

Loyalty & Advocacy

Y R A S R E V I N N A D N A Y A D H T R I B Z W
G W O Z S N A F T S E G G I B W V Z U A Y B V G
A W P S H A R I N G A N D P R O M O T I N G N D
M N E F Z R K Q R R P B H B T W X I B L G T E F
I T N E M E G A G N E R E M O T S U C R Q N V Q
F Y K O E K J H D T R W L W Q Y E N S C J B I S
I F A C Q Z T J O G S R A A I U F C V J E T R S
C J T C E H Y E T R O K L R K G I C R T I N D E
A O K A Q H O S T I N G I T D F Y T I M P E A N
T W C S Z Q G A V K A R W K D P K N R O H M T E
I V P Y C N Y G M N L U K Q M A R V H O O E A R
O Y T R O P P U S D N A E G A R U O C N E G D A
N T S E R E T N I L A U S A C B L S G M D A F W
C U S T O M E R L O Y A L T Y K O L F R Y N P A
A B R A N D A M B A S S A D O R S E W A A A T L
M U P B J R E M O T S U C G N I R E T S A M A T
P W Z V J N I G N I T S E V N I T F P M G L S S
A K L S N O I T A C I N U M M O C T U Q I U I Z
I E N R L T K H T S B V B U X X Y W I I E F K F
G R O W I N G A N D E M P O W E R I N G F E A E
N A L Q S M R O F T A L P O K A D Z Z U S R H H
S S W U P J B U I L D I N G L O Y A L T Y A Y Q
M S G N I G A S S E M E N O T S E L I M O C B O
Q Y O Y T N E M E G A N A M E L C Y C E F I L O

Birthday and Anniversary
Encourage and Support
Milestone Messaging
Careful Management
Customer Loyalty
Communication
Data Driven
Personal
Key

Gamification Campaigns
Sharing and Promoting
Customer Engagement
Brand Ambassadors
Reward Programs
Biggest Fans
Platforms
Hosting

Growing and Empowering
Lifecycle Management
Mastering Customer
Building Loyalty
Casual Interest
Investing in
Awareness
Feels