

CHEATSHEET

Loyalty: Up close and personal

how to secure loyalty through **social responsibility**



WHY

is social responsibility important?

Beyond quality and price, social responsibility and shared values are key to maintaining customers' loyalty.



68%

of customers said they are motivated by knowing that a brand shares the same values as them.

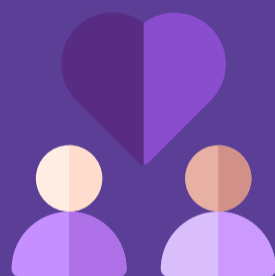


62%

say they would join a loyalty program if the rewards had a positive social impact

Customers expect from brands what they expect from friends and family – to know they understand them and know what they find important.

While showing customers that your values are aligned with theirs, it's also important to build a sense of unity.



47%

say they are motivated to be loyal by becoming part of a like-minded community



ACTION POINTS

Ways to foster social responsibility



Standing for a cause

Show your customers you're aligned with them by talking about your position on "big-picture" problems. For example, your view on environmental or humanitarian issues.

There's a difference between supporting a cause and standing for a purpose. It might be easy to pick an issue that seems topical, but customers can spot inauthenticity a mile away. They won't be afraid to ditch you in favor of another brand that puts its money where its mouth is.



ACTION POINTS

Ways to foster social responsibility

✔ Communicate your values immediately

Welcome emails are a great way to communicate your shared values to new customers. Use them to educate new members about social causes you care about, charitable donations you make, or how you do things differently.

If paying your workers a fair living wage is a key part of how you operate, make sure to spell this out in your welcome email. If you use craftspeople to make your products, show content of them working to demonstrate that welfare is at the core of your business.

If your products are cruelty-free or vegan, communicate this and show that when they shop with you, they are supporting a good cause.

✔ Build relationships with micro-influencers

After communicating how you're aligned with your customers, build strong relationships with micro-influencers who share the same values. These customers will then act as ambassadors for your brand, encouraging others to shop with you.

→ Social sharing

Shoppers use social media to find brands and communities they resonate with. People organize their news feeds based on what they want to see and what they'd like to become. Reward customers points for following you on social media to build your online community.

→ Social proof

Reward loyal customers with loyalty points for leaving a review of your store. This feedback helps new customers make up their minds and shop with you faster. Most customers read between one and ten reviews online before making a purchase.

→ Refer a friend

Use automated emails to thank customers who have left a good review and to let them know they can unlock a reward if they refer a friend to your store. This will motivate them to act as advocates for your brand.

Takeaways

Your brand's position on social causes is a huge factor in determining loyalty. Build customer loyalty by talking about your brand values in your welcome newsletters, building relationships with micro-influencers, talking about what you do to make your business fairer and encourage social sharing to get the word out.

📄 To learn more about creating and maintaining loyalty through social responsibility and personal values, download the full "Loyalty: Up close and personal" report.

