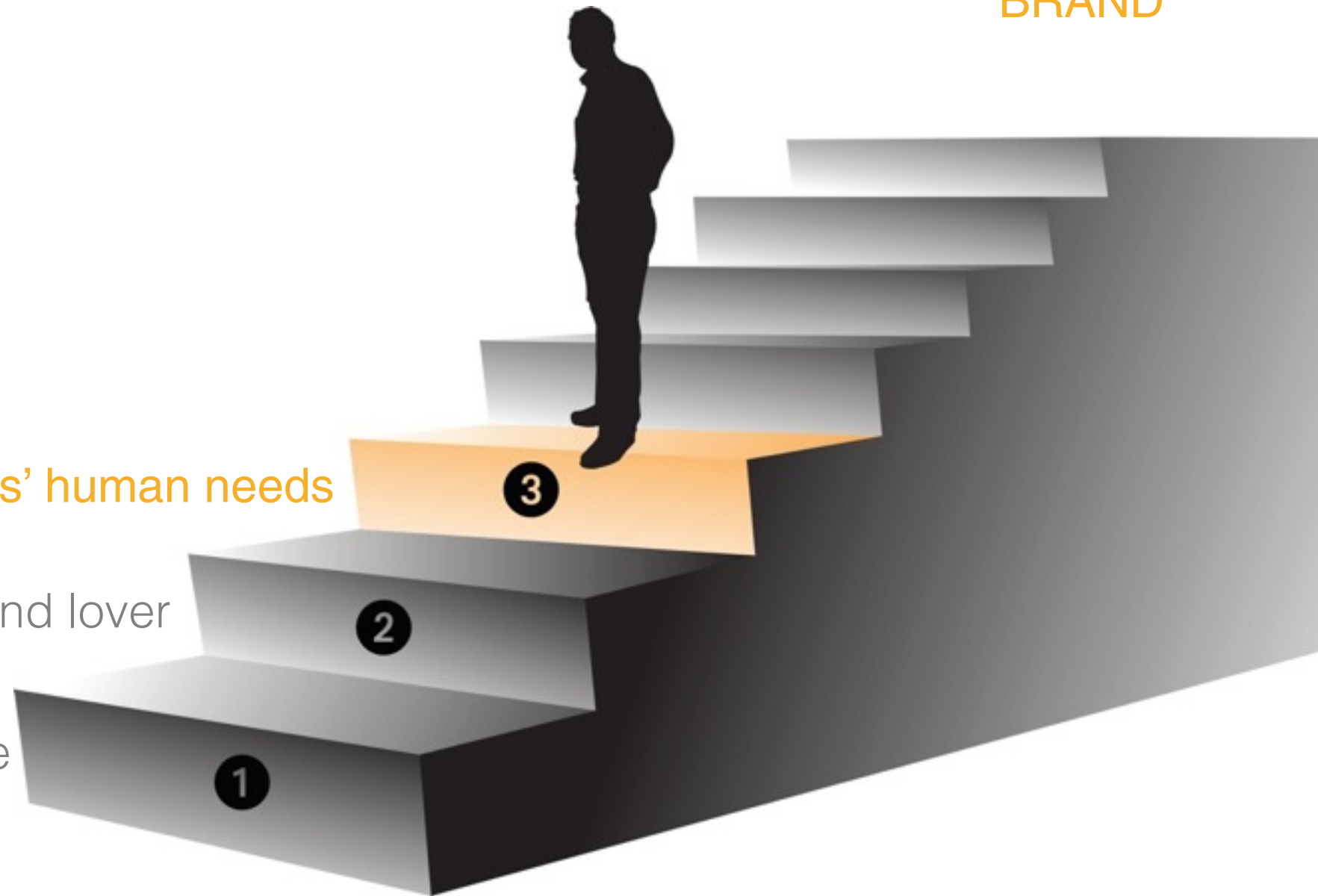


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#3 understand your brand lovers' human needs

#2 discover your brand lover

#1 determine where you are



products
&
services
AREN'T JUST
products
&
services

products
&
services
AREN'T JUST
products
&
services

They're vehicles for serving your brand lovers' **HUMAN NEEDS**

MASLOW'S HIERARCHY OF HUMAN NEEDS



CULT BRANDS
become integral to their
customers' lives by
linking their products
and services to higher
level needs.



A circle of approximately 20 colorful paper cutouts of people of various ethnicities and ages, holding hands in a circle. The cutouts are made of paper and have a slightly 3D appearance with shadows. They are arranged in a circle around the central text.

All **CULT BRANDS**
fulfill the need for
belonging by creating
strong customer
communities.



IKEA helps customers meet their esteem needs by offering aesthetically-appealing home furnishings to the masses at affordable prices.



How do your products' benefits tap into higher-level human needs?

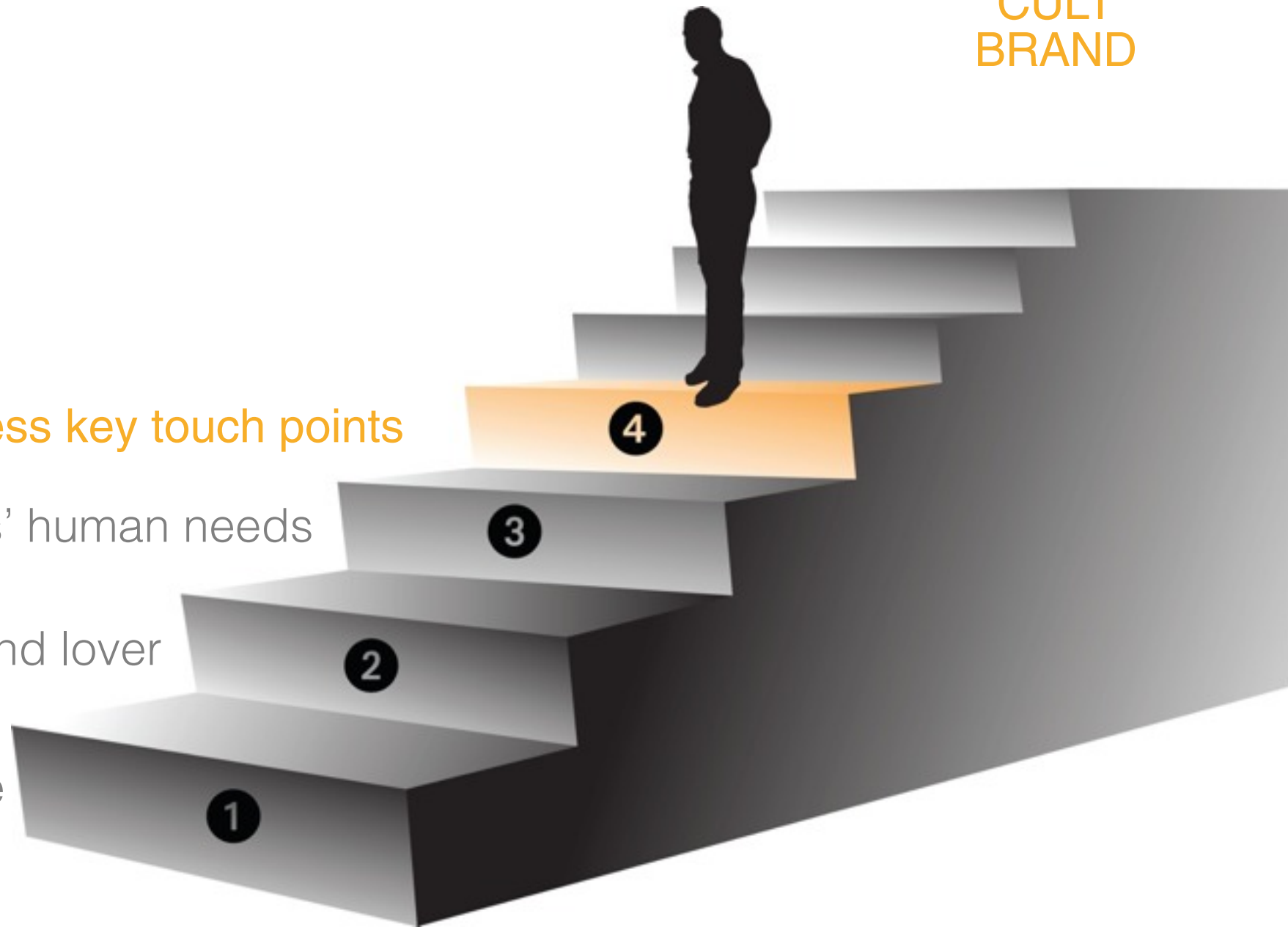
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#4 address key touch points

#3 understand your brand lovers' human needs

#2 discover your brand lover

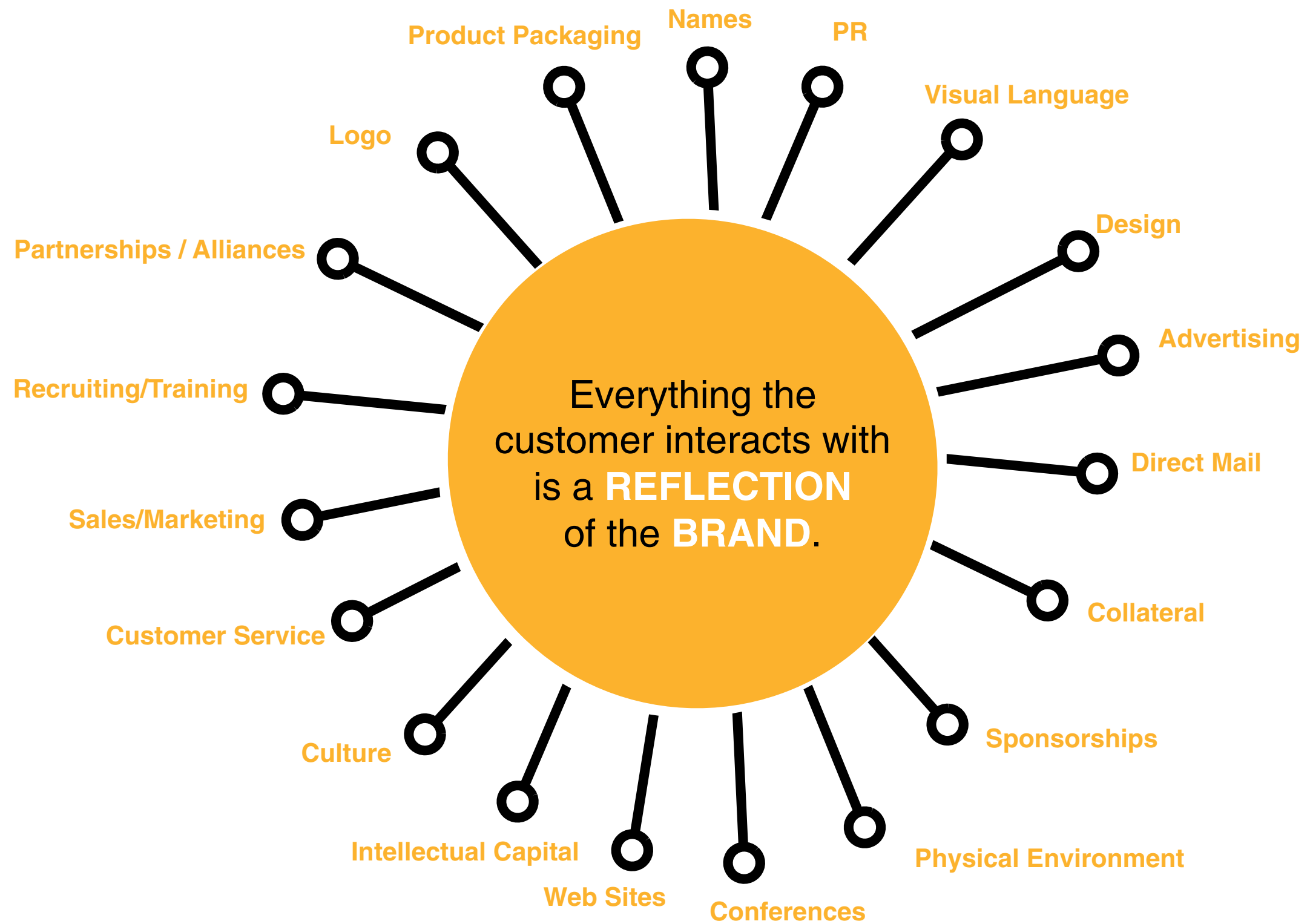
#1 determine where you are




a brand
is more
than just
a logo or
a name.

a brand
is more
than just
a logo or
a name.

Ⓐ brand
encompasses the EMOTIONS & IDEAS
associated with the product or service.





How can you make each
touch point reinforce the
emotional benefit the **BRAND LOVER**
gets from doing business
with you

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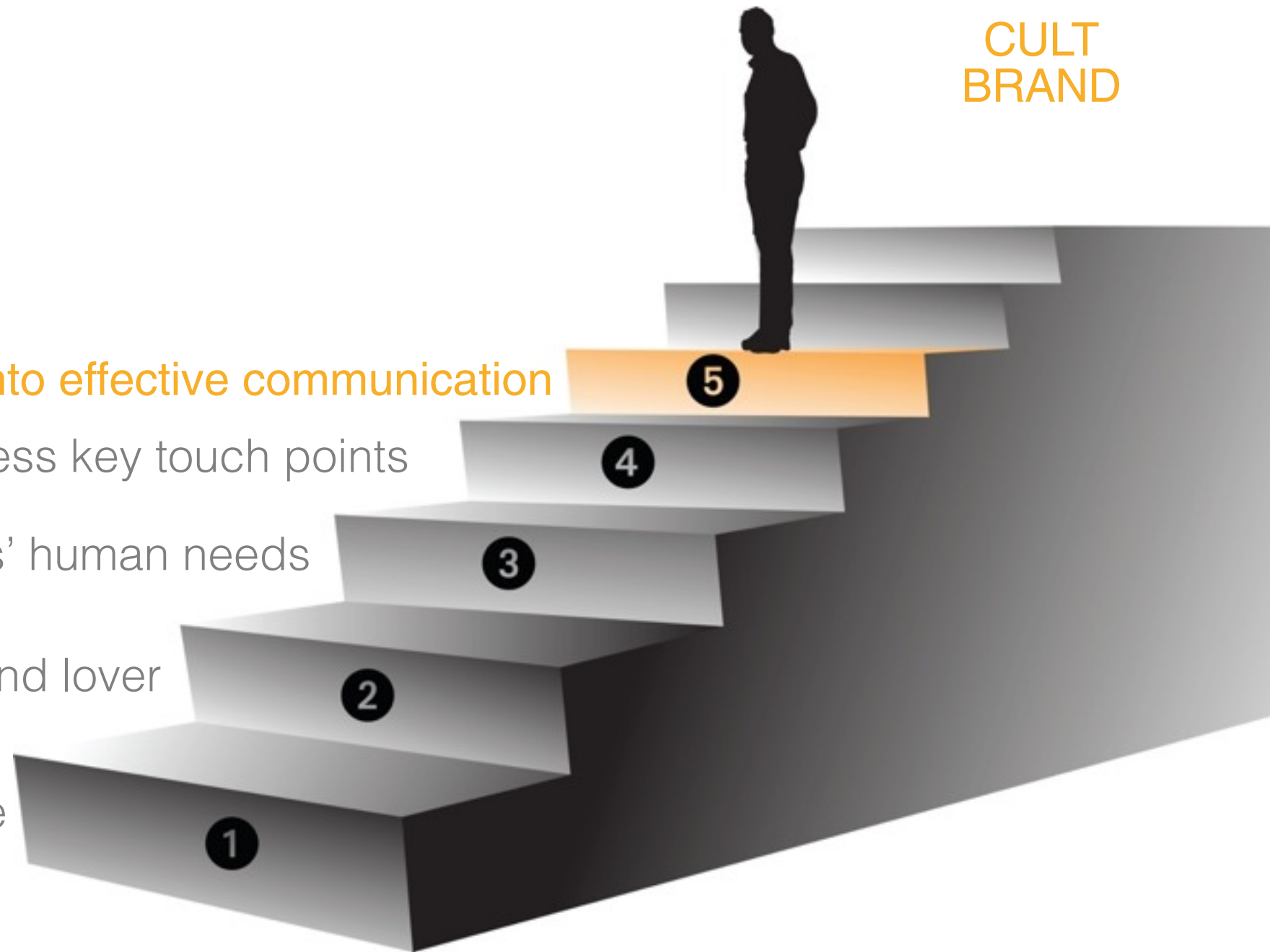
#5 translate into effective communication

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Use what you've
learned about
YOUR
BEST
CUSTOMERS
to create a stronger
communication strategy.

START WITH THE BASICS:

How
does
your
brand
LOOK?

What
does
your
brand
SAY?

How
does
your
brand
feel?

Does your brand's **LOOK**, **SAY** and *feel*
reflect what your **BRAND LOVERS** love about you?

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#6 selling-in to your organization

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Selling-in involves aligning your business to a **SINGULAR VISION** and empowering your organization to embrace your best customers.



THREE TIPS ON SELLING-IN TO YOUR ENTERPRISE:

1) Create a Brand Lover definition:

Define the customer your business best serves.

(HINT, WE DID THIS IN STEP 2.)

THREE TIPS ON SELLING-IN TO YOUR ENTERPRISE:

2) Educate your teams:

Transform your employees into advocates who defend and teach **your brand's philosophies**.

THREE TIPS ON SELLING-IN TO YOUR ENTERPRISE:

- 3) Give your brand's success a voice:**
Post pictures of **your best customers** around the office, create customer videos, and pass along customer compliments around the office.

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#7 put your knowledge to work

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Take the knowledge
of your best
customers
and think about how
you can use it to
**BRING YOUR
BRAND TO LIFE.**



Use your brand insights
to **stand apart** from the
competition and...



...become **IRREPLACEABLE** in the hearts and minds of your Brand Lovers.



Always keep your best customers in mind
and keep your **END VISION IN SIGHT.**

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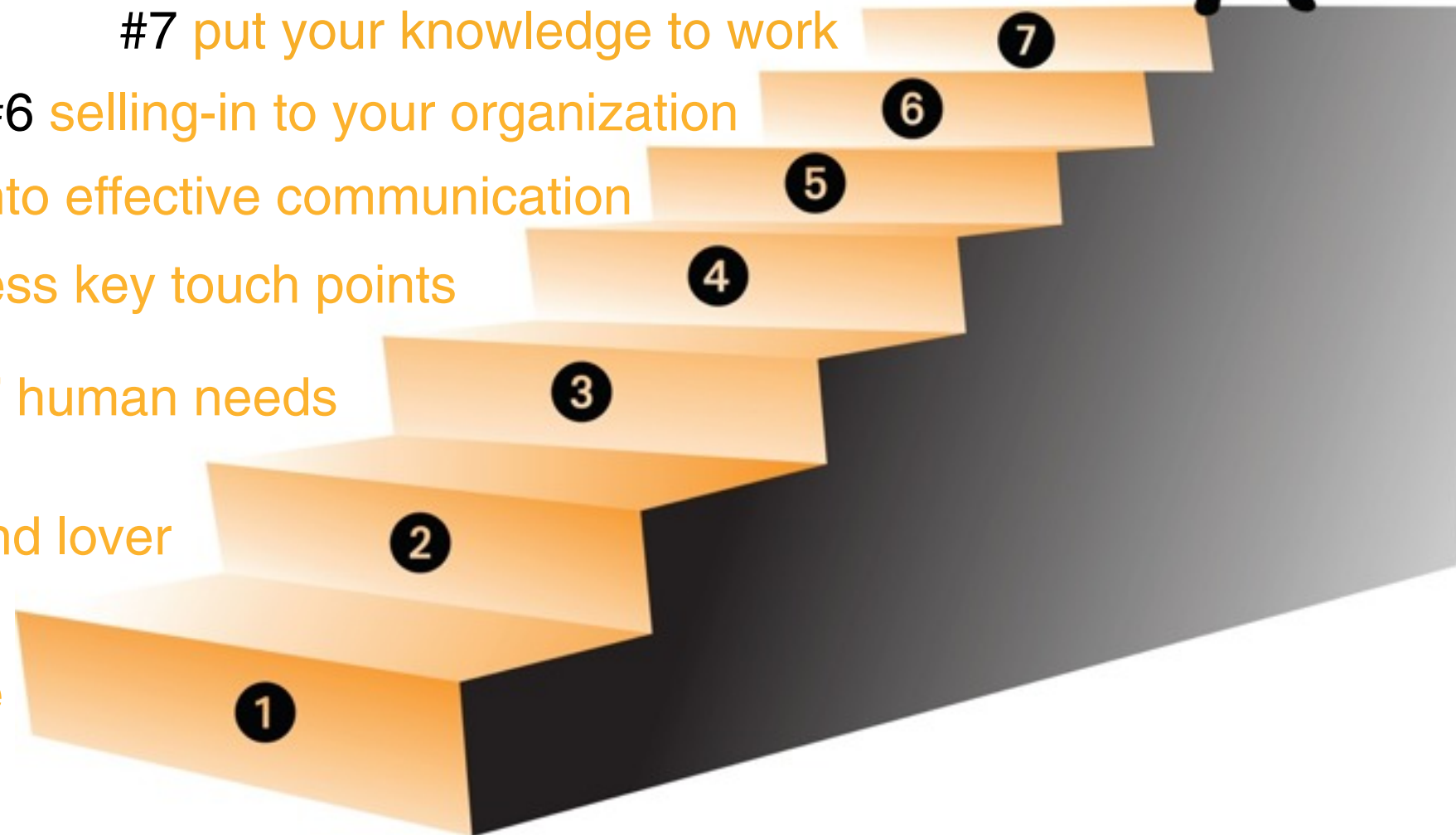
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from the creative minds @ ***cultbranding.com***