

# ***Building TRUE Brand Loyalty Seminar Series***

***Deb Rapacz Presents a Selection of  
Extraordinary Marketing Talks  
designed to let a couple of hours help you  
Stimulate your Marketing Teams***

- Better Build Lasting Category Power
- Strengthen Consumer Loyalty
- Identify and Avoid Marketing Waste
- Improve Promotional Impact on Brand
- Build the Right Relationships
- Better Focus All Marketing Initiatives

**Deb Rapacz**

*Building TRUE Brand Loyalty*

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• ***Seminars*** • ***Facilitated Sessions*** • ***Program Audits*** • ***Program Planning/Revamps***

## ***The Psychology of Building True Loyalty –Principles for Great Marketers***

***Why is Loyalty so misunderstood and misspent against? What is the right role and the right leverage of Loyalty for your brand? Want to learn to avoid Loyalty myths and build your brand's unique Loyalty framework?***

True Loyalty comes from within the brand itself. True Loyalty arises when product experience and brand experience blend to satisfy a consumer's need to adopt your product as their choice and allows them to close their mind to other possibilities in your category. If your brand is solely relying on external-to-the-brand "currencies" or rewards, you will see why you are probably off track. Learn the little-known principles of building True Loyalty. See how to integrate these principles into the fabric of your brand and its activities.

## ***Overcome the 5 Biggest Mistakes in Loyalty Programs***

***Are you running, exploring, or planning a Loyalty Program? Then don't you want to know how to overcome or sidestep the biggest mistakes in the standard Loyalty "industry" approaches?***

Loyalty programs can be some of the most problematic and controversial expenditures to manage. Much of the theory and practice of Loyalty Marketing is strategically illogical and horribly mismanaged. Armed with the understanding of the Five Biggest Mistakes, participants will re-shape their own ideas about the role and practice of Loyalty Marketing. Participants will be better able to guide Senior Management discussions on "Loyalty" and guide their "Loyalty" strategies and resources more effectively going forward.

## ***Why and How to do Loyalty Marketing without a Formal "Program"***

***Do you know how the underlying principles of Loyalty Marketing can be woven into your brand's regular activities to lift sales and drive loyalty increases?***

Any brand can improve its "relationship" with its customers in the course of its current marketing formats and budgets – *WITHOUT* having to construct a stand-alone program. By examining how Jack Daniel's used these strategies to become an iconic profit monster, your team members will better understand the essential elements of "relationship". The session will explore how to satisfy the most important consumer satisfaction needs of all. Participants will construct an action list for implementation at the strategic and tactical levels.

## ***Constructing a Brand Loyalty Story Map that Wins Your Category***

***How is it that iconic brands seem to have a set of stories that fit together to create one comprehensive differentiating story? Want to learn how to deploy your brand's many underleveraged story assets to do the same?***

A carefully crafted blend of brand stories adds emotional depth to the bond with your consumers. Your brand has two distinct sources for these stories. The "rational" stories about the brand and product features that, spun the right way, cement the product more preferentially in your consumers' minds. Second are the "emotional" company stories. Learn how and why to map the right mix together and where to add these Brand Stories into your marketing to raise brand loyalty at the expense of your competition.

### **Building *TRUE* Brand Loyalty Seminar Series**

Each 2.5 hour Talk is offered at \$2,850 (*plus travel*).

*Each topic can be provided as an extended Talk or Facilitated Team Workshop.*