Creating Loyalty Before the Sale with Psychology & Data-Driven Messaging

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Mega Event WorldWide
29th November – 1st December 2017
Agenda

I. Situation
II. Approach
III. Results
IV. How to get started
Social Engagement Today: 2 Winners to be selected

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When was the first funnel/journey developed?
We often think of the Journey as pre and post purchase

PRE-PURCHASE

POST-PURCHASE

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The Customer Journey is Evolving…

What about creating loyalty before the purchase?
Why Travel Brands Should Care

Rapid evolution of the travel industry calls for brands to flip the loyalty equation. Today, it starts with showing brand loyalty to the customer.

1. Industry Expansion
2. Loyalty Program Growth
3. Changing Consumer Demands

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Case Study: Exclusive Resorts

Focused on creating effortless vacation experiences for families in the top 2% of wealth and income.

Average Post-Trip Satisfaction = 94%

Members pay one set rate for access to the Club’s luxury residences, experiences.

Relationship-based service approach

Membership model - minimum 5-year commitment

The Exclusive Resorts Challenge:
Earning customer loyalty before the sale

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Flexible Research Process

Identify Market

Qualitative Interviews

Quantitative Survey

Application

HHI >$250k
Vacations >$50k

30 1/1 Interviews

2 Surveys – CDM & Ad Testing

Across All Journey Points
Neuroanalytics

Uncovering consumer desires through

Validating & quantifying desires through

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Understanding consumer motivations

**INSTINCTIVE**
Immediate & Decisive

**ANALYTICAL**
Slow & Intensive

95% of decisions are instinctive

Most marketing is rational

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Case Study: Research Outcomes

Four themes emerged as the primary drivers in the decision process.

Focused on theme resonating with 64% of audience.

Creating Family Memories

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Introducing Exclusive Resorts
Case Study: Three Key Steps Before Going Live

1. Find Audience You Can Connect With
   - Built a model to find and select audience who “creating family memories” messaging would resonate with

2. Become Obsessed With Details
   - Studied what family bonding means to specific segments within the larger audience

3. Let Customers Inform Creative Decision
   - Deconstructed creative elements, and let customers tell us which headlines, copy and images spoke to them most

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Case Study:
Omni-channel Integration throughout the Customer Journey is Paramount
Case Study:
It’s not just about what you say, it’s about when you say it.

From

Brand-driven, one-size-fits all communications delivered in drip marketing program or “batch and blast”

To

Always on, 1:1 engagement program, delivering content to the consumer when they want it and serving next-best content based on previous engagement

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Case Study:
The approach was proven in the results

- Improvement in likes and tweets: 136%
- Improvement in website sessions and page views: 13%
- Improvement in comments, shares and re-tweets: 210%
- Improvement in model performance: 50%
- Buy in across the organization: 100%

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How to get started?

Have you assessed your audience targets lately? Have you looked at your targeting models?

Have you developed a customer journey to understand the touch points?

What are your customers saying about your current loyalty program?

What is the customer sentiment?

Do you know the right message for each phase?