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Loyalty Isn't Rational

The Social Science Brands Ignore

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CONNECT BEFORE AND BETWEEN PURCHASES

THEORY:

- **Awareness** is the on-ramp, **Loyalty** is the flywheel
- Conversion from awareness to loyalty depends on **consistent, meaningful, two-way engagement**

CHALLENGES:

- No shoppable websites & **limited** first-party data
- **Complexity** of a coalition program
- Price **positioning**
- A vibrant **social** following

MINDSET:

- Speed: Users expect **near-instant** replies
- Visibility: Public comments live forever and **reach** beyond their authors' followers



GOING VIRAL IS THE KEY

COMMUNITY MANAGEMENT

Build and maintain relationship

Listen, reply, moderate

Helpful, empathetic

Sentiment, response time



VIRAL COMMUNITY MANAGEMENT

Spark share-worthy moments

Surprise, entertain, trend-surf

Human, witty, brand-consistent

Earned reach, share rate

WE HAVE TO BUILD AN ENGINE

Split the Team

Automated care

Creative community

Craft a Voice Guide

Sound human

Lead with positivity

Respect cultural nuances

Post like a creator

Think shareability

Avoid the irrelevant

Automate the Boring

Stakeholder management

AI

Pick the Right Platform

TikTok – virality & cultural
relevance

Instagram – intimacy & long
term relation

Snapchat – GenZ & Alpha
reach

Bring it Offline

Enabler

Joiner

Partner

Owner

KEY TAKEAWAYS FOR LOYALTY LEADERS

- 1 Meet consumers where they already talk.** Point-based clubs are optional, social conversation is not.
- 2 Automate the routine, humanize the remarkable.** A bot can say „We ship to Austria in 3 days.“ Only a person can say „Please DM your dog’s name, our team needs the cutest consumer of the day.“
- 3 Reward attention with attention.** Sometimes a like from a consumer’s fav brand outweighs a €5 coupon.
- 4 Bridge online and offline.** An invitation to a pop-up picnic motivates stronger advocacy than a digital badge no one sees.
- 5 Speak the audience’s language.** Humor and humility travel further than flawless phrasing.



Any Questions?

Let's connect for a (virtual) coffee!



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thank u