

Minnesota Marketing Summit Beyond Branding Poll Results

September 2016



When it comes to brand love and loyalty, marketing plays an ever-evolving role in building customer-brand relationships. Long-held truths are becoming myths and essential strategies are shifting in the quest to earn and keep brand loyalists.

Minnesota Marketing Summit panelists and conference-goers weighed in on these questions.

Myth or Fact: Customers are more loyal to their "first love" in a category. *Based on 125 responses*



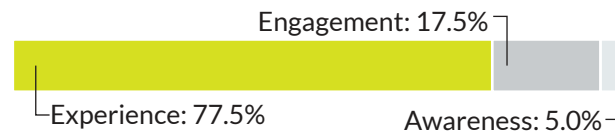
HIGHLIGHT:

The audience was split, but the panel suggested innovation is giving rise to more "brand dating."

INSIGHT:

Striking the right balance between maintaining a brand's core values and fresh thinking is essential to earning customer loyalty.

What matters most in creating and sustaining brand loyalty? *Based on 120 responses*



HIGHLIGHT:

Customer experience spans every step of the customer journey.

INSIGHT:

Creating an emotional connection that endures from awareness through the end of relationship is one of the biggest opportunities – and challenges – marketers face today.

What's more important to creating and sustaining brand loyalty? *Based on 119 responses*



HIGHLIGHT:

In the battle for customer hearts and minds, the hearts are winning.

INSIGHT:

Marketers are responding by shifting from delivering content to telling stories.

What's the most important marketing strategy to earn customer loyalty?



HIGHLIGHT:

Not surprisingly, experience and engagement were among top responses. Listening and trust also made a strong showing, reflecting key conference themes.

INSIGHT:

Marketers are keeping pace with customer expectations and adjusting their priorities accordingly.

*Note: Tacos, as a strategy, was an unexpected addition. When you live-poll a room full of creative thinkers, you never know what you are going to get. The taco comment was among the highlights of the session, creating engagement and presenting the opportunity to tell a good story. 🌮