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Brian Woolf is a global leader in loyalty marketing. In addition to writing three definitive works on the subject, Measured Marketing: A Tool to Shape Food Store Strategy, Customer Specific Marketing, and Loyalty Marketing: The Second Act, he spends his time helping retailers develop and strengthen their loyalty programs.

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Loyalty marketing is an approach to marketing, based on strategic management, in which a company focuses on growing and retaining existing customers through incentives. Branding, product marketing, and loyalty marketing all form part of the customer proposition - the subjective assessment by the customer of whether to purchase a brand or not based on the integrated combination of the value ...

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It ends up being such a focus that any other part of the customer lifecycle gets second-shrift. This can cause a bit of tension, as most of us know keeping customers is nearly as important as getting them in the first place. And then there's the quotes and statistics about the benefits of customer loyalty, aka customer retention. They usually go something like this: "Acquiring a new ...

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A lifelong Marketing professional, Mike brings more than 40 years of experience to the Loyalty Marketing industry. Throughout his career, he has designed, launched, operated, and analyzed over 80 individual loyalty programs across all vertical markets. His experience covers more than 15 different countries in all geographic regions of the world.

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