

SIMON UWINS, CREATING LOYAL BRANDS

Why did you write this book?

As a retail marketer, I quickly learned that the brand is defined by the customer experience rather than the image created through advertising, and that this requires a very different approach to marketing. Today every marketer faces this reality, so I wanted to share what I had learned.

What is a loyal brand?

A loyal brand focuses on inspiring the loyalty and passion of its customers as an approach to business. It's a reflection of the brand's behaviors and beliefs and its own loyalty to customers, communities and the world at large.

How did you develop the Loyal Brand approach?

When your brand is defined by customer experience, you quickly learn that you need to have customers who feel appreciated and employees who live and breathe the brand. I discovered how to do this by taking a company-wide approach to earning loyalty. In Creating Loyal Brands I share the tools and methods I've used.

How is this different to traditional brand building?

Traditionally, a brand was created as an external image, primarily through advertising, separate to the company behind the brand. However, a loyal brand is an approach to business that goes right to the heart of why a company exists beyond making money, the value it creates for customers, and the way it behaves. The brand becomes the company, the company the brand.

How is this different from loyalty programs?

Loyalty programs are a marketing tactic, to try and keep customers over time. Creating Loyal Brands is a strategic approach that focuses the entire company on earning the loyalty and passion of customers to achieve a virtuous circle of growth.

Why is earning loyalty more important than ever before?

It has always been cheaper and easier to grow your business through existing customers. However, today earning loyalty is an imperative. First, barriers to entry are coming down, bringing even more competition. Second, social media has put a premium on word of mouth, with every brand needing enthusiastic customers to promote it. Third, in this world of big data, access to customer data is increasingly valuable, but it's a privilege that has to be earned.

With so much to share, why is the book so slim?

Over the years, I've heard busy colleagues bemoan how authors spend so long getting to the point. So I designed this book as an eBook, which can be comfortably read on a short journey: a shot in the arm, rather than an exhaustive treatise.

Who are you writing for, and what can they expect to take away?

It's for aspiring marketers and business leaders everywhere who want to understand the new realities of marketing today. It provides a simple, but powerful framework for creating and managing brands, and a set of tools to help them on their way.

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