



GO DIGITAL TO EARN BRAND LOYALTY

by
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What is Brand Loyalty?

as defined by Wikipedia

Brand loyalty is positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same **brand**, regardless of a competitor's actions or changes in the environment.

I  BRAND

TYPES OF

Brand Loyalty



» Behaviour Loyalty

Happens when someone is a long-term buyer of your brand and simply repeats their purchases out of habit. There is no genuine connection between the customer and the brand, and the buy is ***made out of convenience***.

» Rational Loyalty

This is when a customer continues to purchase your brand just because of the ***price***. They will switch brands in a heartbeat if they can find a more affordable option.

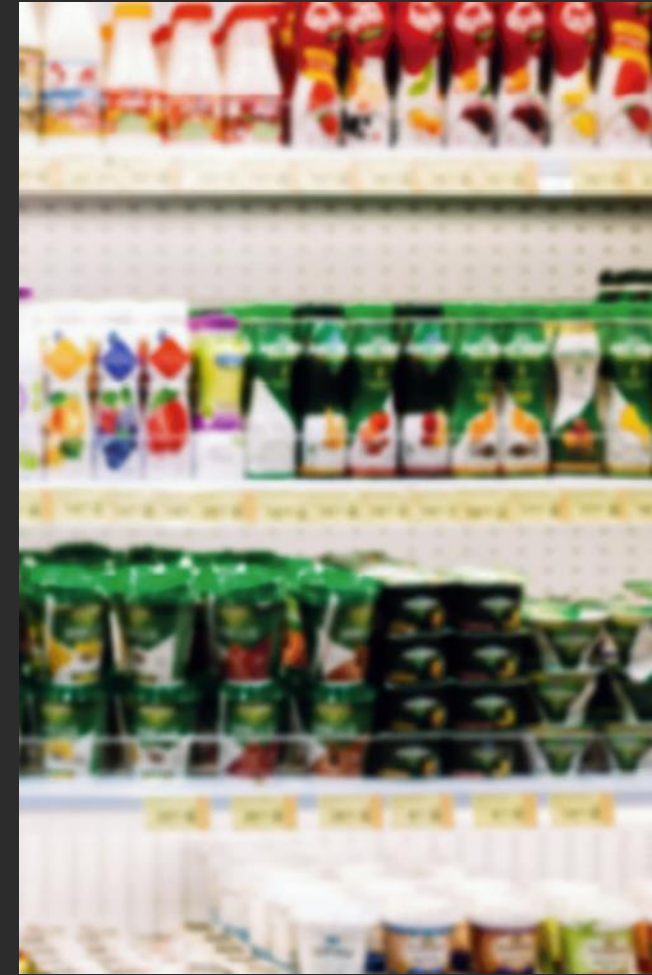
» Emotional Loyalty

Customers feel an ***emotional connection*** to a brand and as a result, stick with the brand through thick and thin. Emotionally loyal customers are the ones that will recommend your brand to friends and will often act as ***brand advocates***.



Across the retail world, **loyalty** is priceless!

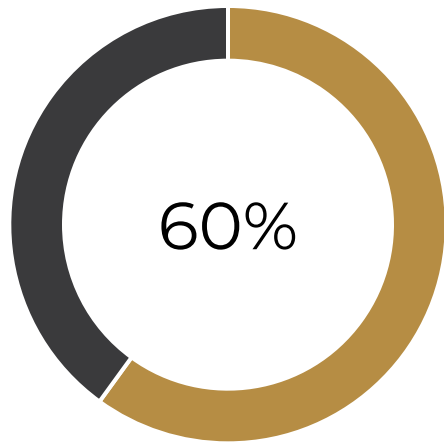
According to research;
the top 10% of customers spend at least 3 times more than the average customer, and the top 1% spends as much as 5 times more.
Additionally, experts have measured that customers with an **emotional connection with your brand** have a total customer lifetime value that's 4 times higher than average.



Survey surprise:

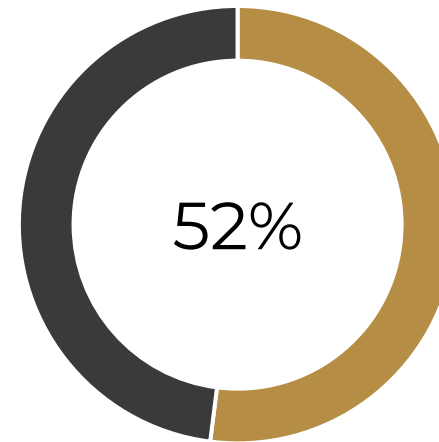
Loyalty makes brand advocates.

Over 90% of consumers report being **brand loyal**. Product quality was the leading factor, but customer service barely registered as a loyalty driver.
Loyal consumers are willing to:



Recommend

60% of customers will tell friends & family about a brand they are loyal to.



Join Loyalty Program

52% of customers will join a loyalty or VIP program.

How companies can earn Brand Loyalty?

“

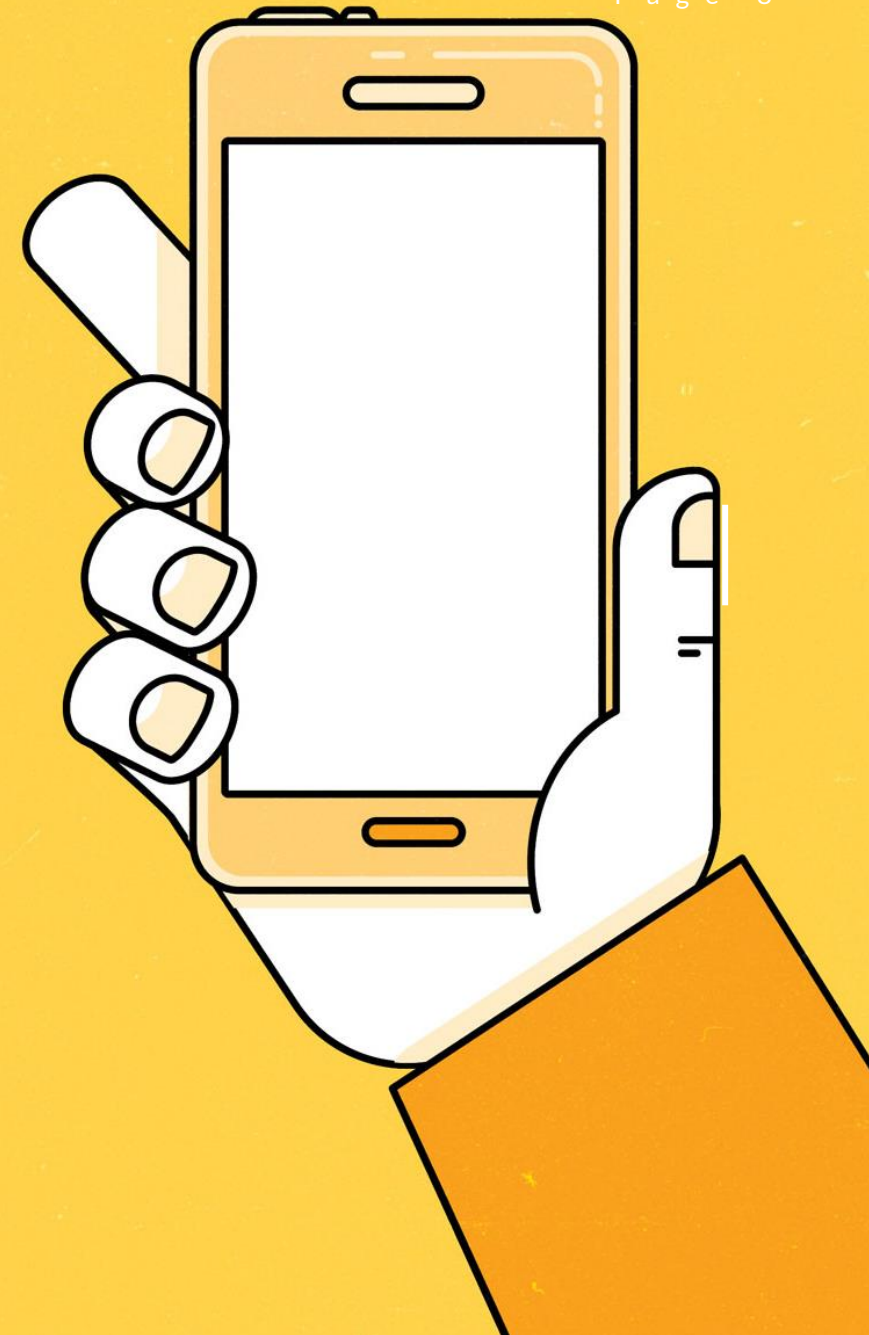
*Social media has empowered consumers and given them a voice, making their **advocacy** a central part of marketing strategies and therefore brand longevity.*

“

The brands that have harnessed data and consumer insight to adapt to changing consumer desires are the brands which are the most successful and long standing.



WHY YOU SHOULD USE MOBILE TO BUILD BRAND LOYALTY



67% Mobile Penetration Worldwide

5,2 BILLION USERS

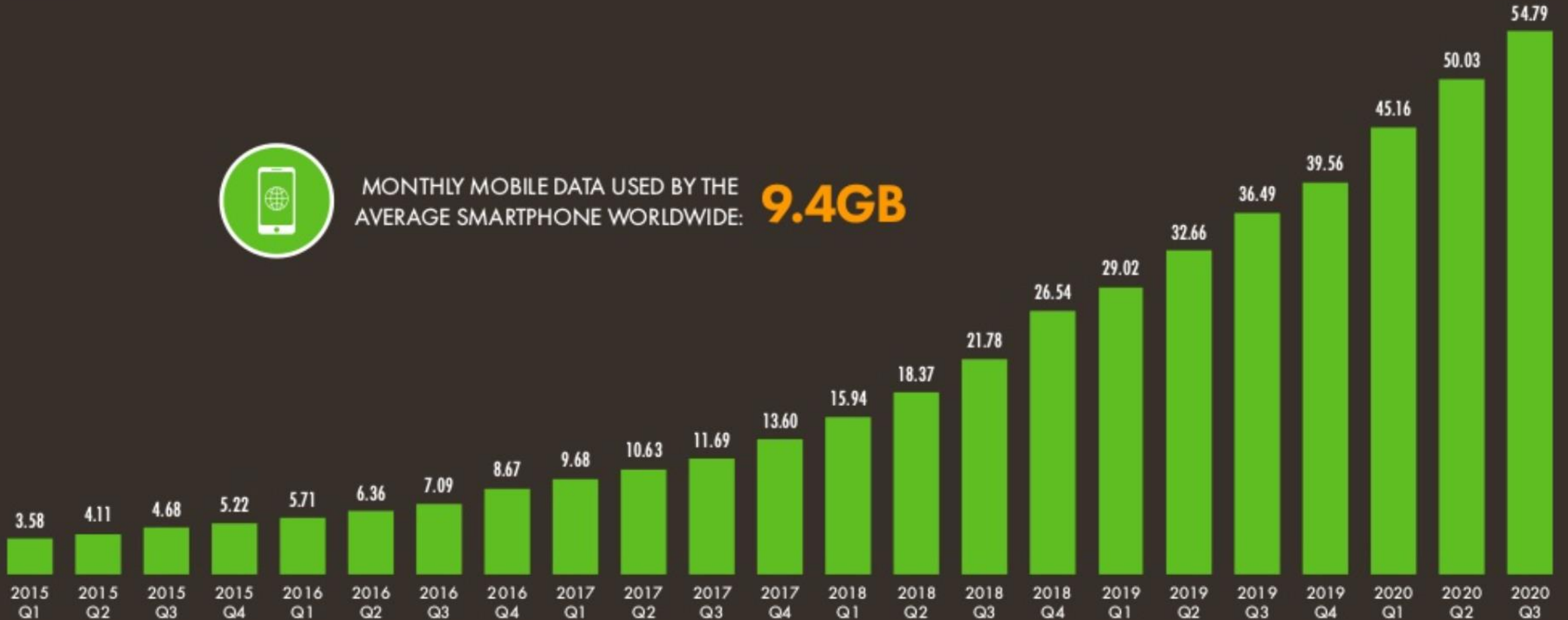


EVOLUTION OF MOBILE DATA CONSUMPTION

AVERAGE GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES* PER MONTH



MONTHLY MOBILE DATA USED BY THE
AVERAGE SMARTPHONE WORLDWIDE: **9.4GB**



Future-proof your brand using mobile

01. You can improve customer targeting with interactive mobile ads.
02. Mobile apps increase your brand frequency.
03. Customers like to shop on mobile devices.
04. Mobile pay through apps creates loyal customers.



The best ads are written from one person to another

ad•vo•cate: *noun* \ 'ad-və-kāt \ one who supports
or promotes the interests of a cause or group

// brand *advocate*



Go Digital or Lose Customers!



Digital is the new and upcoming era for *effective marketing*.

Social media has ruined print ads, tv ads and radio ads. You can click one button and all your customers can be advertised to using their own computers and mobile devices.



An investment in digital marketing is an investment in ***brand loyalty***. Smart use of digital will help increase the number of your loyal customers.

We Grow Your Business



Brand loyalty inspires consumers to take further actions, such as;

- ✓ *recommending to friends & family,*
- ✓ *joining loyalty programs and*
- ✓ *spending more money with the brand.*

Increased number of loyal customers will ***boost your market share.***

We grow your business with our unique interactive advertising approach, ideas and creative strategies.

Unrelenting Competition

Today, undifferentiated products or services abound in the market, most offering a good level of quality but little else. Unrelenting competition and too similar products have led to the importance of brand loyalty.





Stay ahead of your competitors

What CLiK can do to grow your business

Social Media Management

We manage social media campaigns.
Be where your customers are.

Mobile Apps

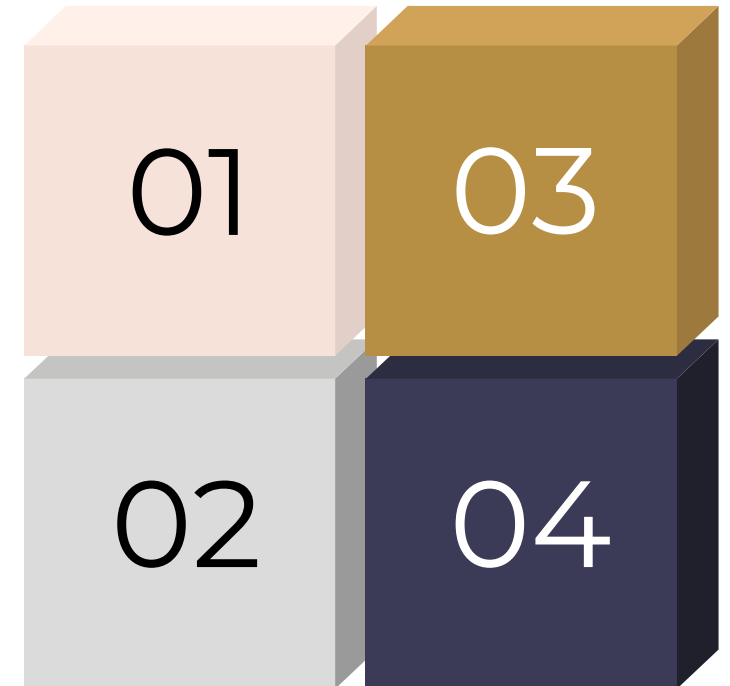
Mobile apps increase a customer's exposure to your brand.

Games

Mobile games will be another top story for brands in near future.

Pay/Loyalty Programs

In a study, 80% of mobile users said they had a positive experience with mobile shopping.



CLiK Interactive Ads Thank You 👍

clik.marketing

At CLiK we manage social media campaigns; design, build and manage fully responsive and interactive websites; and create state-of-the-art mobile apps and online games to build more brand engagement and drive growth.





Global Digital Report

2005

1 Billion

The first billion internet users were connected by 2005,

2014

3 Billion

the second billion by 2010 and the third by 2014.

60%

4.7 Billion

Today, more than half the world's population is online..

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%

67% Mobile Penetration Worldwide

5,2 BILLION USERS



APPS: GLOBAL TRENDS

GLOBAL APP DOWNLOADS AND CONSUMER SPEND ON MOBILE APPS (IN US\$) FOR FULL-YEAR 2020

NUMBER OF MOBILE
APP DOWNLOADS
(GLOBAL, ALL PLATFORMS)



218
BILLION

ANNUAL GROWTH IN
THE NUMBER OF MOBILE
APP DOWNLOADS



+7%

TOTAL VALUE OF
GLOBAL CONSUMER
SPEND ON MOBILE APPS



\$143
BILLION

ANNUAL GROWTH IN THE
VALUE OF CONSUMER
SPEND ON MOBILE APPS



+20%

AVERAGE CONSUMER
SPEND ON APPS
PER SMARTPHONE



\$23.62



**4.2 Billion Active
Social Media Users**

SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA

VISITED OR USED A SOCIAL
NETWORK OR A MESSAGING
SERVICE IN THE PAST MONTH



98.1%

ACTIVELY ENGAGED WITH
OR CONTRIBUTED TO SOCIAL
MEDIA IN THE PAST MONTH



90.2%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



2H 25M

AVERAGE NUMBER OF
SOCIAL MEDIA ACCOUNTS
PER INTERNET USER



8.4

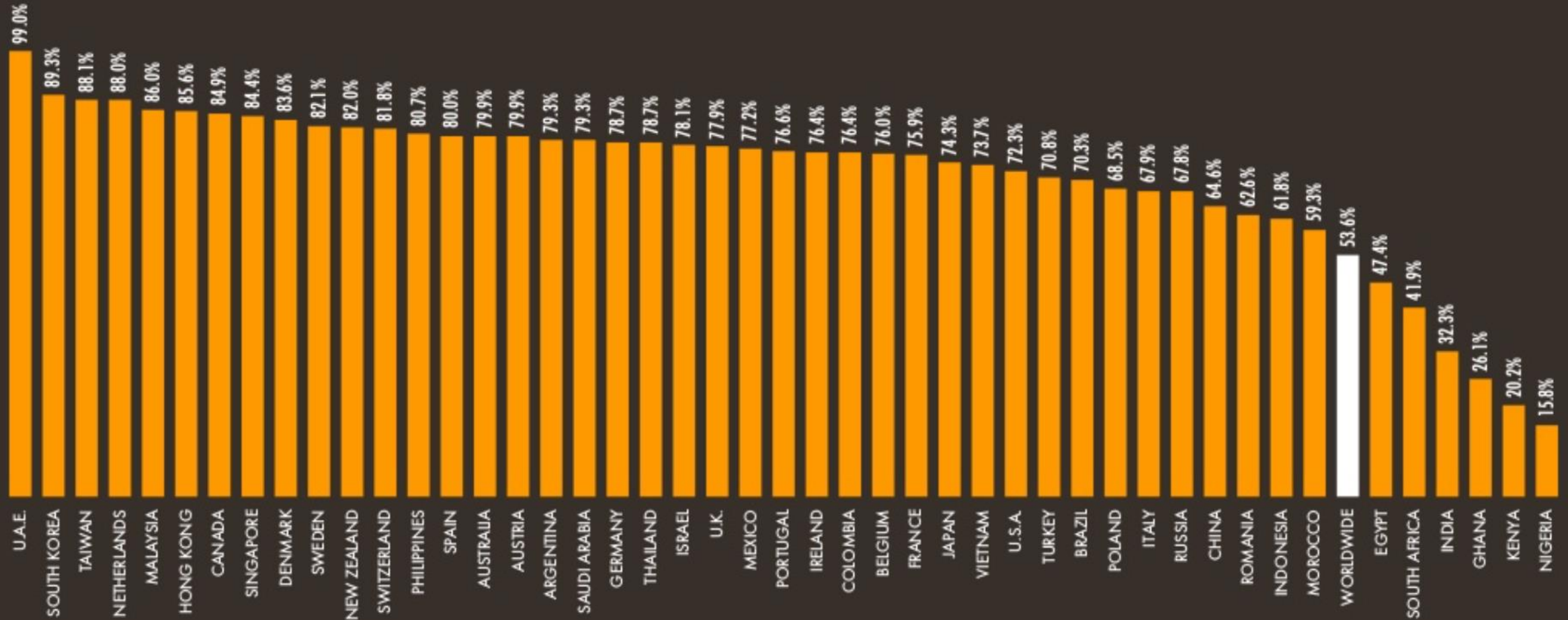
PERCENTAGE OF INTERNET
USERS WHO USE SOCIAL
MEDIA FOR WORK PURPOSES



40.4%

SOCIAL MEDIA USERS vs. TOTAL POPULATION

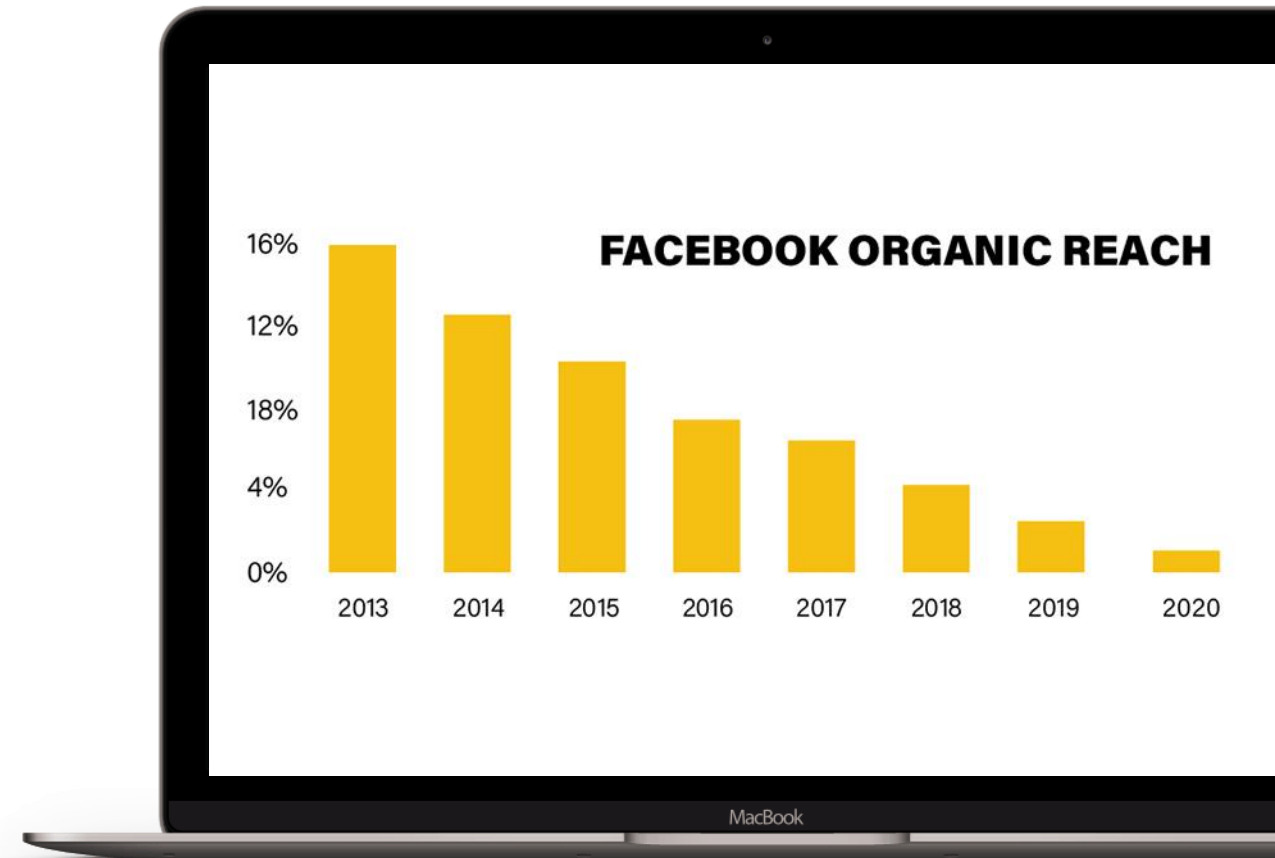
ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION



Organic or Paid Posting!

Organic reach refers to the number of people who see your social media posts in their Newsfeed without you spending any money. That doesn't mean that everyone who hits that "Like" button will see your content though.

According to Facebook, less than 1% of your audience will see your organic content.



Looking Ahead to 2022

Voice

One of the biggest changes will be the rising use and influence of voice interfaces, and how these tools will shape the evolution of digital.

Games

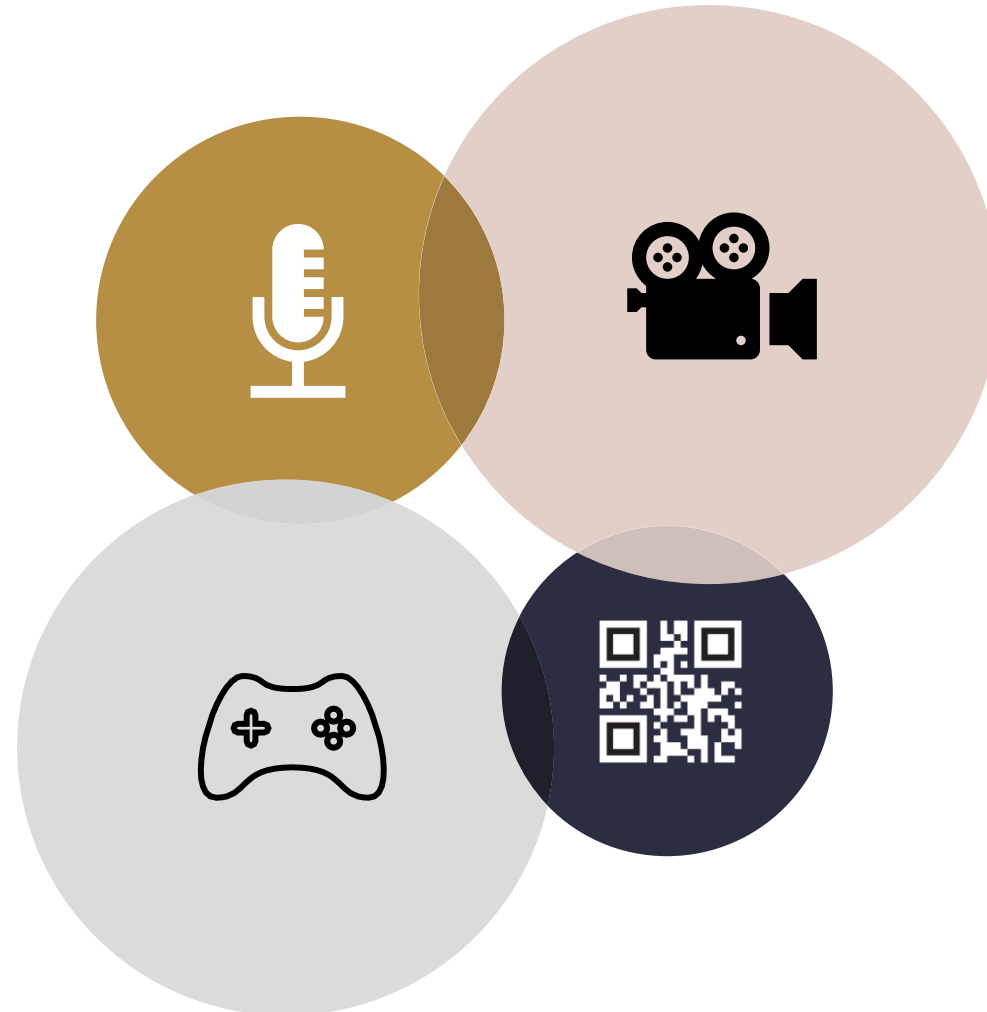
Whether it's playing them or watching others play them, games will be another top story in 2022. There are some huge opportunities for brands here, but marketing will require some very different thinking.

Video/Animation

81% of people have been convinced to buy a product or service by watching a brand's video/animation.

Mobile Pay

No, mobile pay is not the leading form of payment. Not yet. But things are heading in that direction.



Stay Connected 

