# Is Brand Loyalty Plummeting? Emora Ltd Reveals How Data Could Contribute to More Successful Campaigns

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*Brands are finding it increasingly difficult to secure a loyal customer base. In response, Emora Ltd are confident they have the have the secret to improving brand loyalty.*

With markets becoming saturated, consumers are able to pick and choose products at the click of a button. This automation of services has led to brands becoming dehumanised as a whole, as the consumer looks to simplify their processes and create a simpler lifestyle that frees up time for their busy lifestyles. Emora Ltd are keen for brands to look for alternative ways to bring brands back to life and restore loyalty amongst consumers. Big brands including M&S, Disney and the BBC are paving the way on data analysis and how this can assist brands in their pledge to restore brand loyalty.

About Emora Ltd: http://www.emoralimited.co.uk/

Ryan Davies, M&S's head of CRM and loyalty is confident that the key to their success is their Sparks card, as they offer rewards to the customer which also allows them to build individual profiles of each consumer and their buying activity. By understanding a customer's journey, they will be able to develop a personalised strategy to communicate with said customer and maximise their consumer experience. Consumers are keen to feel valued and want to feel important to the brand. By tailoring communication, it can boost positive emotion surrounding the brand, whereas bulk marketing can cause consumers to disengage regardless of product interest.

Another avenue for brands is to use CRM to provide an entertainment outlet purely for social media. The BBC believe engagement is key for success here, building their brands personality and creating an aura of positivity that they believe will encourage consumer activity to remain positive during down time.

Disney believes objectives need to be developed that support the brands culture. Disney, for example, claims their key to success is treating all data collection in a way to create a character in a story. Develop a personality, image and achieve a way in which their storyline can be created. Once this has been achieved a marketing strategy can be developed to make their customer experience magical to boost loyalty to the brand.

Emora Ltd are brand marketing specialists, and by opening up brands to the consumer, they are able to interact on a face-to-face basis to provide a proven service that promotes brand loyalty.

Emora Ltd. is an outsourced sales and marketing firm based in Nottingham. The firm specialises in a personalised form of direct marketing which allows them to connect with their clients' ideal consumers through face-to-face marketing strategies at unique pop-up events. This one-to-one interaction with consumers helps Emora Ltd. to drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness, and brand loyalty, as well as a guaranteed high return on investment for their clients' brands.

Source:
*https://www.marketingweek.com/2016/11/03/ms-disney-and-the-bbc-on-why-data-is-key-to-loyalty/*

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