CHAPTER 07

KEEP THEM COMING BACK
CHAPTER SEVEN
Keep Them Coming Back
Once you’ve created a brand image which is strong enough to attract new customers, and to hold existing customer loyalty, you’ve done a lot of the hard work. Studies show that it can cost up to 10 times more to get new customers than it does to keep existing ones.

Getting customers to keep coming back to you time and time again is not as hard as it sounds, as people are creatures of habit. They don’t want to go to your competition, not if they have had positive experiences with you in the past. So how can you make sure that you aren’t the exception?

Here are our top tips for inspiring brand loyalty.
1 Keep Your Branding Visible
The more customers can see you, the easier it is for them to use your product or service. You might as well pop up where they least expect it.

When you look around a grocery store or a supermarket, your eyes will stop by a familiar brand, such as Nestle, even if you can’t remember offhand what color scheme they use or what their logo looks like.

The brain takes just 13 milliseconds to process an image, so the more they see you - the more familiar you become. Changing things up from time to time, like creating a seasonal logo for Christmas shopping can be a great way to keep your branding fresh and current without losing the core branding powering your business.

Tailor Brands provide automated seasonal logos for you, so whenever an upcoming holiday/event approaches, you’ll have a variation of your logo stored in your account, should you wish to use it.
2 Provide Superior and Consistent Customer Service

This is where your internal branding comes in. Your professional and corporate banking website directs customers to live chat, where they speak to an untrained, unknowledgeable new staff member who can’t help them with their query and is much too friendly right away to try and make up for it, to the point of being off putting. This new customer feels immediately turned off by the experience, and goes elsewhere.

When your recruitment is aligned with your branding, the staff you have will have a consistent customer message for your visitors from day one. When you keep your branding connected, the whole customer journey will feel seamless, inspiring them to return for years to come.

3 Give Them Ways to Tell Their Friends

Social media is a godsend for businesses, from small to enterprise sizes. Using gamification, social sharing, cross-channel communication and special offers, your existing customers can become brand ambassadors for you. After all, who better to know more of your target market than your target market itself? The more channels you can be communicating on and which you can spread your unique brand identity on, the better.
Lastly, if you want your customers to keep coming back for more, let them tell you what they like about you. Especially if you have a mobile app, it’s simple to ask customers for a review of your brand and services, and most people don’t mind taking a minute to click on a few stars. On a website, you can incentivize reviews with cashback on future purchases, while on social media, you can organize giveaways in return for user engagement.
So, you’ve set up your business and you’d love to get it beautifully branded, but with a limited budget, and so many options to choose from, it can be difficult to know where to turn.

Tailor Brands offers a complete branding solution, perfect for low budgets, and gives you access to a variety of downloadable assets and cool features, there to boost your business’ brand.

The beauty of Tailor Brands is that the innovative algorithm has the ability to create hundreds of thousands of logo designs in just a few moments, so no one logo will look quite the same.

When entering the site, you’ll be prompted to enter the name of your business, and you’ll be lead through the super easy (and super fun!) design process, where you can click and choose the font that you feel works best for your brand. You’ll then be presented with a number of logo options, and you can choose your favorite and enter the editor to finalize the design and add your personal touch.

When in the editor, there’s the option to play around with different elements of your chosen logo design, like the color, layout and font, until you’ve landed at a perfect logo that’s just right for you and your brand.
The design process is free, fast and fun, and has been used by thousands of small businesses already!

Why not try it out now?

https://www.tailorbrands.com/logo-maker
MAKE A LOGO IN 5 MINUTES!

1. **INPUT**
   Input your business name, description, and choose a logo type.

2. **DESIGN**
   Tailor will design your very own logo and branding materials.

3. **PURCHASE**
   Purchase everything you need but only if you love it!

Try Tailor Brands Now!