

THE LOYALTY LOOP

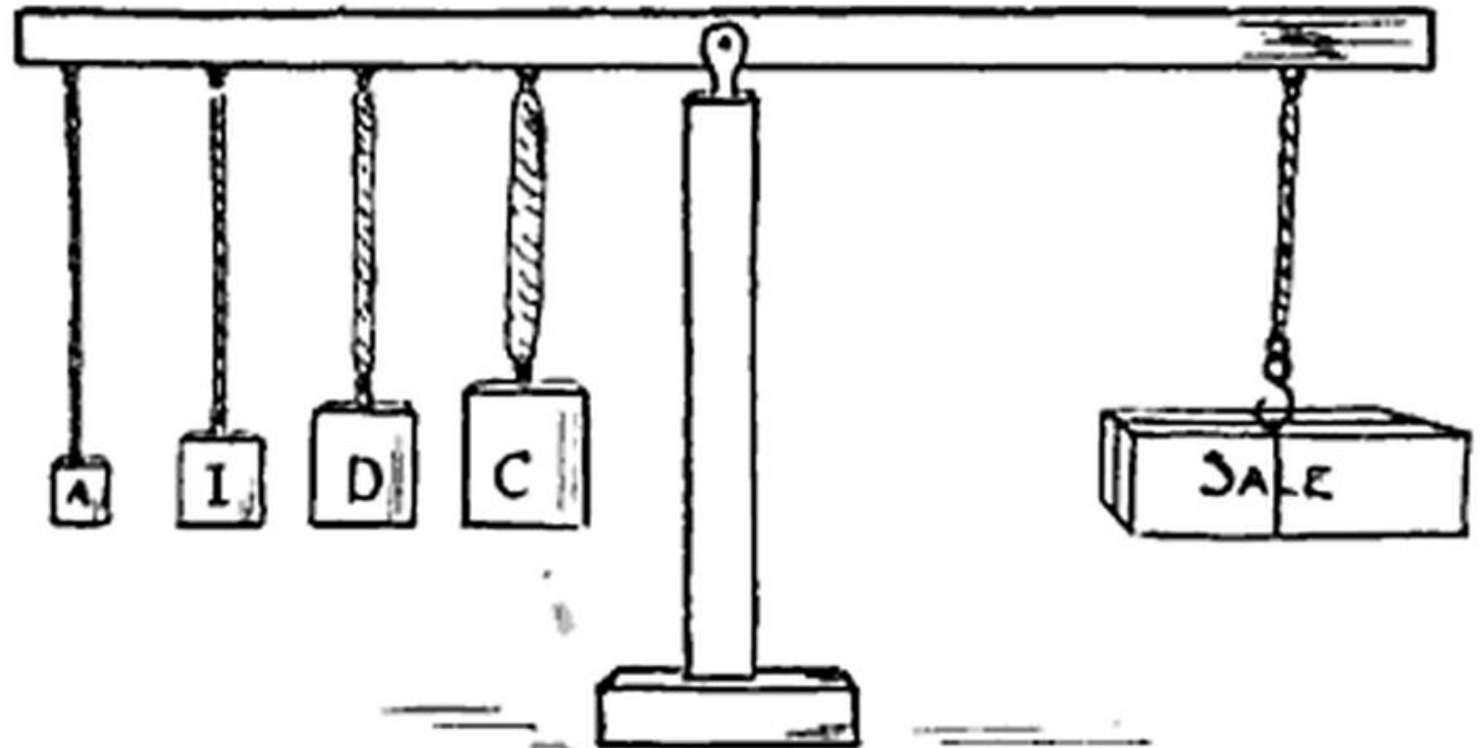
Andrew Davis
Author



THE FUNNEL

THE FUNNEL



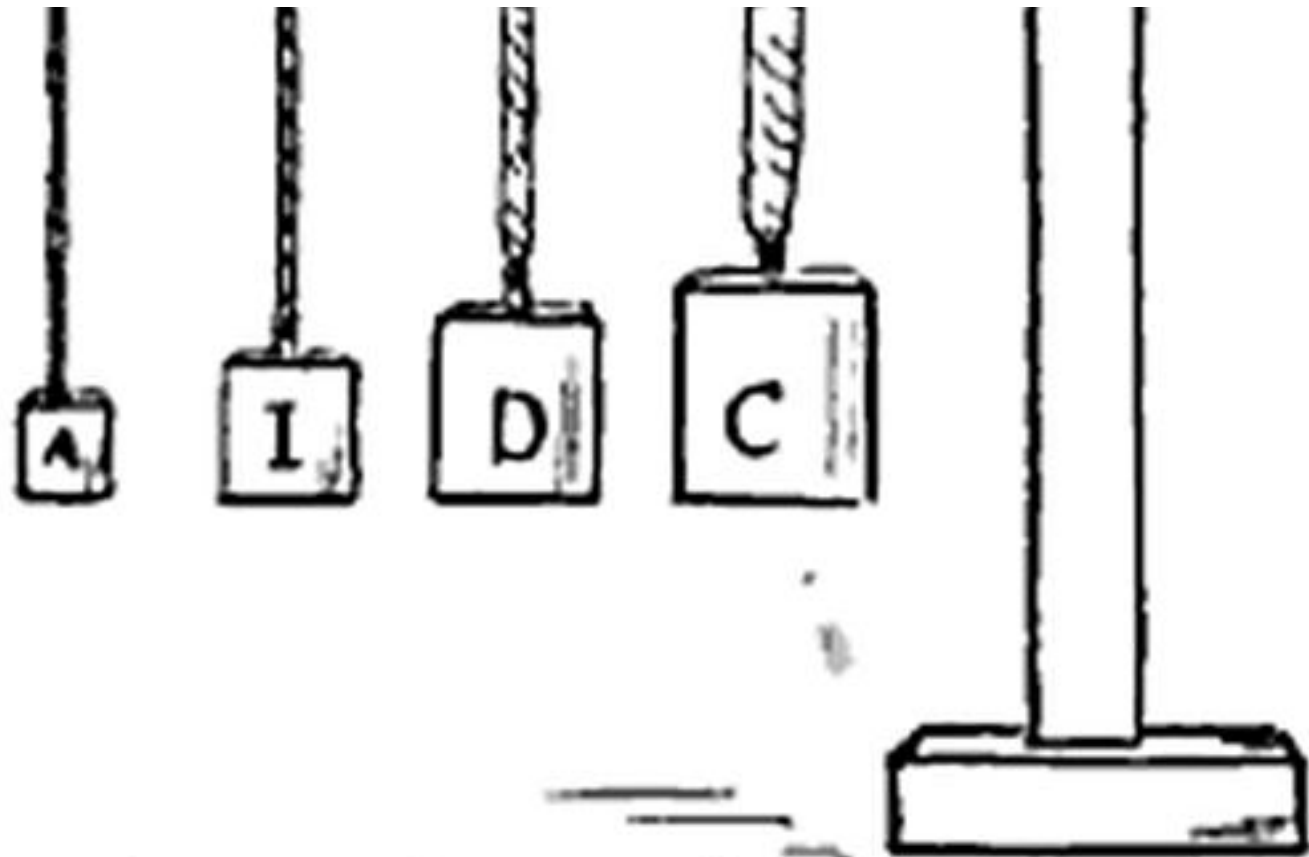


Attention Interest Desire Conviction

DIAGRAM A.

offset by attention, interest, desire, and conviction.

1898 - St. Elmo Lewis

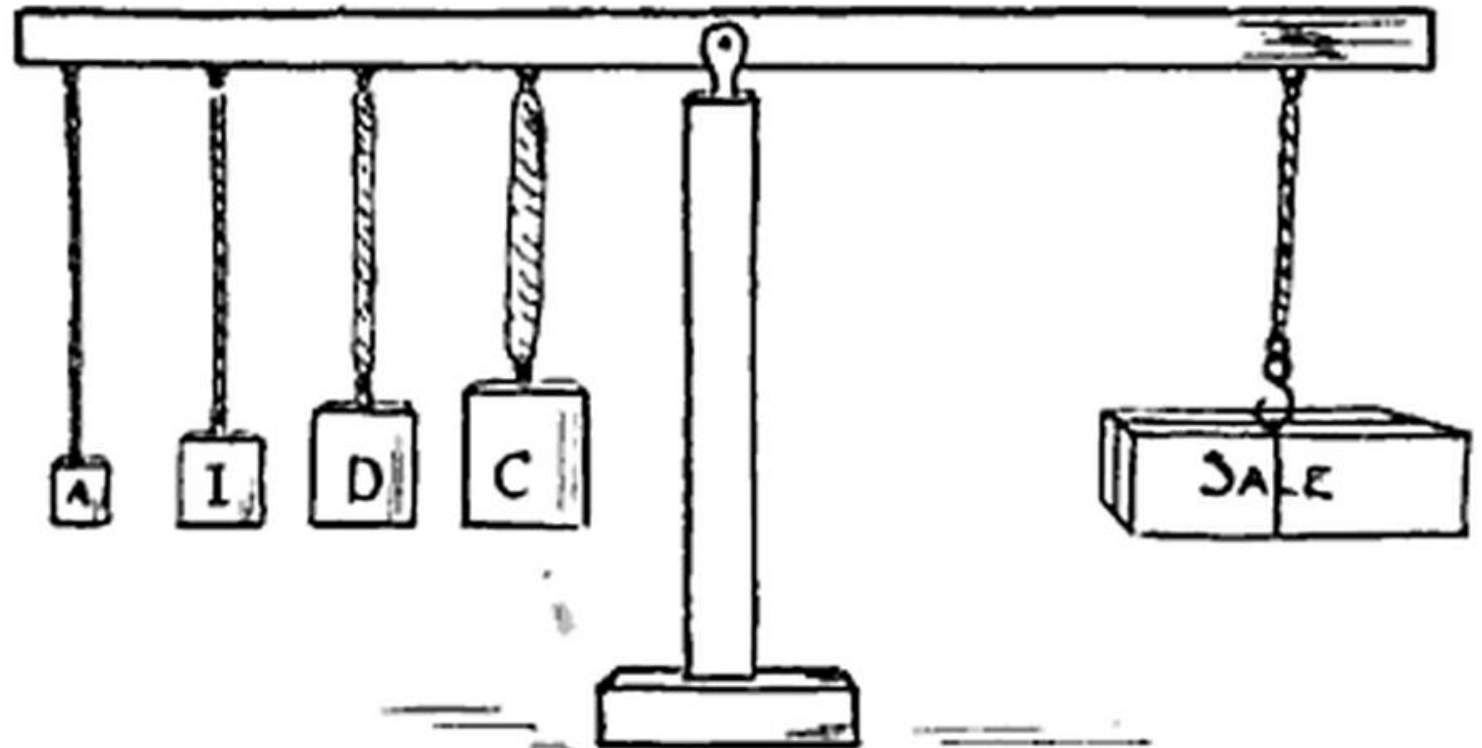


Attention Interest Desire Conviction

1898 - St. Elmo Lewis

DIAGRAM A.

Showing that every sale is offset by attention, interest, desire



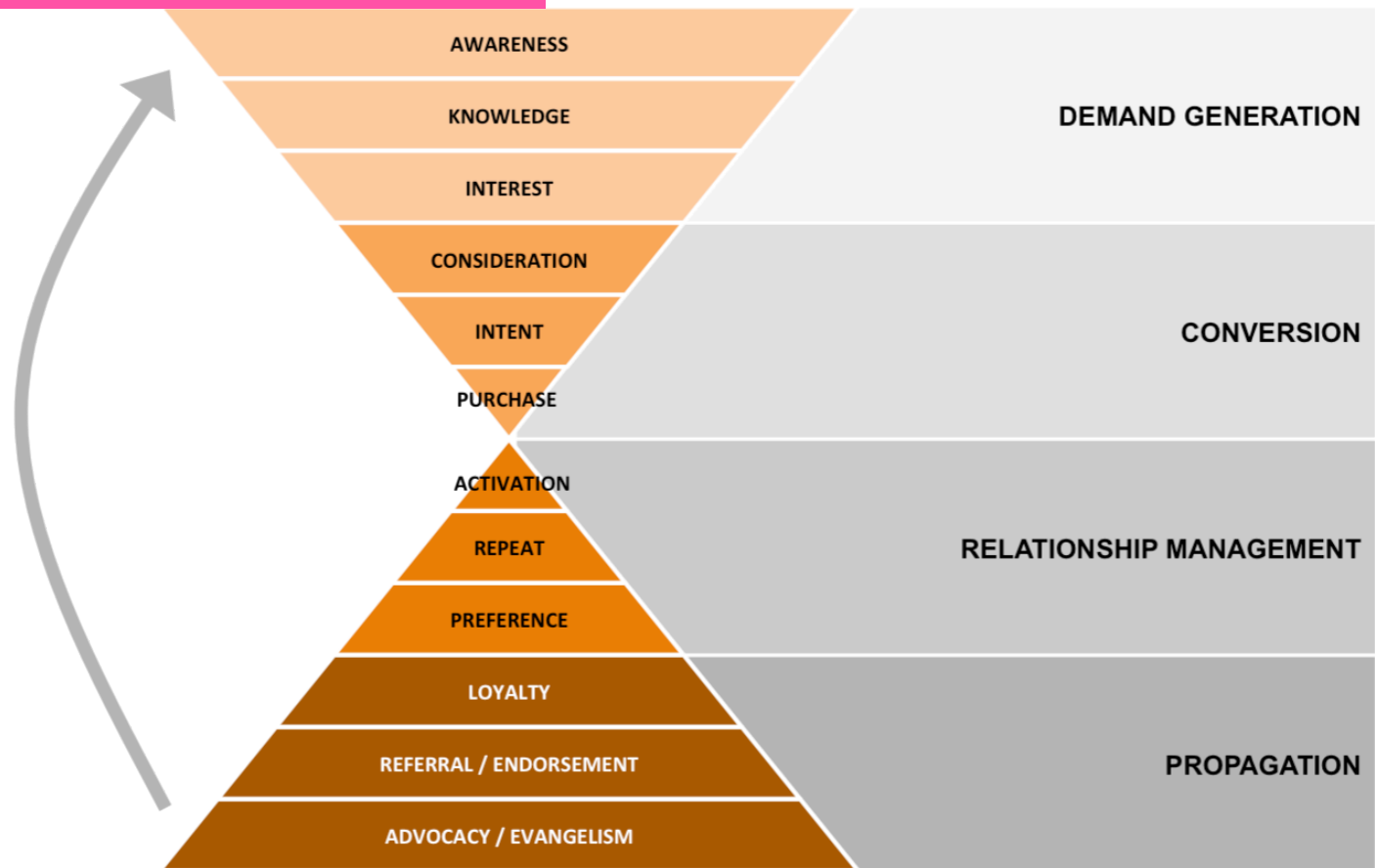
Attention Interest Desire Conviction

DIAGRAM A.

offset by attention, interest, desire, and conviction.

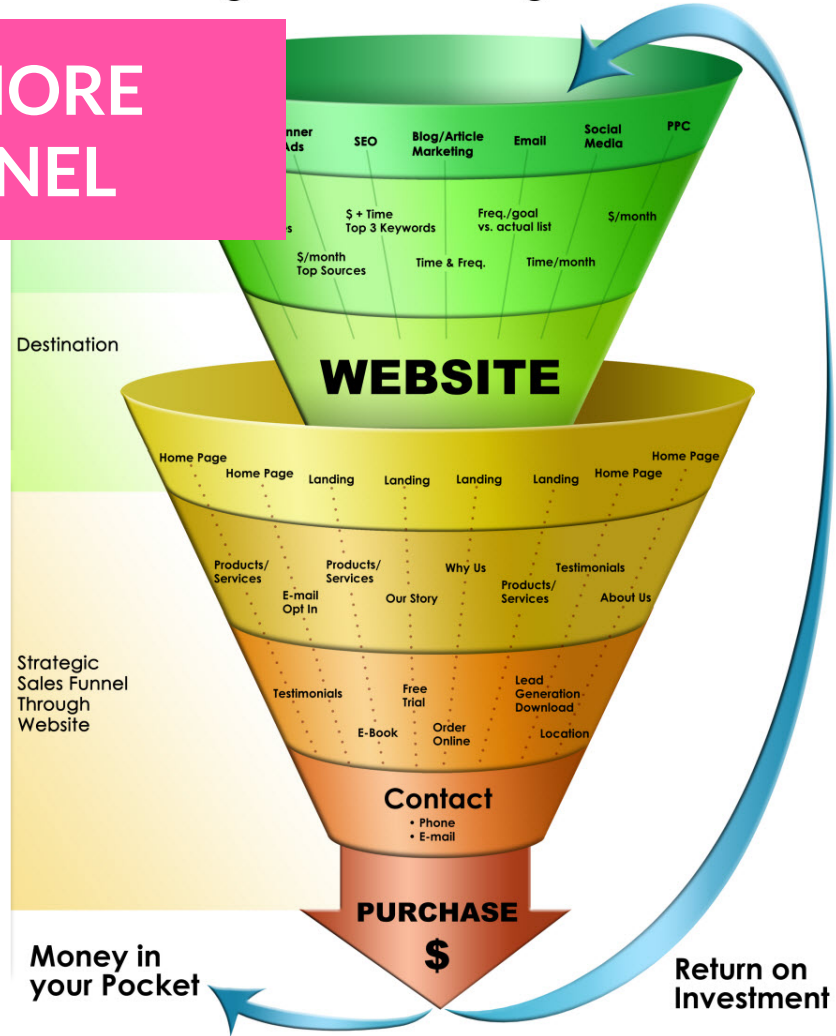
1898 - St. Elmo Lewis

INVERTED TRIANGLES

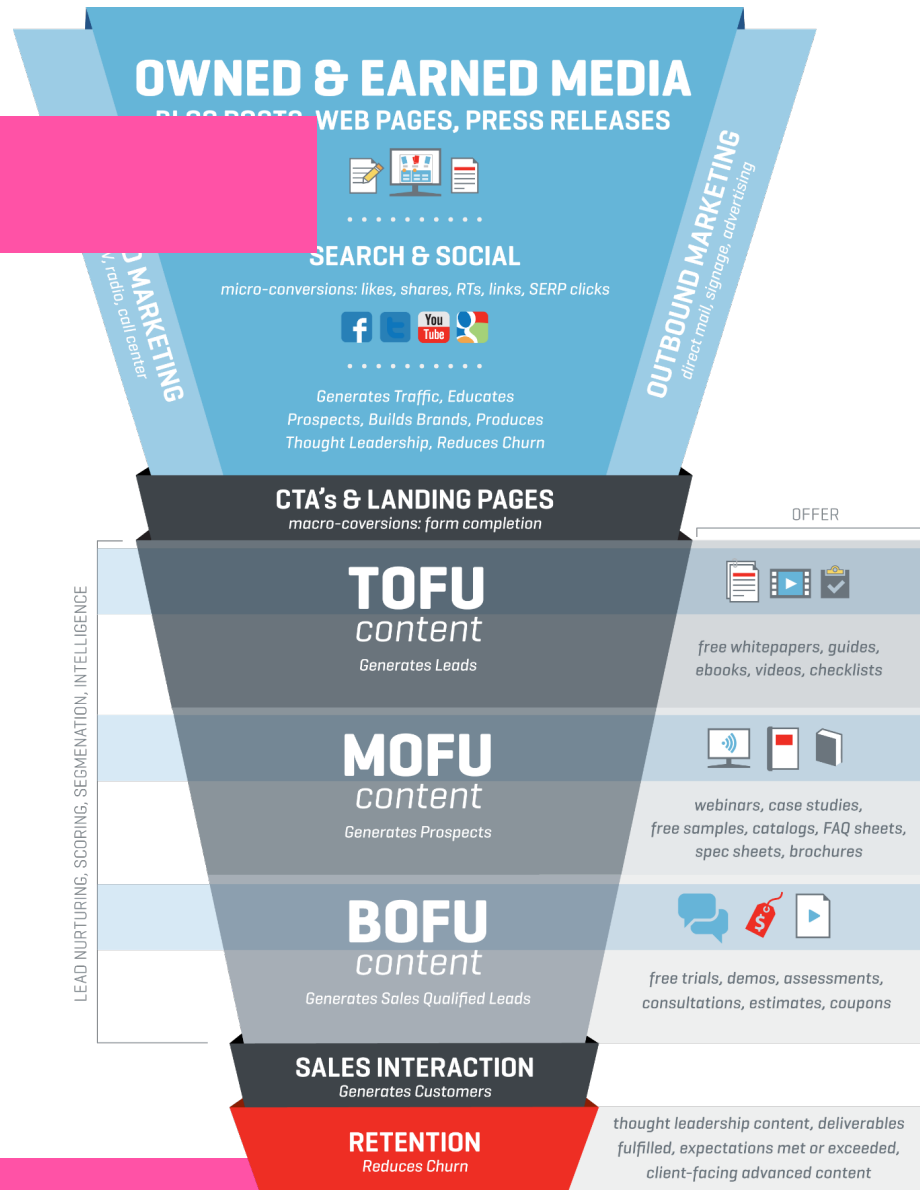


Turning Online Marketing Into Dollars

FUNNEL INSIDE A MORE COMPLICATED FUNNEL



THE FU FUNNEL



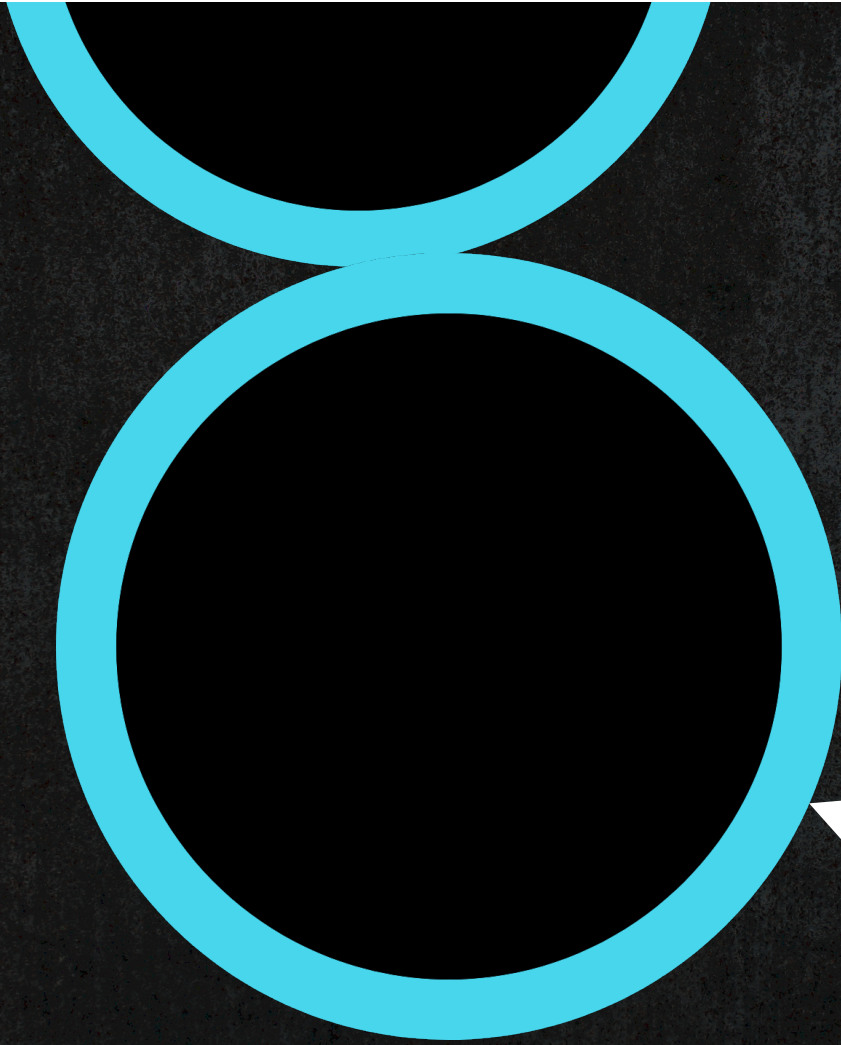
THE FUNNEL

A lot has changed since 1898











**MOMENT OF
INSPIRATION**

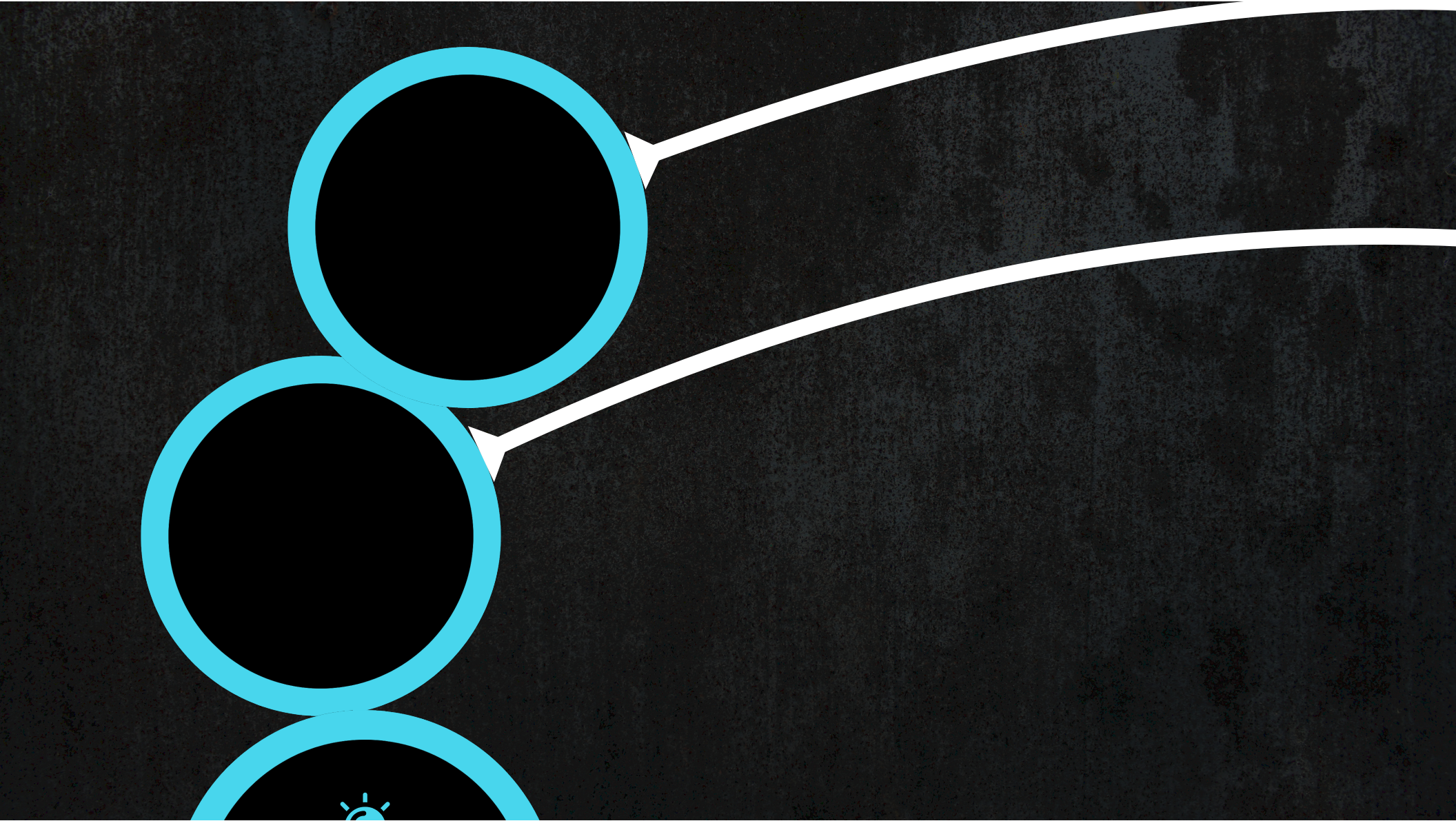




**MOMENT OF
INSPIRATION**









**TRIGGER
QUESTION**



**PRIME
BRAND**



**TRIGGER
QUESTION**





**PRIME
BRAND**



**TRIGGER
QUESTION**









+/-
ACTIVE EVALUATION





PRIME
BRAND

+/-

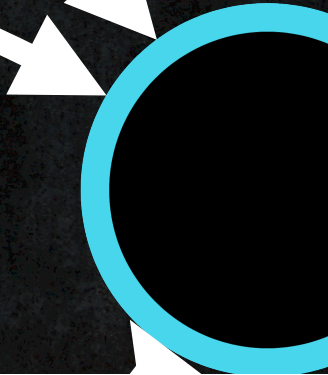
ACTIVE EVALUATION





+/-

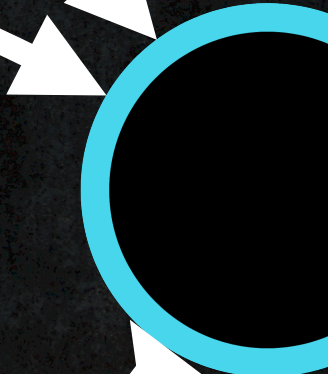
ACTIVE EVALUATION





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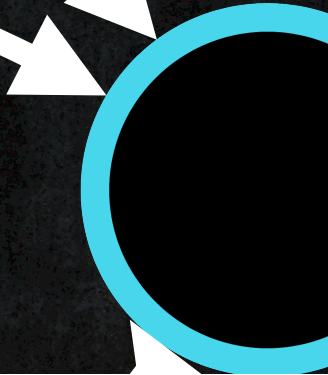
ACTIVE EVALUATION





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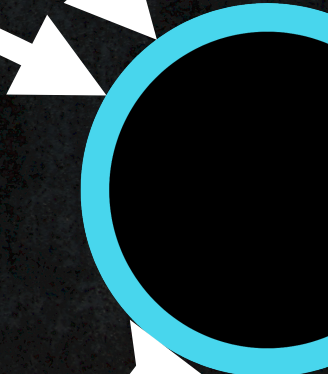
ACTIVE EVALUATION





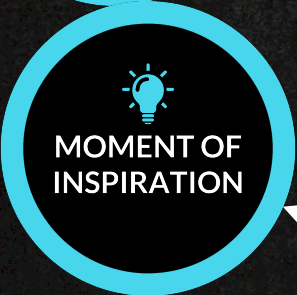
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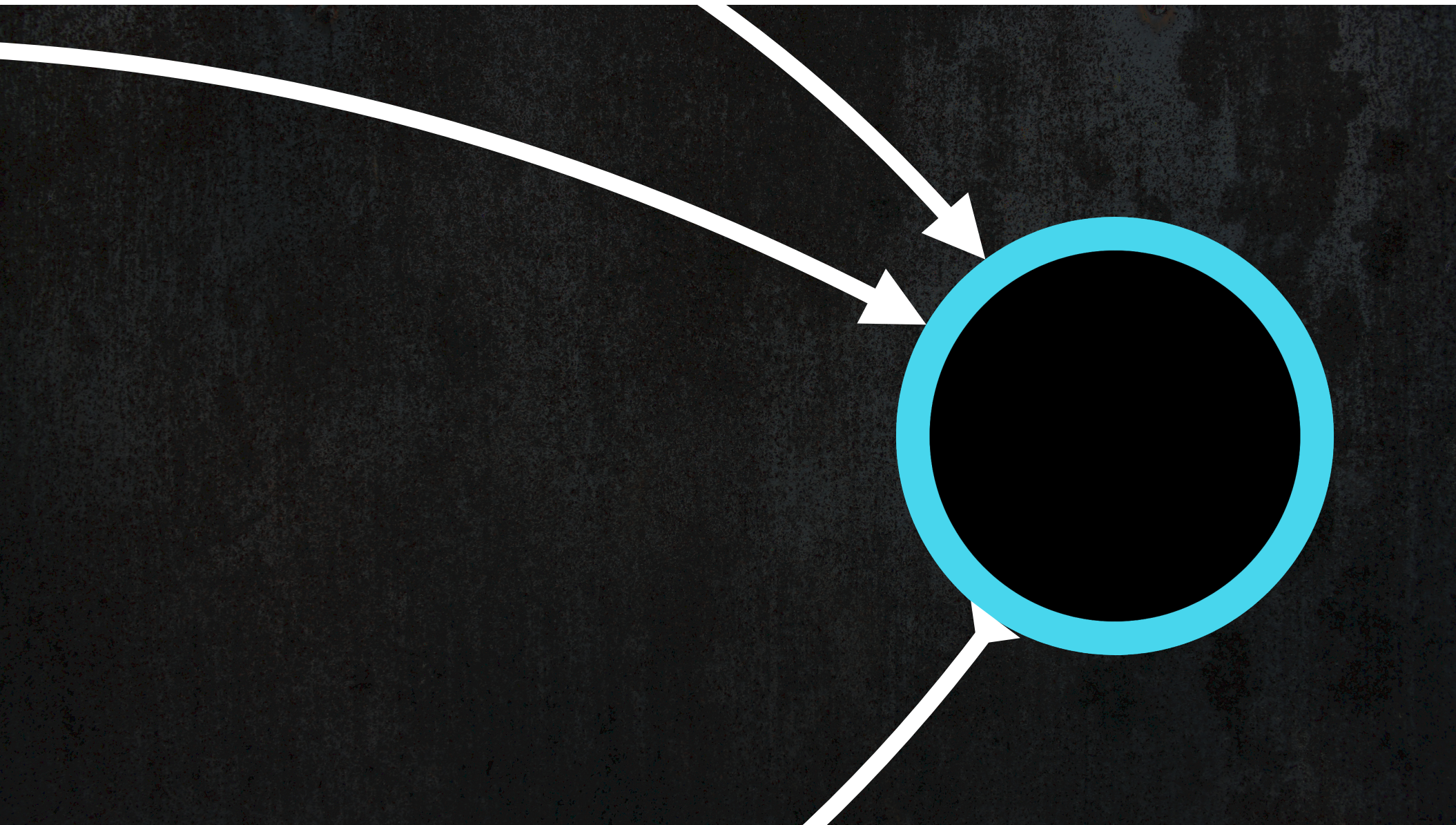
ACTIVE EVALUATION





+/-
ACTIVE EVALUATION







**MOMENT OF
COMMITMENT**

The instant we trade
money, data, or time for
information, to buy a
product or a service, or to
support a cause.



The instant we trade
money, data, or time for
information, to buy a
product or a service, or to
support a cause.





**MOMENT OF
COMMITMENT**





+/-

ACTIVE EVALUATION



PRIME BRAND



TRIGGER QUESTION



MOMENT OF INSPIRATION



MOMENT OF COMMITMENT

LOYALTY LOOP



LOYALTY LOOP



LOYALTY LOOP

A series of **micro-encounters**
that leave an impression.



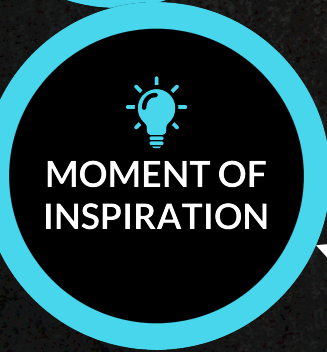
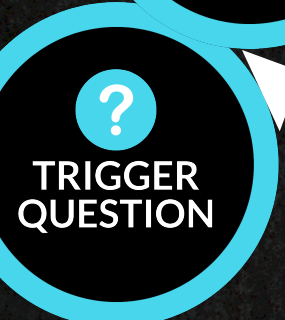
LOYALTY LOOP

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that leave an impression.



+/-

ACTIVE EVALUATION



LOYALTY LOOP






+/-
ACTIVE EVALUATION

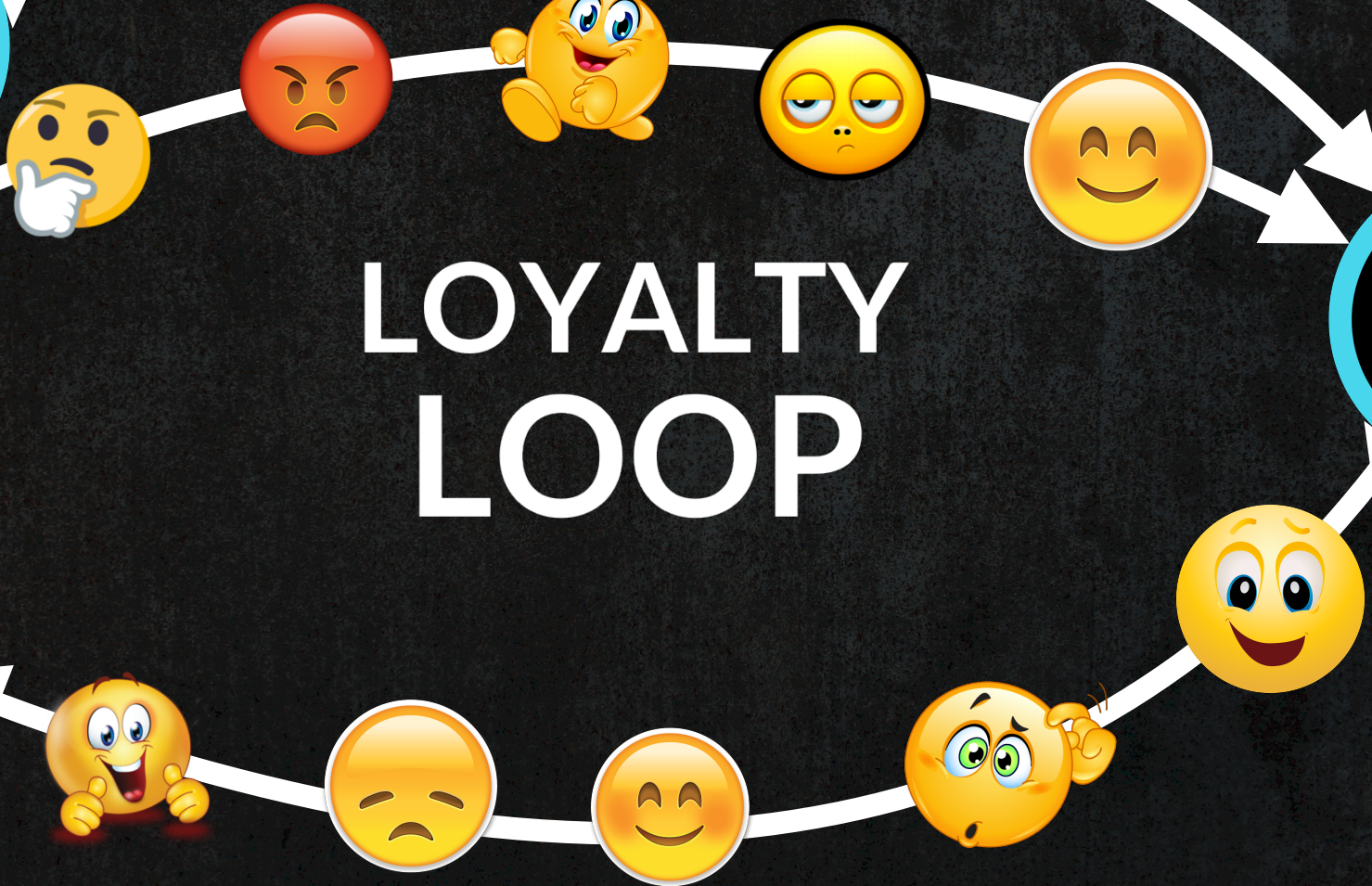
LOYALTY LOOP


PRIME BRAND


TRIGGER QUESTION


MOMENT OF INSPIRATION


MOMENT OF COMMITMENT






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ACTIVE EVALUATION

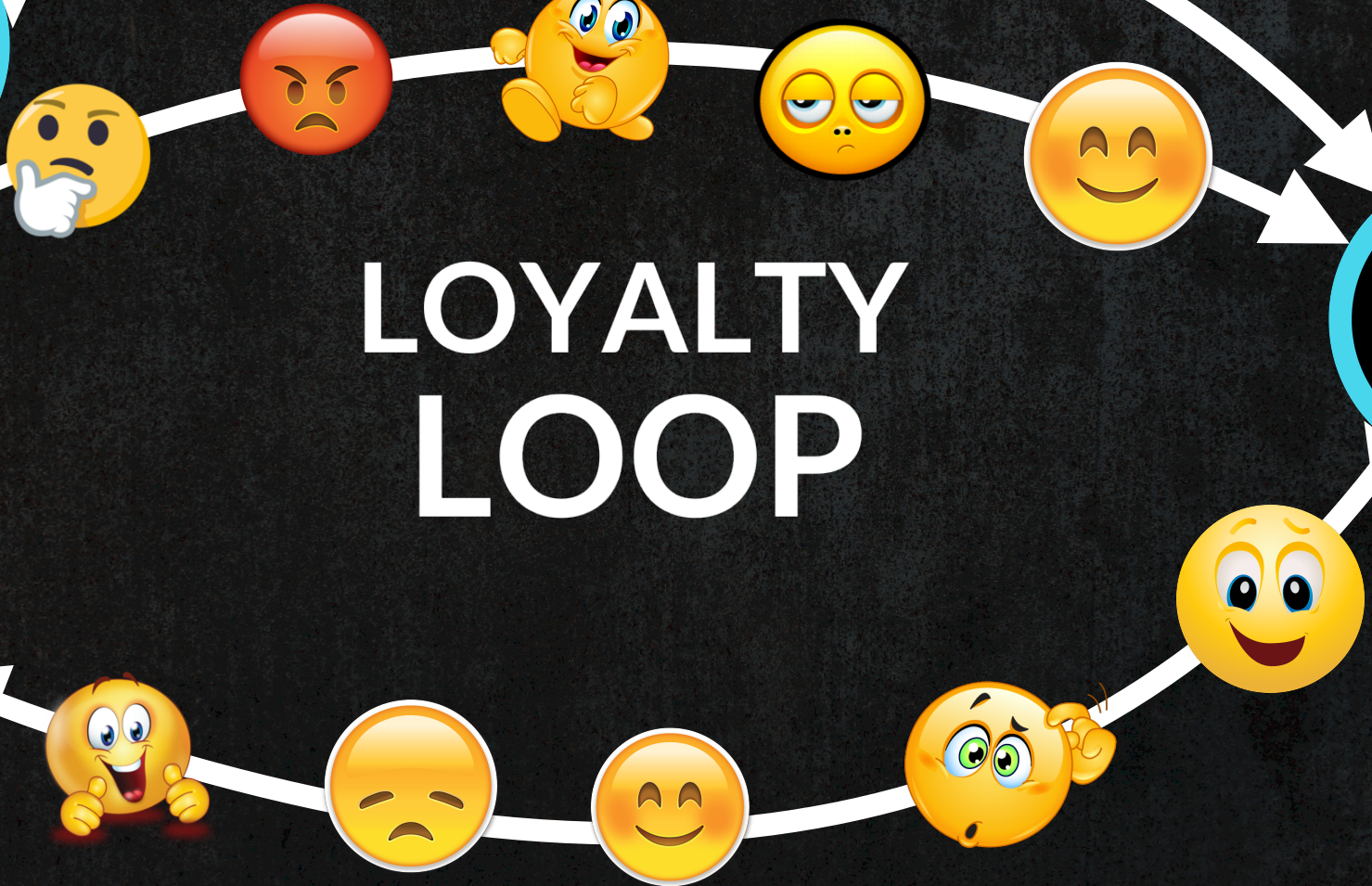
LOYALTY LOOP


PRIME BRAND


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MOMENT OF INSPIRATION


MOMENT OF COMMITMENT





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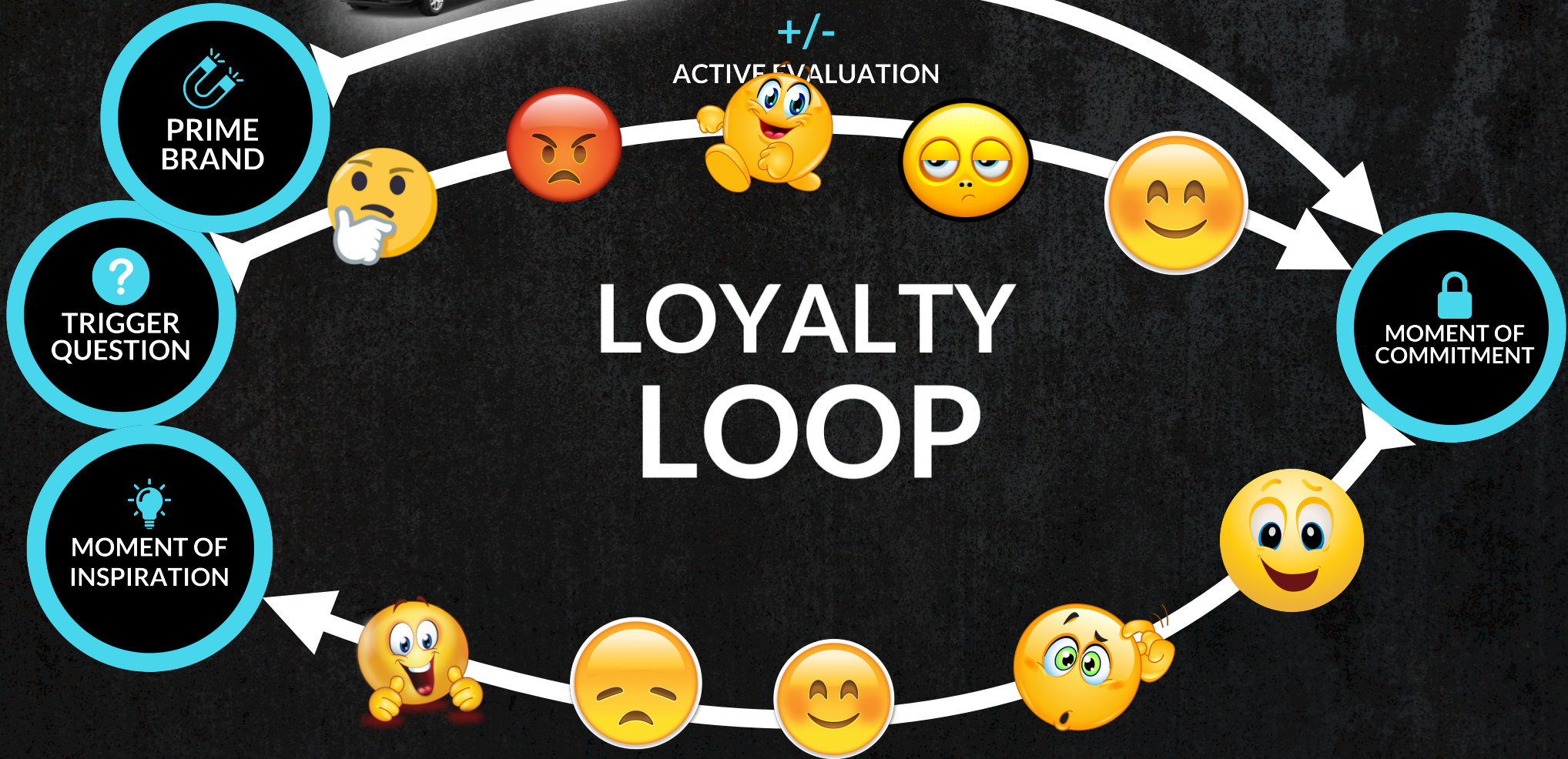
LOYALTY LOOP

PRIME BRAND

TRIGGER QUESTION

MOMENT OF INSPIRATION

MOMENT OF COMMITMENT





+/-

ACTIVE EVALUATION

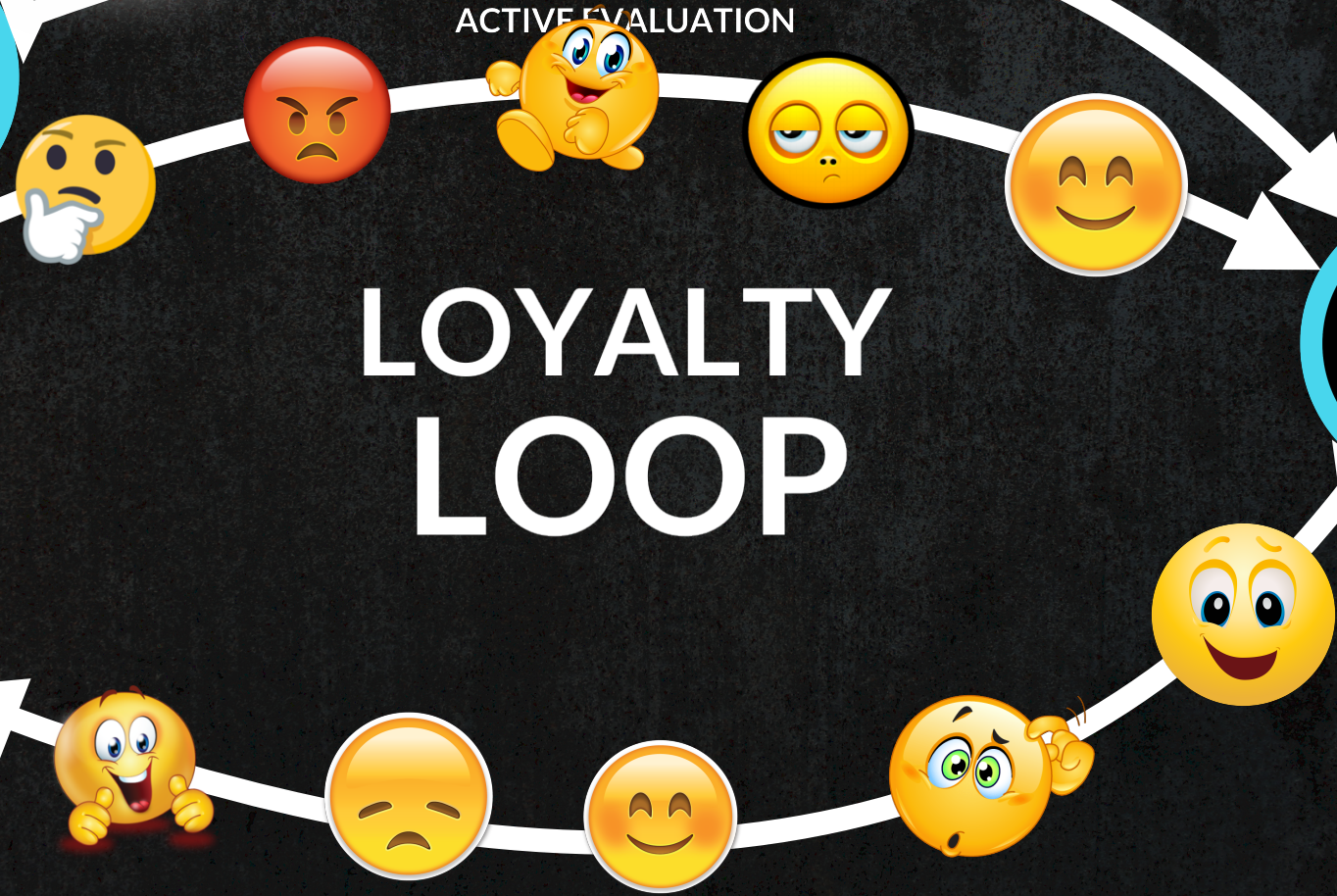
LOYALTY LOOP


PRIME BRAND


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MOMENT OF INSPIRATION


MOMENT OF COMMITMENT





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ACTIVE EVALUATION

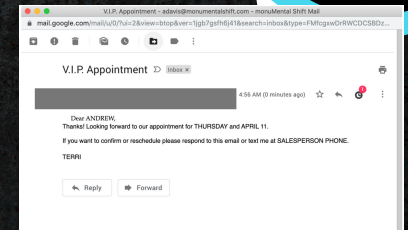

PRIME
BRAND


TRIGGER
QUESTION


MOMENT OF
INSPIRATION

LOYALTY LOOP


MOMENT OF
COMMITMENT





V.I.P. Appointment ⌵ Inbox x



4:56 AM (0 minutes ago)



Dear ANDREW,
Thanks! Looking forward to our appointment for THURSDAY and APRIL 11.
If you want to confirm or reschedule please respond to this email or text me at SALESPERSON PHONE.
TERRI

Reply

Forward

OF
ENT

V.I.P. Appointment Inbox x

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forward



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ACTIVE EVALUATION

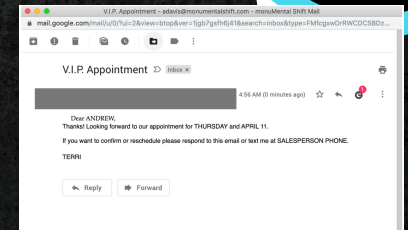

PRIME
BRAND


TRIGGER
QUESTION


MOMENT OF
INSPIRATION

LOYALTY LOOP


MOMENT OF
COMMITMENT





+/-

ACTIVE EVALUATION

PRIME
BRAND

?

TRIGGER
QUESTION

💡

MOMENT OF
INSPIRATION

LOYALTY
LOOP

🔒
MOMENT OF
COMMITMENT

CRAFT OUR LOYALTY LOOPS

We don't sell a financial product or a service.
We sell an experience.

Andrew Davis
@DrewDavisHere

BUILDING A LOYALTY LOOP

Starting with the moment
of commitment.

STEVEN JONES

CEO & Founder
Tulsa Renew





- Services
- About Us
- Galleries
- Recent Jobs
- Testimonials
- Blog
- Contact



The Leading Siding Contractor in Tulsa OK - specializing in top-quality siding, replacement windows, doors & spray foam insulation!

Serving the Greater Tulsa OK metro area!

Project

Click on a thumb



Nachtigall Pr



About Tulsa Renew



CRUCIAL CONCERN →

“At Tulsa Renew, we believe that you should know exactly what’s being done to your house - even when you’re not at home - every single day we’re on the job.”

Tulsa Renew has a reputation as Tulsa’s premier provider of high quality siding, replacement windows, replacement doors, and spray foam insulation. Our ability to provide the Ultimate Client Experience, combined with the best products in the industry, helps us give homeowners a value that is unmatched.

With over a decade of industry experience, owner **Steven Jones** has seen every aspect of the exterior renovations industry including installation, project management and sales. He is a native Tulsan, with a genuine love for this city. Along with his beautiful wife and two small children, Steven’s goal is to give back into the community in which he was raised.

Tulsa Renew is founded on his faith, passion for the industry and drive for excellence. Our goal is to exceed the expectations of clients in every way by above par communication, proper timelines, punctuality, and

Submit

WHAT OTHERS ARE SAYING...

“The promptness of the work done, the quality of the workers and the workmanship they showed while working on my house was incredible. Steven and I communicated really well, he was really observant about everything, more so than I was.”

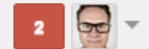


– K. Kennon



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adavis@monumentalshift.com



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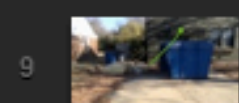
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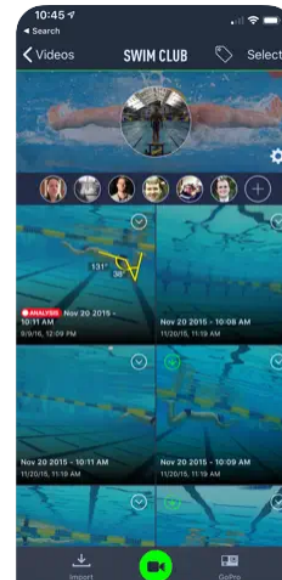
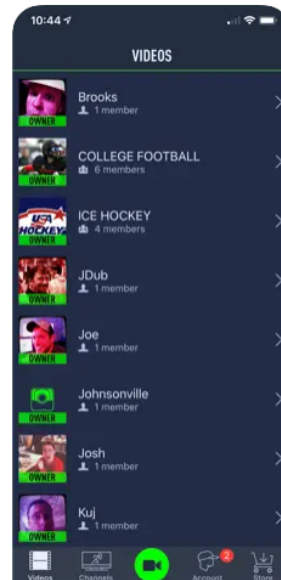
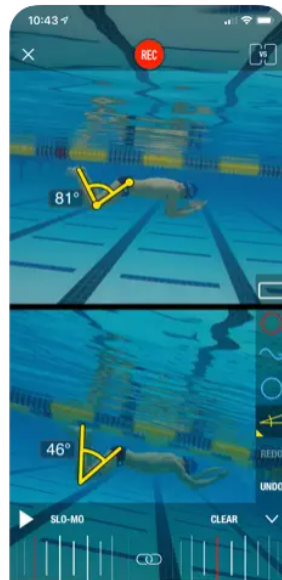
Watsky & Moody- Mrs. Robinson ft. Danny
by gwatsky
Recommended
4:06
Send feedback

App Store Preview



VIP & TEAM Coach's Eye Members 4+
For Subscribers & Team Members
TechSmith Corporation
Free

Screenshots [iPhone](#) [iPad](#) [Apple Watch](#)



Stop **telling** people we're different.
Start **showing** them we're different by
making them **feel** different.

Andrew Davis
@DrewDavisHere

Micro-moments define our experience,
differentiate our product or service,
and truly build the brand.

Andrew Davis
@DrewDavisHere

Micro-moments define our experience,
differentiate our product or service,
and truly build the brand.

Micro-moments leave a
major impression.

Andrew Davis
@DrewDavisHere

WHAT IF...

...we transform our Loyalty Loop experience?

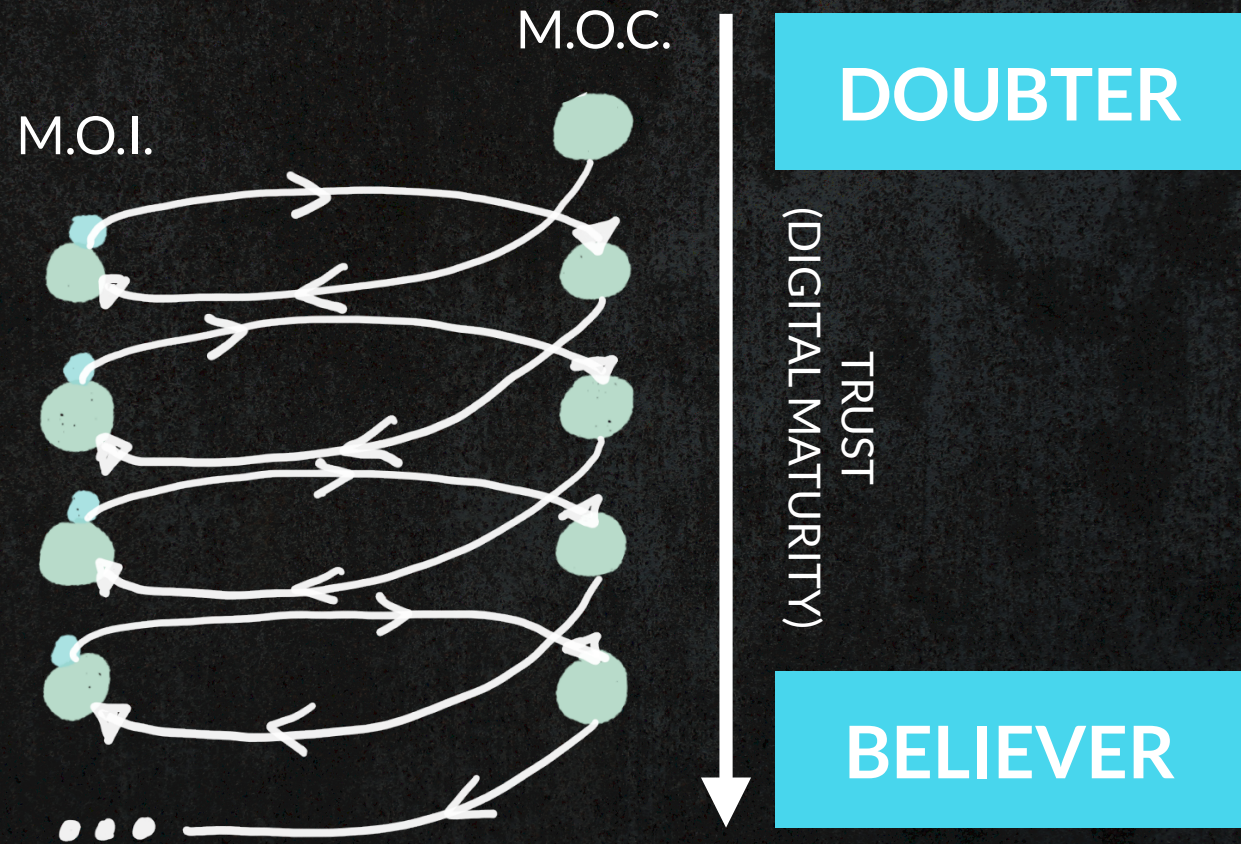
ASK YOURSELF...

...what's our customers' or members' crucial concern?

Andrew Davis
@DrewDavisHere

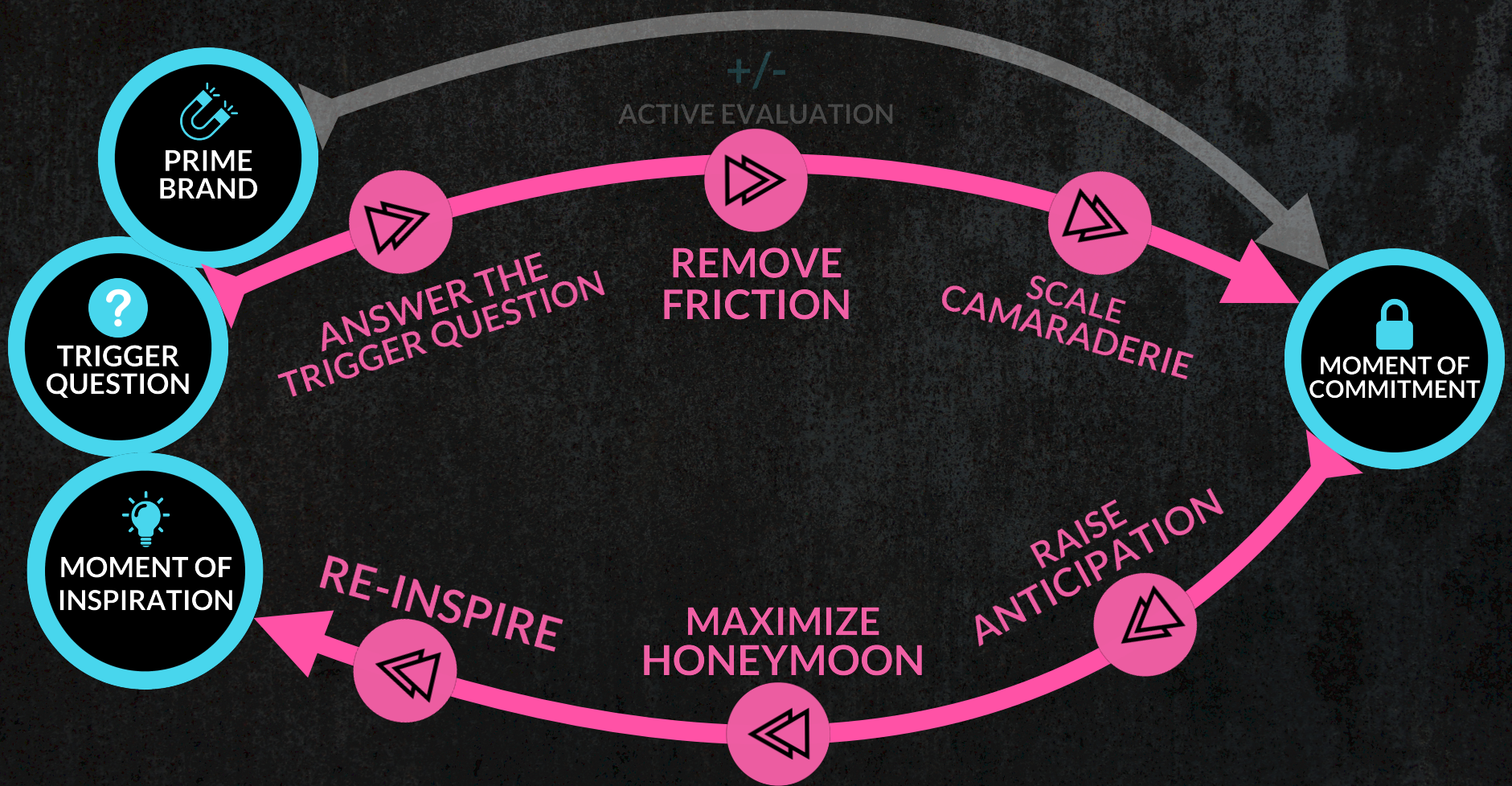


LOYALTY LOOPS BUILD TRUST.

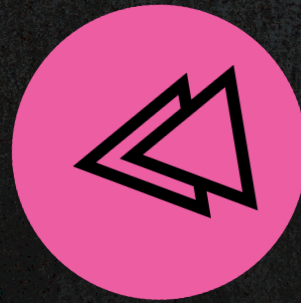








RAISE ANTICIPATION



COUPON WIZARD : STEP 1 OF 2



Choose Any 2 or more; Medium 2-Topping Pizza, Oven Baked Sandwich, Stuffed Cheesy Bread, 8-piece Chicken, or Pasta in a Dish for \$5.99 each

Select your options in this wizard, the wizard will close when your coupon is fulfilled.

REMOVE COUPON

DOMINO'S PIZZA BUILDER

SIZE & CRUST

CHEESE & SAUCE

TOPPINGS



MY PIZZA

Medium (12") Hand Tossed Pizza

Quantity: 1

ADD TO ORDER

NEXT STEP ▶

CHOOSE SIZE & CRUST

COMPOSE

Your Domino's Order Inbox x

orders@dominos.com 11:25 AM (11 minutes ago) ☆



ORDER MENU COUPONS LOCATIONS

Thank you for placing your order at Dominos.com! If you have any questions about your order, please call the store directly at [617-419-4400](tel:617-419-4400).

In case the store needs to reach you, we'll call the phone number below. If you do not answer we will be unable to deliver your order.

DOMINO'S TRACKER® | **CLICK HERE TO TRACK**
THE PROGRESS OF YOUR ORDER IN REAL TIME

Customer Information

Name on Order: Andrew Davis

Delivery Address: 50 TERMINAL ST Suite 716 Building #2, CHARLESTOWN, MA 02129-1973

Callback Phone #: 6172900480

Inbox

- Starred
- Important
- Sent Mail
- Drafts (4)
- Circles

- brandscapingbook...
- davis201@gmail.co...
- Notes
- PRESS
- More

Google Calendar +

Copy2Contact -

Instantly create a new Contact or Event!

Help About Share Prefs v1.0b

Go!



Domini



Search, chat, or SMS

- or
- Carlie Fairchild
- Jon Davis
- Kevin Dodge
- Michele Linn
- Pam Kozelka
- Elizabeth Davis
- HMMM
- I. C.E Liz Davis
- Lost Ipad
- Elizabeth Davis

Home

Add a

Your notes

support |



HOME

ENTRÉES

SIDES & DESSERTS

COUPONS

THANK YOU FOR YOUR ORDER

Order #3 was successfully placed.

You should receive a confirmation email shortly containing you

NICE ORDER. TRACK IT NOW.

ORDER PLACED PREP BAKE QUALITY CHECK DELIVERY

1 2 3 4 5

WE'RE FIRING IT UP - Vanessa began custom-making your order at 11:25 AM.

DOMINO'S TRACKER WITH PETE THE PIZZAMAKER

“Vanessa began custom-making your order...”

RATE YOUR ORDERING EXPERIENCE

How was your online ordering experience?



..... CREATE A
PIZZA PROFILE



HOME

ENTRÉES

SIDES & DESSERTS

COUPONS

THANK YOU FOR YOUR ORDER

Order #3 was successfully placed.

You should receive a confirmation email shortly containing your order number and the store information. Your order details are below.

NICE ORDER. TRACK IT NOW.

ORDER PLACED PREP BAKE QUALITY CHECK DELIVERY

1 2 3 4 5

YOUR ORDER IS IN THE OVEN - Vanessa put your order in the oven at 11:27 AM. PATENT PENDING 4.2.0

DOMINO'S TRACKER® WITH **PETE THE PIZZAMAKER**

RATE YOUR ORDERING EXPERIENCE

How was your online ordering experience?





HOME

ENTRÉES

SIDES & DESSERTS

COUPONS

THANK YOU FOR YOUR ORDER

Order #3 was successfully placed.

You should receive a confirmation email shortly containing your order number and the store information. Your order details are below.

NICE ORDER. TRACK IT NOW.

John!

ORDER PLACED PREP BAKE QUALITY CHECK OUT FOR DELIVERY

1 2 3 4 5

WE'RE ON THE WAY - John left the store with your order at 11:35 AM. PATENT PENDING 4.2.0

DOMINO'S TRACKER® WITH **PETE THE PIZZAMAKER**

RATE YOUR ORDERING EXPERIENCE

How was your online ordering experience?





HOME

ENTRÉES

SIDES & DESSERTS

COUPONS

THANK YOU FOR YOUR ORDER

Order #3 was successfully placed.

You should receive a confirmation email shortly containing your order number and the store information. Your order details are below.

NICE ORDER. TRACK IT NOW.

ORDER PLACED PREP BAKE QUALITY CHECK ORDER HAS BEEN DELIVERED

1 2 3 4 5

MMM, IT'S THERE - We hope you're enjoying your meal!

PATENT PENDING 4.2.0

DOMINO'S TRACKER® WITH **PETE THE PIZZAMAHER**

RATE YOUR ORDERING EXPERIENCE

How was your online ordering experience?



THERE'S A FASTER WAY TO GET THIS PIZZA

ORDER ONLINE

AT DOMINOS.COM

PIZZA PROFILE

Create your **PIZZA PROFILE** and we'll save your address, payment information, recent orders and more, to make ordering online **faster** and **easier** than calling the store.

COUPONS & MORE

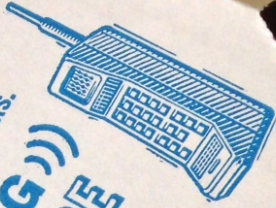
Now, you can get coupons available now and more by finding your order.

EASY ORDER

After placing your favorite order, save it as your **EASY ORDER™**, and order it **faster** next time on your computer or mobile in as little as 5 clicks.

“CALLING” THE STORE IS SO 1980!

If you're going to use a phone, try one of our easy-to-use mobile apps for Windows 8 Phone, iPhone® or Android™.





THE ORDER TRACKER

RAISES ANTICIPATION

But more importantly
it invites us to share our
heightened enthusiasm!

Andrew Davis
@DrewDavisHere



James Sorensen @expertinservice

Follow



Susan Hash @susanhash

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Popular accounts · Find friends

Trends · Change

- #PacificRim Promoted
- #pivotcon
- #DMA13
- Asamoah Gyan
- #RapGod
- #EndThisNow
- #YoureMoreAttractivelf
- Burberry
- Watch Dogs
- SNL



Dan Loper @Dan_Loper

17h

Love the **dominos order tracker**. Now I can sit on my porch and say things like "Yo Brandon" when the delivery boy walks up #ItTellsYouHisName

Expand



Jenna Lightstone @jennalightstone

13 Oct

watching the **dominos tracker** on my **order** makes me so excited

Expand

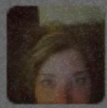


zombieite @zombieite

13 Oct

Domino's awesome tech "his **order** – which consisted entirely of soda... had been 'placed in the oven.'" dailycaller.com/2010/03/12/an-... via @Charms31

View summary



Gina Brizendine @baneena

13 Oct

I love @dominos ! I just saw the online **order tracker**! So cool! Love that you see exactly where/who they are in the process of your pizza!

Expand Reply Retweet Favorite Buffer More HootSuite

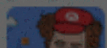


Boss Ass Bitch @mallk_myballs

12 Oct

@dominos The **order tracker** is the worst today it keeps freezing on me and now im sad

Expand



Aaron Harris @AKA_GGXX

12 Oct

James Sorensen @expertinservice

Susan Hash @susanhash

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Boss Ass Bitch @mallk_myballs 12 Oct

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Popular accounts · Find friends

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 Expand

zombieite @zombieite 13 Oct
 Domino's awesome tech "his **order** – which consisted entirely of soda... had been 'placed in the oven.'" dailycaller.com/2010/03/12/an-... via @Charms31
 View summary

Gina Brizendine @baneena 13 Oct
 I love @dominos ! I just saw the online **order tracker**! So cool! Love that you see exactly where/who they are in the process of your pizza!
 Expand Reply Retweet Favorite Buffer More HootSuite

Boss Ass Bitch @mallk_myballs 12 Oct
 @dominos The **order tracker** is the worst today it keeps freezing on me and now im sad
 Expand

Aaron Harris @AKA_GGXX 12 Oct

HOME ENTREES SIDES & DESSERTS COUPONS

THANK YOU FOR YOUR ORDER

Order #88942 was successfully placed.

You should receive a confirmation email shortly containing your order number and the store information. Your order details are below.

PLACE ORDER. TRACK IT NOW.

ORDER PLACED PREP BAKE QUALITY CHECK DELIVERY

1 2 3 4 5

WE'RE ON THE WAY

RATE YOUR ORDERING EXPERIENCE

DELIVERING



a_beck15

Follow

5 days ago

Dominos order tracker is the coolest thing ever. Patiently waiting for Devin to bring us our pizza, he left at 8:59. @vaaa_nessa



vaaa_nessa, cierrahuntsman, jennawhitt5683 and imnota_man_duh like this.

Posted on January 03, 2013 from Twitterrific

FULL SIZE FLAG IMG

AdChoices GPS Reviews Unboxing Nokia Phone Nokia N96



Sometimes I order Domino's just to use the Pizza Tracker.

Like Be the first of your friends to like this.

Embed

Tweet 0



Add a comment...

Comment

Posted by >>



JimmyHawkins

Stats 14 views

Other photos by JimmyHawkins



View all 2

POWER your story PR SOFTWARE THAT STREAMLINES YOUR

\$1 Billion Online Orders

BY 2012

Ordering a pizza is no longer a task.

It's an experience.

Andrew Davis
@DrewDavisHere

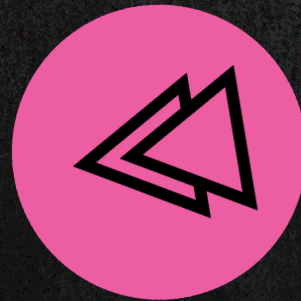
WHAT IF...

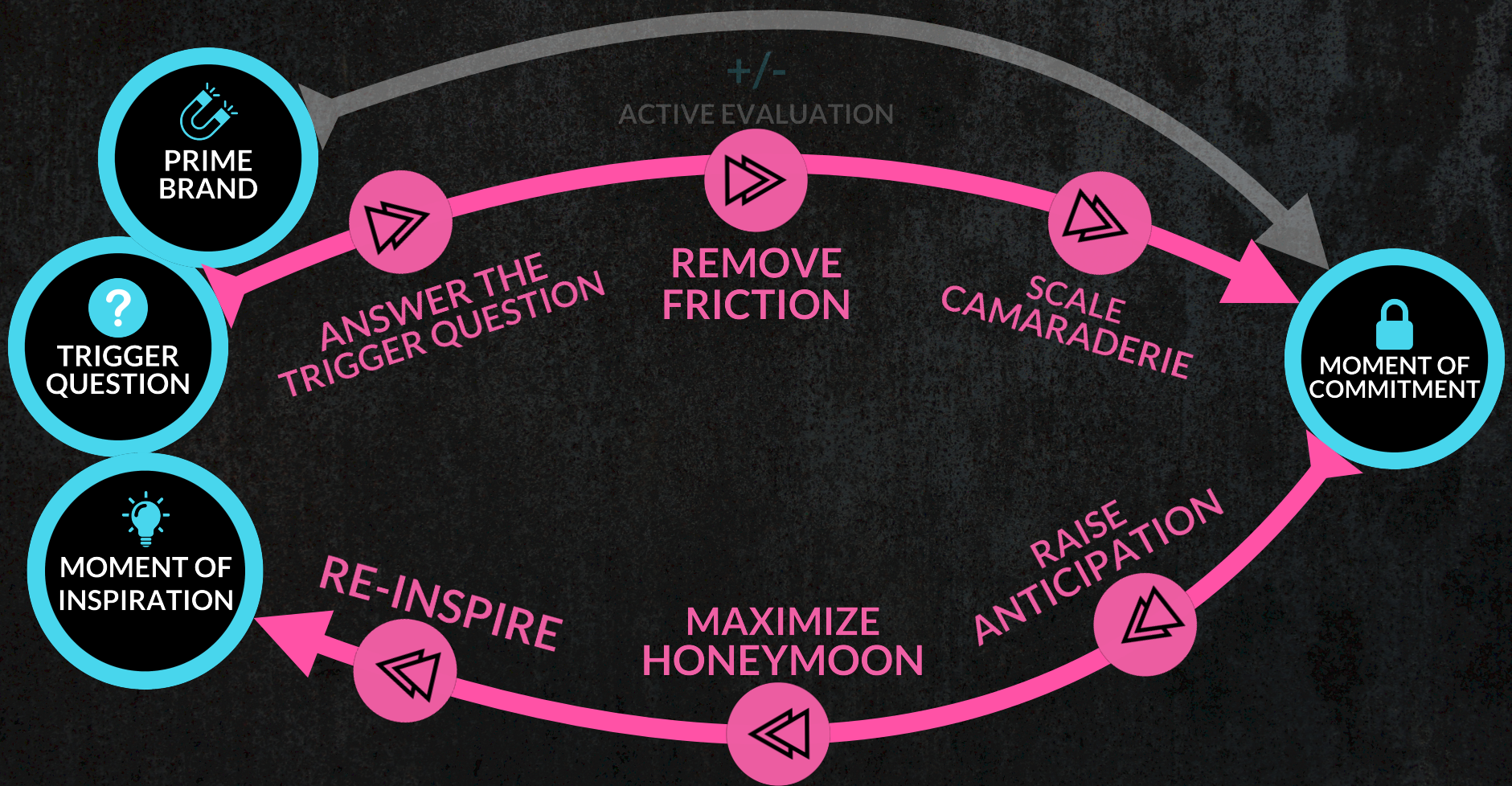
...we raise anticipation the next step in our customers' or members' experience?

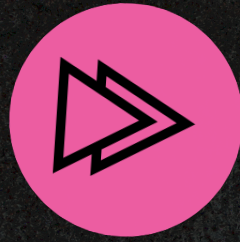
ASK YOURSELF...

... what's our pizza tracker?

RAISE ANTICIPATION







SCALE
CAMARADERIE

RICHARD YOO

Founder
Cymitar



RICHARD YOO

1999



WHAT'S NEW CONTACT US PRODUCTS & SERVICES ABOUT US TECHNICAL SUPPORT

PRODUCTS & SERVICES

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WEB HOSTING & SERVER COLOCATION

CUSTOM SOFTWARE PROGRAMMING

CONSULTING SERVICES

ALPHANUMERIC PAGING

WEB SITE DEVELOPMENT

What services does Cymitar offer?

Headquartered in San Antonio, Texas, Cymitar Technology Group was formed by a team of innovative computer professionals with experience in telecommunications, UNIX systems, network integration, programming, and hardware technology. As an established provider of Internet services, Cymitar offers a comprehensive range of [information technology consulting services](#), [Internet access options](#), [Web site hosting](#) and management, [system integration solutions](#), and [custom software programming](#). Cymitar offers high-quality, full-service technology solutions with a single focus: your business. Our primary goal is to allow your business to work more efficiently...more effectively...more intelligently in today's networked marketplace.



What sets Cymitar apart from its competitors?

Cymitar Technology Group offers an array of products and services that meet or exceed those offered by even our largest competitors. But there are two areas where Cymitar clearly separates itself from the pack: flexibility and value. We at Cymitar take great pride in our commitment to providing our clients with systems and services designed to meet *their business needs*, not ours. We take our role as business process evaluators very seriously. If a technology solution does not fit your business model or does not satisfy all of your specific business needs then you have sold yourself, and your business, short.

It is this type of thinking that helped establish Cymitar as a "technology turnaround" specialist. In today's fast-paced business world it is not uncommon to find small and midsize businesses who have fallen prey to the glitz and



1999





RICHARD YOO

GOAL: GLOBAL DOMINATION

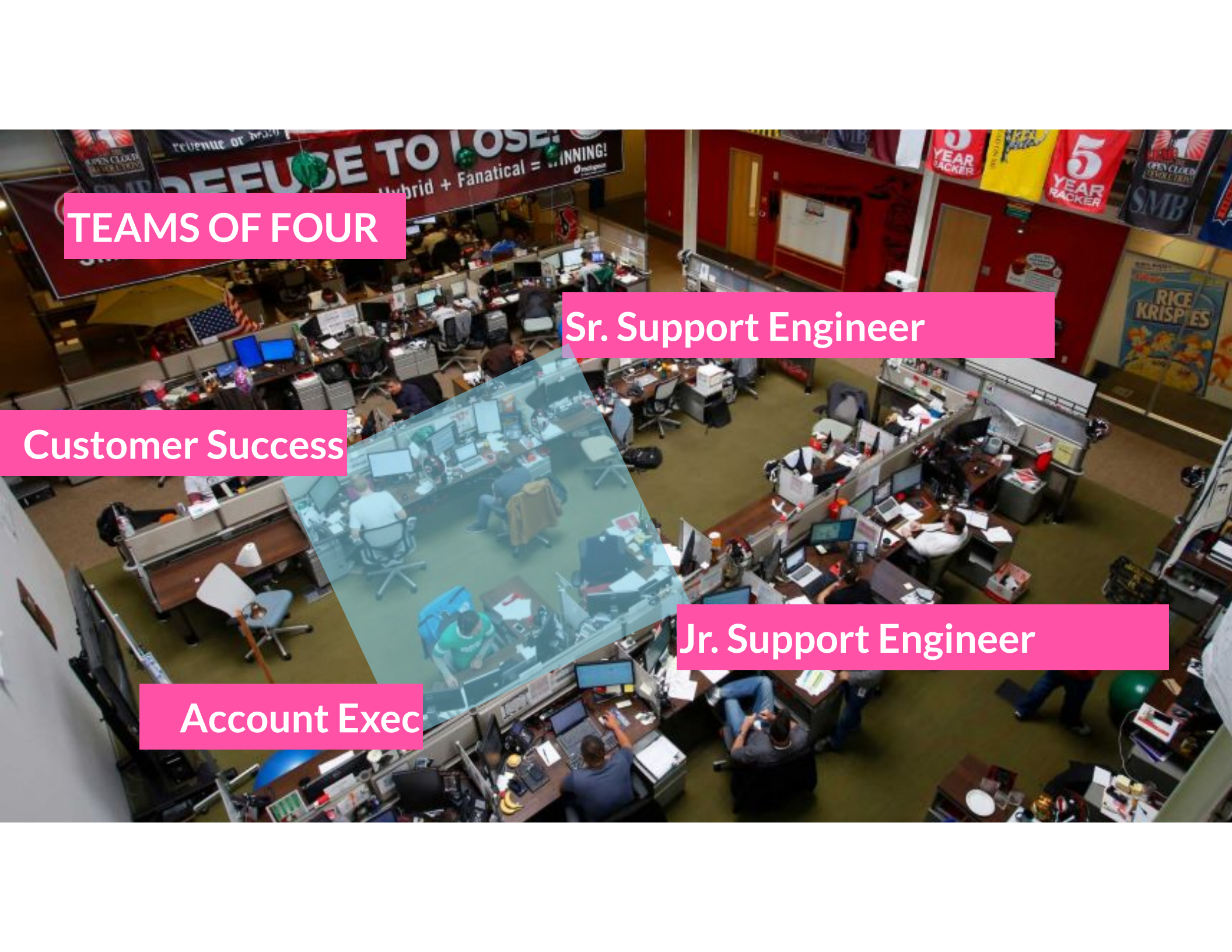






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TEAMS OF FOUR

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Customer Success

Jr. Support Engineer

Account Exec



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\$10.2 BILLION



WHAT IF...

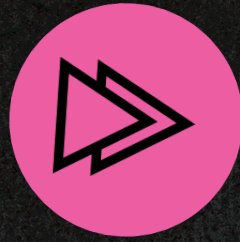


SCALE
CAMARADERIE

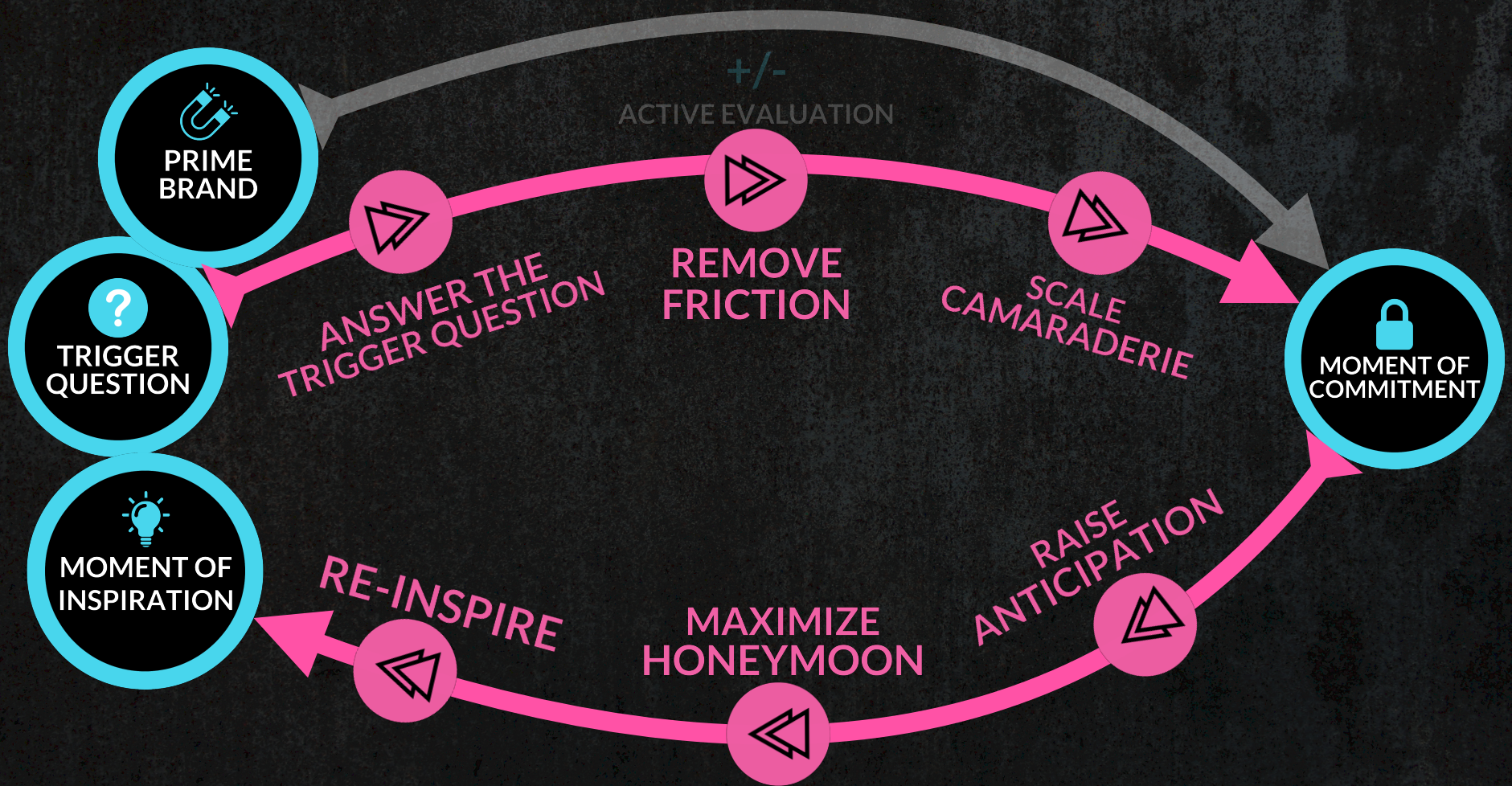
...we build mutual trust and respect
between our team and our account holders?

ASK YOURSELF...

...who's on our customer's or member's team of four?



SCALE
CAMARADERIE





LoyaltyLoopers.com

SECRET CODE:

RetailBankingRox

EVERYONE SHAPES THE EXPERIENCE

Andrew Davis
@DrewDavisHere

GREGG BUCHBINDER

1998

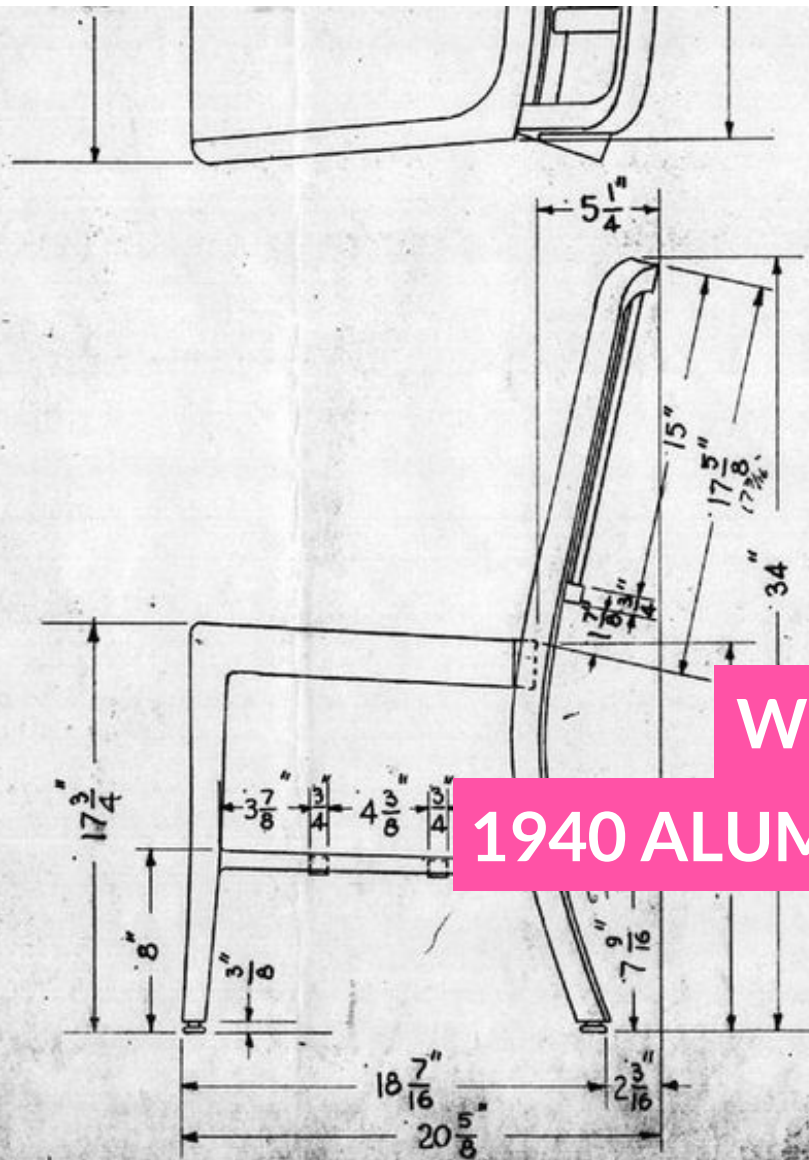
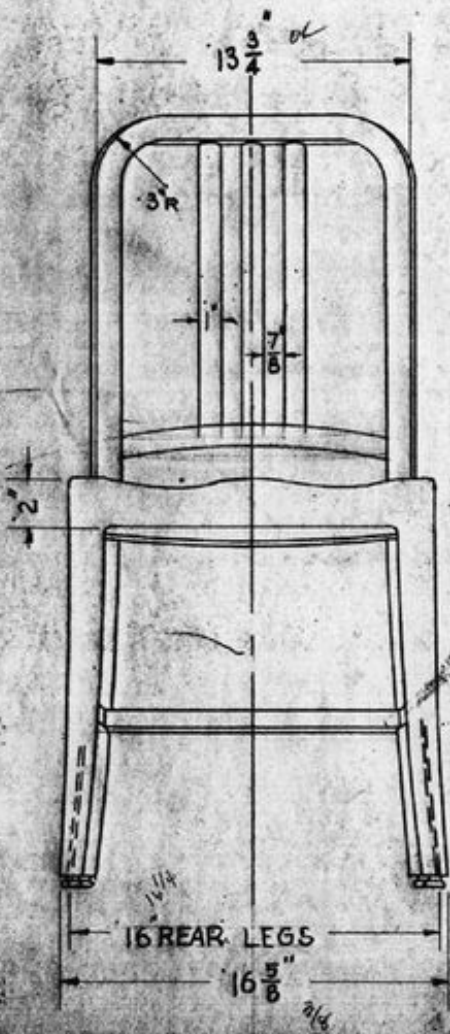


HANOVER, PA

EMECO

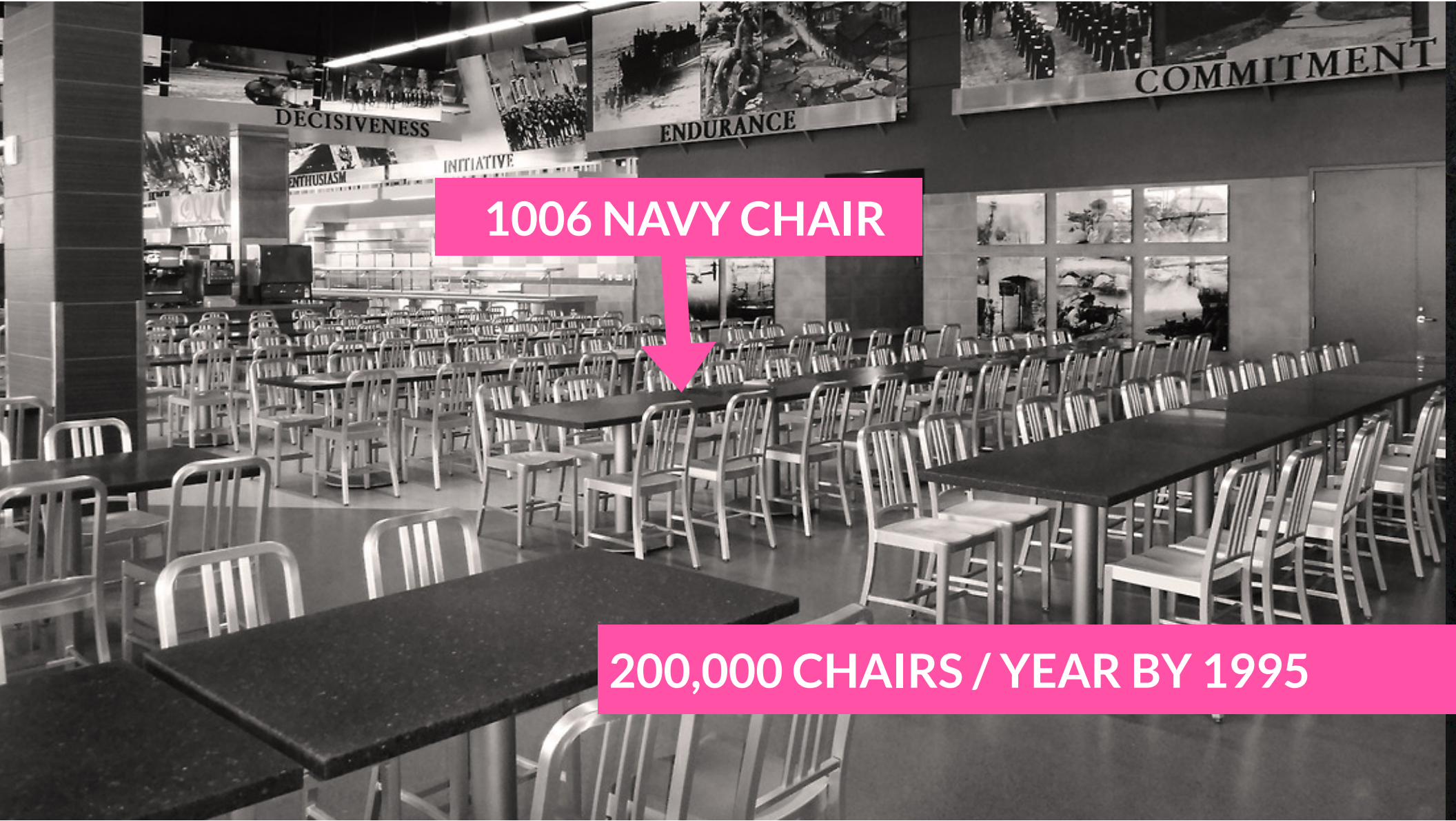
FOUNDED 78 YEARS AGO





Wilton C. Dinges
1940 ALUMINUM CHAIR

| | | | |
|---|------------------|-------------|--|
| EMECO CORP. HANOVER, PENNA. | | | |
| NAME ASSEMBLY OF 1006 CHAIR | | | |
| MATERIAL | | | |
| DRAWN BY AS | DATE 1/2/53 | ASBY NO. | |
| CHECKED BY CWN 11/1/53 | APPD BY | DRAWING NO. | |
| SCALE 2-1-0 | REPS PER UNIT | DB-1006 | |



1006 NAVY CHAIR

200,000 CHAIRS / YEAR BY 1995

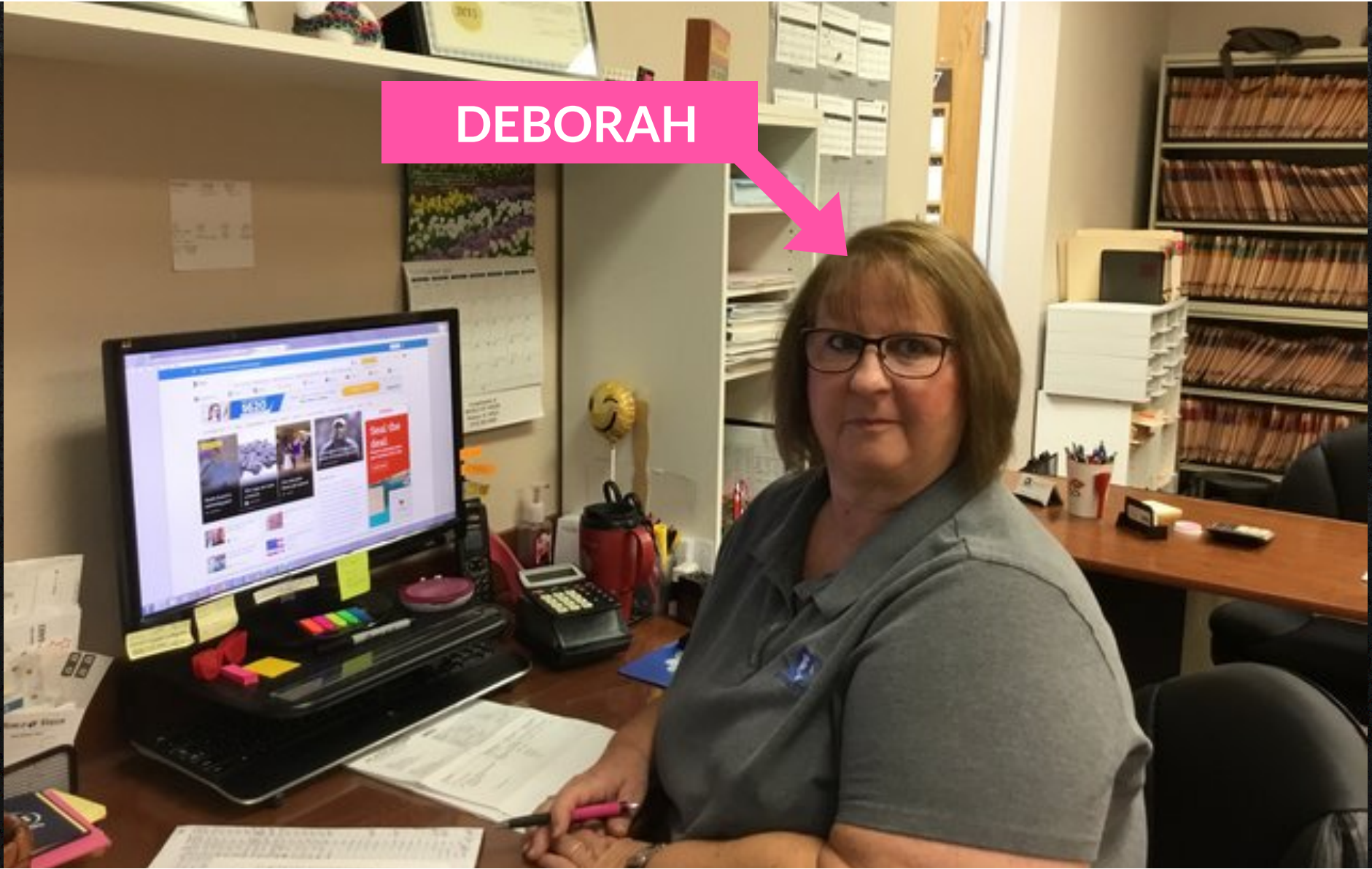


1998 - NEAR BANKRUPTCY



1999 - TOURING FACTORY

DEBORAH



GIORGIO
ARMANI



Introducing
1" All Aluminum by Jasper Morrison

\$65 MM / YR





iRobot



The Dark Knight



Kingsmen



Kingsmen



Maze Runner

WHAT IF...

...Gregg hadn't been touring the factory that day?

ASK YOURSELF...

...am I being a Deborah?

#Don'tBeADeborah



EVERYONE SHAPES THE EXPERIENCE

Andrew Davis
@DrewDavisHere



+/-

ACTIVE EVALUATION

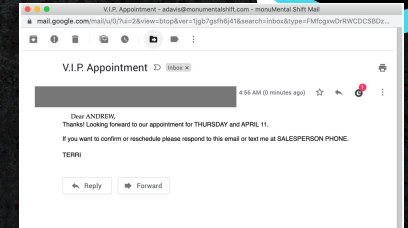

PRIME
BRAND


TRIGGER
QUESTION


MOMENT OF
INSPIRATION

LOYALTY LOOP


MOMENT OF
COMMITMENT





**MOMENT OF
INSPIRATION**





**MOMENT OF
INSPIRATION**





**TRIGGER
QUESTION**



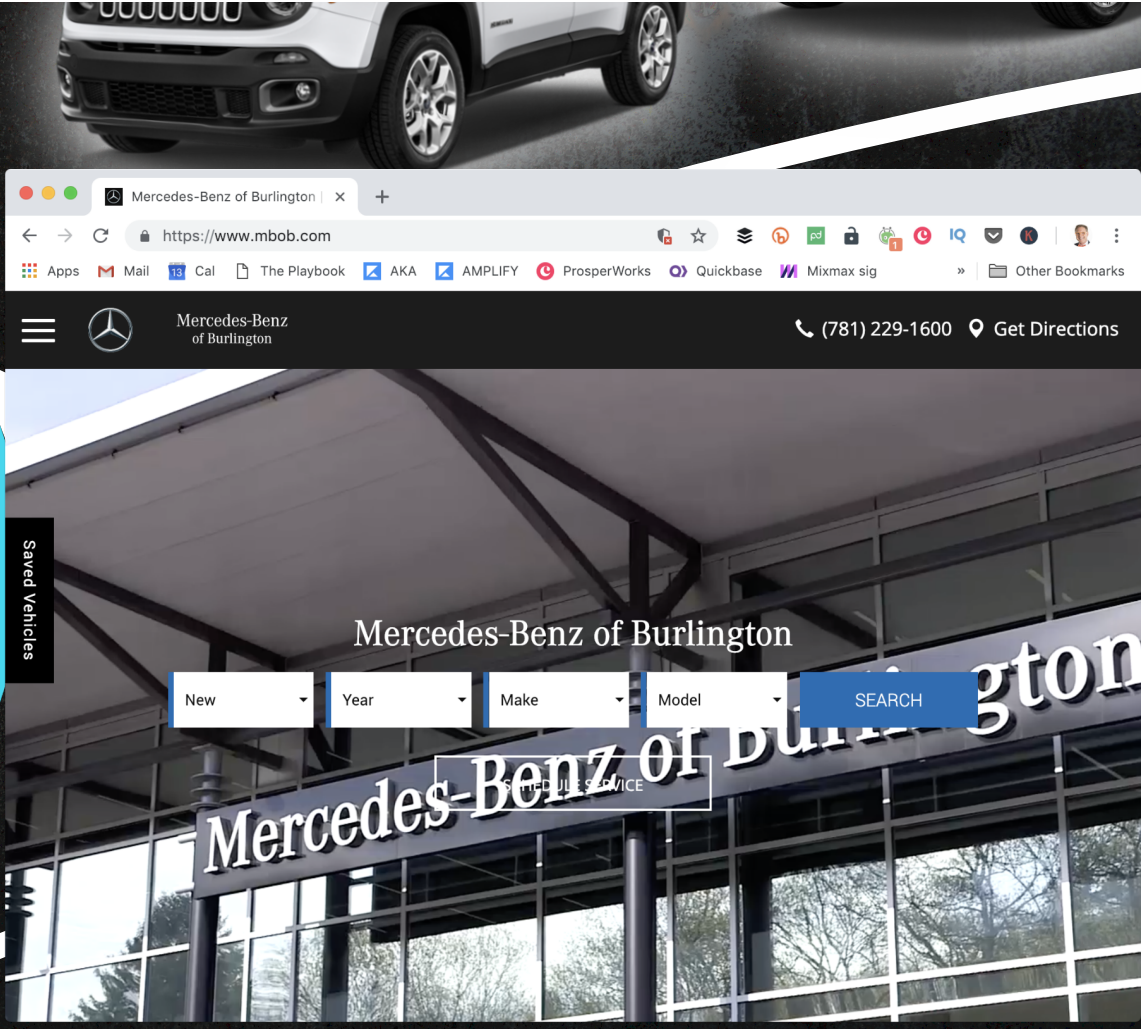
**TRIGGER
QUESTION**

Where did Elisa
buy her car?



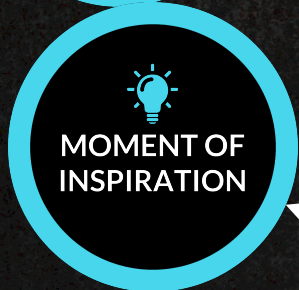
**PRIME
BRAND**







+/-
ACTIVE EVALUATION

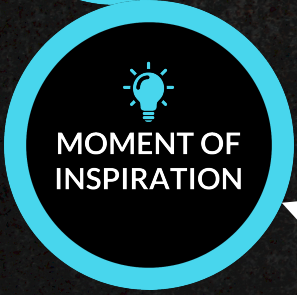


LOYALTY LOOP





+/-
ACTIVE EVALUATION

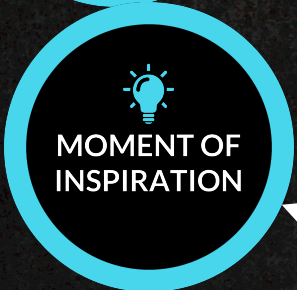


LOYALTY LOOP

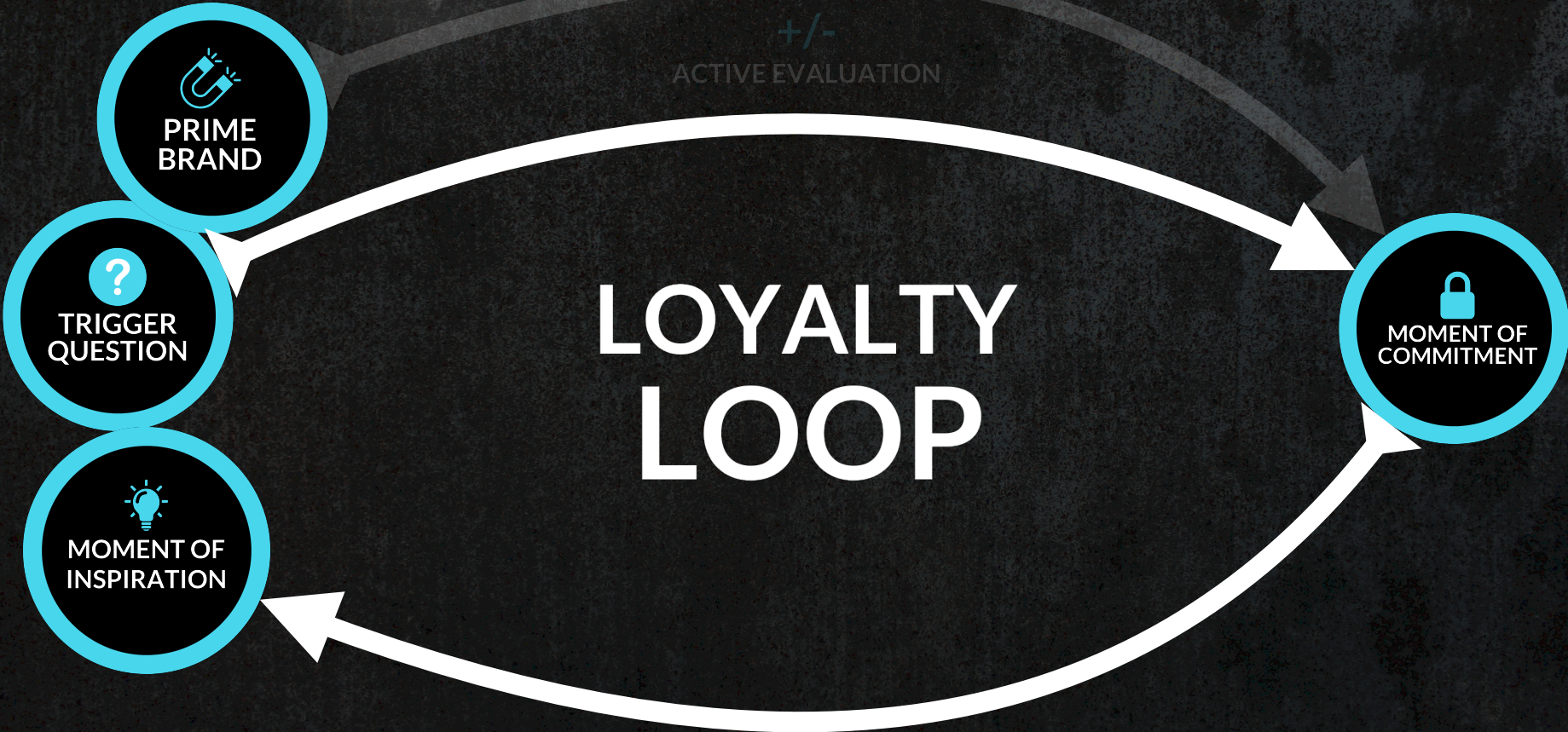




+/-
ACTIVE EVALUATION



LOYALTY LOOP



ALTY
OP



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Apps Mail Cal The Playbook AKA AMPLIFY ProsperWorks Quickbase Mixmax sig Other Bookmarks

Check Availability

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First


Last

Phone

Email*

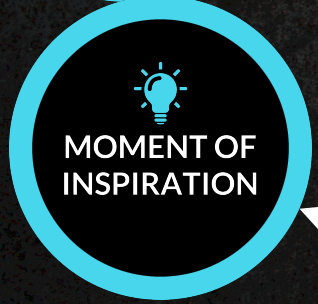
Zip Code*

CHECK AVAILABILITY





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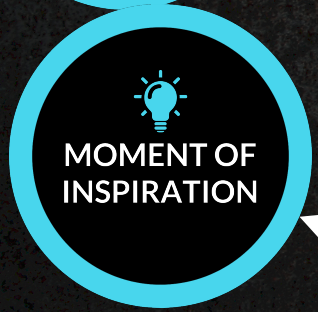


LOYALTY LOOP





+/-
ACTIVE EVALUATION



LOYALTY LOOP





+/-
ACTIVE EVALUATION



LOYALTY LOOP

PRIME BRAND

MOMENT OF COMMITMENT

TRIGGER QUESTION

MOMENT OF INSPIRATION



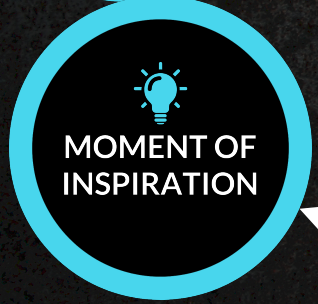
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ACTIVE EVALUATION



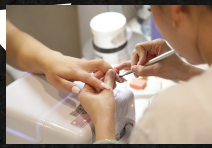
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BRAND



TRIGGER
QUESTION



MOMENT OF
INSPIRATION



LOYALTY LOOP

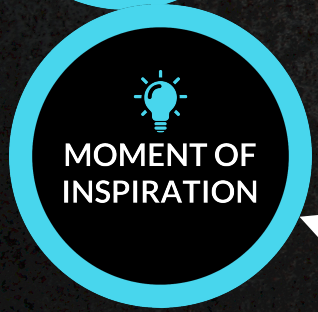


MOMENT OF
COMMITMENT

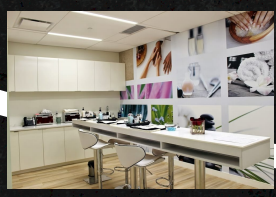
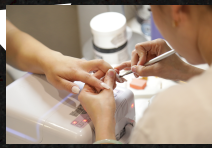




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ACTIVE EVALUATION



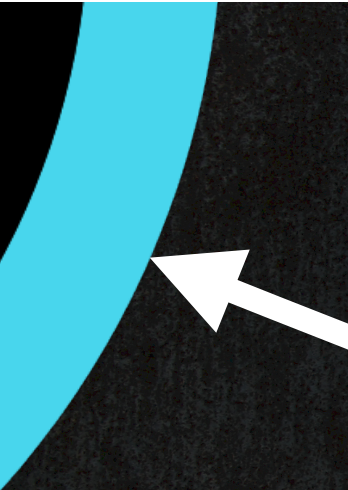
LOYALTY LOOP





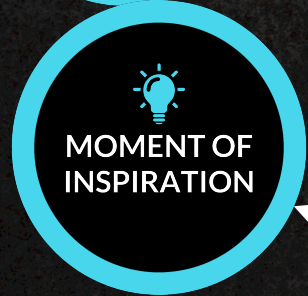




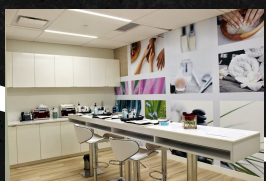


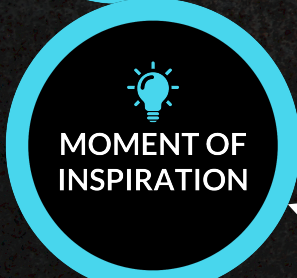


+/-
ACTIVE EVALUATION



LOYALTY LOOP





CRAFT OUR LOYALTY LOOPS

We don't sell a financial product or a service.
We sell an experience.

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