

When an organisation wishes to build a loyal customer base, it must be *intentional, consistent and different*.

They must be ready to add value to their customers. They must be able to serve their customers in such a way that serving customers in a unique way becomes an engine for growth in the organisation.

An organisation that wishes to build a loyal customer base must be able to identify its profitable customers.

They must be able to do things differently. Not only that, they must be able to offer services in such a way that they leave a lasting impression in the mind of their customers.



The graphic is a promotional banner for an ebook. At the top, it features a small logo and the text 'CIRMINUGGETS BLOG'. Below this, the main headline reads 'TIRED OF NO SALES? WHY CAN'T YOU RUN' in large, bold, blue letters, with 'TIKTOK ADS' in a red box underneath. A red arrow points from the headline to the ebook cover. The ebook cover itself has a blue header with 'GET MY EBOOK ON:' and 'HOW TO RUN TIKTOK ADS FROM BEGINNER TO PRO'. The cover image shows a person running on a path at sunset. The price '\$2,000' is circled in blue. At the bottom, a blue bar contains the text 'ORDER NOW!'.

If customer loyalty is based on customer behaviour, it will more be effective in making customers more loyal and satisfying their needs.

It will also turn loyal customers into advocates who advertise your products and services without your paying a dime.

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Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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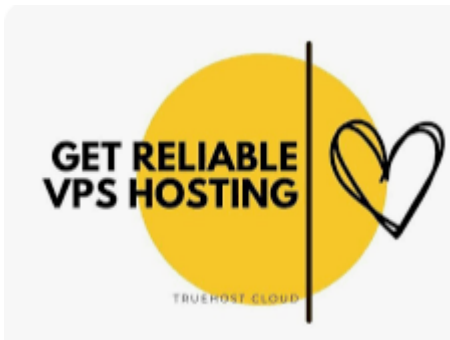
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