

Increasing marketing results when customer loyalty reached a limit

By [Boris Dzhingarov](#)

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For most organisations out there, a huge part of measuring marketing success is finding out how many of the customers keep coming back in order to buy the same product or another product that is associated with the same brand...



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We can definitely say that measuring success is possible when analysing repeat purchases but that is, unfortunately, something that many do not understand. You have to always maintain a proper satisfying relationship between the company/brand and the customers. This is how companies like [Cavicchi Impianti](#) or [Microsoft](#) managed to keep increasing profits every single year.

Limits can appear

We have to understand that there are various industries where customer loyalty for a specific product is limited. An example can easily be found in mortgages. A homeowner that takes out a mortgage will not usually want to take out another one unless some problems appear. Exactly the same thing happens when dealing with companies that offer user protection services online and for various other firms.

Things get even murkier when dealing with other industries like pharmaceuticals. A drug company always tries to develop brand new products that would address some medical needs and will be related to persisting health issues. Obviously, if you take a look at things from an objective point of view, a pharmaceutical company that finds a cure for a disease will not get an increase of customers in the future. Then, marketing efforts change, making all even more complicated.

How to deal with customer loyalty limits

The first thing that you have to do is to figure out what the limits are. This is the one step that many do not actually understand. Research is necessary. It will definitely take some time in order to figure things out properly. Understanding the limits allow you to properly change your marketing efforts as soon as this is actually necessary. You do not want to keep spending money on a marketing campaign that leads towards a customer base that will not respond to your efforts.

Managing marketing campaigns

This is something that is definitely really important. Never run just one promotional marketing campaign since it is the worst thing that you can do. If you just focus on promoting one aspect of your business, huge limitations appear.

You will want to keep evolving and expanding as soon as this is necessary. When you notice that you are getting close to reaching a customer loyalty limit, it is time to find something else that you can promote. In the event that your services/products are naturally limited (as with the mortgage example above), you will need to focus your marketing efforts on getting new customers instead of having the main focus put on maintaining customer loyalty.

On the whole, the one thing that you have to do is always keep your eyes on the returns on investments that you get from your marketing campaigns. When they go down, it is a clear sign that changes have to be made and that you have to shift your attention towards something else.

ABOUT BORIS DZHINGAROV

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