

5 Tips for Building Brand Love

Brand love is building a positive emotional connection with your brand. This builds brand loyalty, which helps you retain customers. And, by focusing on retaining customers, you avoid the high costs of new customer acquisition and losing market share to your competitors.



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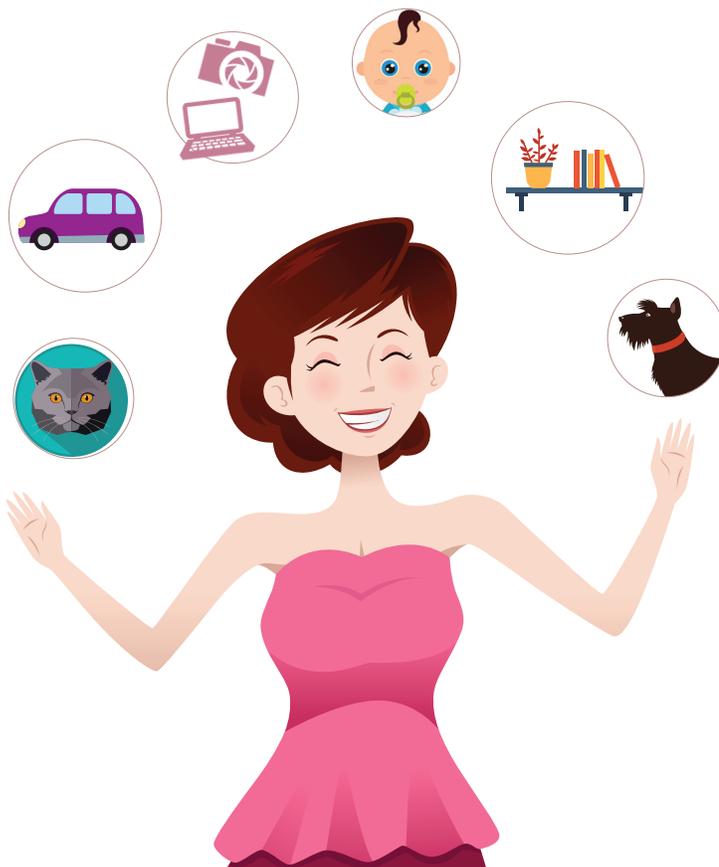
Tell a Story.

People need to feel a connection to fall in love with your brand, and telling a story is a great way to do it. Identify your target audience (who they are and what they want); find a brand 'hero' that people can connect with; develop a storyline that is relatable to your customers and captures an emotional sentiment (it doesn't have to be sappy!). Most importantly, be authentic.



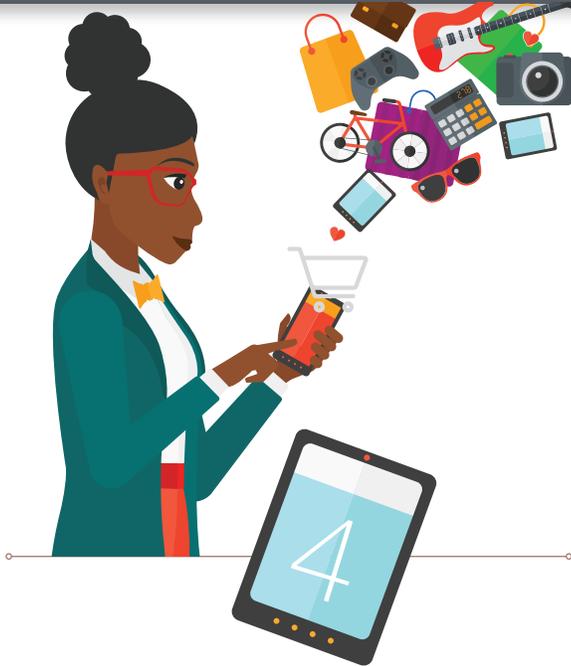
Personalize the Customer Experience.

Customers are much more engaged by a personalized experience. From your marketing strategies, to your shipping and delivery the goal is to build a connection by making your relationship with the customer friendly and familiar.



Reward Your Customers.

Customers love freebies and they love feeling like they're getting a great deal. Don't you? From rewards and loyalty programs, to long-term discount programs and promotions you can keep your brand top of mind while she shops happy – and keeps coming back for more.



Build a Two-Way Street.

Your marketing goes both ways with consumers. From print ads to social media campaigns, be sure that you're giving your customers an opportunity to interact and engage with your brand. And remember to be responsive in a timely manner when addressing customer questions and concerns.



Want to learn more about leveraging the Women's Choice Award, or to see if your brand qualifies?

Email us at
info@womenschoiceaward.com
or Call [954] 922-0846.



Validate That She Can Trust You

When it comes to advertising and marketing it's not what you say about your brand, it's about what others are saying to drive the much-needed third party validation.

If you're fortunate enough to have earned the **Women's Choice Award**, you now have the strongest platform to validate that you are the brand women love. As the only award for women, by women, this beacon of trust allows consumers to purchase with confidence.

