

The hard truth about loyalty

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"To avoid a price race to the bottom of the barrel, loyalty programs need advanced segmentation, highly relevant targeting and enriched customer experience to set them apart," this is the hard truth about loyalty programs according to Preneshen Munian, Agency Director of TLC Marketing Africa. Preneshen will be delving further into this topic and the 'Golden Rules' of Loyalty at the annual Brand Equity & Customer Loyalty Conference 2015, taking place this week on 25 and 26 March in Johannesburg.

The conference will be highlighting the most important aspects regarding branding strategies, loyalty programs, customer retention, partnerships, implementation, technology, brand equity, technology advancements in South Africa and how it affects the industry and measuring these brand and loyalty programs. The event will bring marketing, PR, and communication professionals the opportunity to successfully introduce and maintain loyalty programs.

TLC Marketing has over 20 years of experience in delivering successful campaigns ranging from loyalty platforms to added value consumer incentives by using intelligence from 14 international offices as part of the TLC Marketing Worldwide Group.

For more information, please visit www.tlcmarketing.com.

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*Preneshen Munian, Agency
Director of TLC Marketing Africa*

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