

BTEC LEVEL 3 NATIONALS IN MARKETING – UNIT 6: GENERATING CUSTOMER LOYALTY



Unit title	Generating Customer Loyalty
Guided learning hours	60
Number of lessons	30
Duration of lessons	2 hours
Links to other units	

Key to learning opportunities			
AW	Assignment writing	RS	Revision Session
GS	Guest speaker	V	Visit
IS	Independent study	WE	Work Experience

Unit 1: Careers in Marketing
 Unit 2: Marketing Principles
 Unit 3: Customer Communications
 Unit 4: Applying Digital Marketing
 Unit 5: Branding Products and Services
 Unit 8: Customer Immersion Experiences
 Unit 9: Activating a Brand
 Unit 10: Work Experience in Marketing
 Unit 11: Influencer Marketing
 Unit 12: Market Research for a Start-up Business



Lesson	Topic	Lesson type	Suggested activities	Classroom resources
Learning aim A: Examine the purposes and benefits to a selected organisation of generating customer loyalty				
1-2	<p>A1 Purposes of customer loyalty strategies</p> <ul style="list-style-type: none"> • Difference between transactional marketing and generating customer loyalty: <ul style="list-style-type: none"> o transactional marketing focuses on obtaining new customers, with little emphasis on customer service o generating customer loyalty focuses on customer retention, with a high emphasis on customer service. 	IS	<p>Tutor introduction: Give an overview of the unit and the topics to be covered. Explain the nature of the assessment. The unit could be introduced with customer loyalty statistics that demonstrate the potential impact of customer loyalty strategies on business. Give an overview of what marketing sets out to do:</p> <ul style="list-style-type: none"> o profitability objective o market share objective o promotional objective o growth objective. <ul style="list-style-type: none"> • Paired activity: Learners discuss the meaning of these objectives and agree on an example for each. • Mini-plenary: A tutor-led group discussion drawing on learner examples. • Tutor presentation: Introduce the purpose of customer loyalty strategies: the difference between transactional marketing and generating customer loyalty. Use examples from business to illustrate points. • Small group activity: Learners to carry out additional research into either transactional marketing or generating customer loyalty. They should be able to explain the pros and cons of the given approach. • Group discussion: Learners to compare the pros 	<p>Websites examples include:</p> <ul style="list-style-type: none"> • Transactional and relationship marketing: www.meltwater.com/en/blog/transactional-marketing-relationship-marketing • Customer loyalty statistics: www.smallbizgenius.net/by-the-numbers/customer-loyalty-statistics/#gref • Pros and cons of both transaction and customer service: www.bizfluent.com/info-8087208-advantages-disadvantages-transactional-marketing.html • PCs or laptops with internet connection for researching individual businesses



			<p>and cons of transactional marketing and generating customer loyalty.</p> <ul style="list-style-type: none"> • Plenary: Draw on learner research to reach conclusions on both approaches. 	
3	<ul style="list-style-type: none"> • Generating customer loyalty: <ul style="list-style-type: none"> o is part of the marketing plan of an organisation o makes a bridge between the buyer and the seller o emphasises customer retention, satisfaction and lifetime customer value o markets to current customers rather than acquiring customers through sales and advertising 	IS	<ul style="list-style-type: none"> • Tutor introduction: Introduce the purpose of generating loyalty. Begin with features of a marketing plan, e.g. the 5Ps (product, price, place, promotion, people) and their contribution to building a bridge between buyer and seller. • Small group work: Give learners a worksheet with marketing plan headings. They could discuss the influence of the marketing plan (5Ps) on their own loyalty – e.g. the quality of a product leading to repeat purchase, or promotion methods having the opposite effect. • Mini-plenary: Draw on learner discussion on the marketing plan as a tool for building bridges with customers. • Tutor introduction: Introduce the idea of customer retention, satisfaction and lifetime value with video clips. Emphasise that the focus is on current customers. • Individual activity: Learners research key terms and their importance: lifetime customer value, customer retention and customer satisfaction. • Plenary: Tutor-led discussion on the importance of key terms and their importance for retention. 	<p>Website examples include:</p> <ul style="list-style-type: none"> • Marketing plan 5Ps: www.corporatefinanceinstitute.com/resources/knowledge/other/5-ps-marketing/ • Marketing plan worksheet • Customer retention, satisfaction and lifetime value: www.youtube.com/watch?v=XwcWJu5FYTI • PCs or laptops with internet connection for researching individual businesses



4	<ul style="list-style-type: none"> • Generating customer loyalty: <ul style="list-style-type: none"> o builds brand awareness and positions brand as the customer's best option o facilitates two-way conversations with customers o tailors marketing activities to customers' needs and interests using digital and social networks o contributes to the achievement of marketing objectives such as an increase in market share. 	IS	<p>Tutor introduction: Use video clips for examples of brands positioning themselves as the customers' best option, e.g. Nike's 'Ordinary People', and tailoring marketing to individuals, e.g. Amazon Go. Website chatbots or competitions can be used as examples of two-way-conversations.</p> <ul style="list-style-type: none"> • Paired activity: Learners to carry out research into further examples of building awareness, two-way conversations and tailoring marketing activities. • Mini-plenary: Draw on learner research to discuss examples of how businesses generate customer loyalty. • Tutor presentation: Revisit marketing objectives from Lesson 1. • Small group activity: Give learners a case study with marketing objectives and ask them to establish how generating customer loyalty could help the business achieve these objectives. • Plenary: Learner to share conclusions on the contribution of customer loyalty towards meeting marketing objectives 	<p>Websites examples include:</p> <ul style="list-style-type: none"> • Nike 'Ordinary People': www.youtube.com/watch?v=rtWcE3wguKY • Two-way conversation with customers: www.reuters.com/article/sponsored/Reimagining-the-customer-experience • Introducing Amazon Go: www.youtube.com/watch?v=NrmMk1Myrxc • PCs or laptops with internet connection for researching individual businesses
5	<p>A2 Organisation benefits</p> <ul style="list-style-type: none"> • Retains long-term customers and improves repeat sales. • Improves ability to cross-sell. 	IS	<ul style="list-style-type: none"> • Tutor presentation: Introduce the organisational benefits of generating loyal customers • Small group activity: Learners to prepare for a presentation using presentation software. They could be given a different industry each to investigate, e.g. hospitality or finance. They can find examples from their research of industries 	<p>Website examples include:</p> <ul style="list-style-type: none"> • Cross-selling in hotels: www.customer-alliance.com/en/resources/articles/5-ways-cross-selling-hotel/ • Cross-selling in the finance industry:



	<ul style="list-style-type: none"> • Builds better client relationships. • Builds brand loyalty and trust. 		<p>retaining long-term customers, cross-selling, building client relationships, and building brand loyalty and trust.</p> <ul style="list-style-type: none"> • Plenary: Sum up organisational benefits in different sectors, drawing on some learner conclusions 	<p>www.investopedia.com/terms/c/cross-sell.asp</p> <ul style="list-style-type: none"> • Customer loyalty in banking: www.bain.com/insights/customer-loyalty-in-retail-banking-2015-global/ • PCs or laptops with internet connection for researching individual businesses
6	<ul style="list-style-type: none"> • Increases the likelihood of referrals. • Improves reputation. • Adds/attracts new customers. • Profiles customer, which supports targeted marketing and increases sales. 	IS	<ul style="list-style-type: none"> • Tutor lead-in: Set a quiz on organisational benefits so far. Introduce further organisational benefits and ask learners to apply them to their given industry. For example, a bank might have an increased number of referrals for giving comprehensive mortgage advice, or a hotel's reputation could be enhanced by reviews on TripAdvisor. • Small group activity: Learners to prepare a small presentation on organisation benefits applied to an industry. 	<p>Websites examples include:</p> <ul style="list-style-type: none"> • Improving reputation in hotels: www.cloudbeds.com/articles/7-tactics-for-successful-hotel-reputation-management/ • Presentation software • PC or laptops with internet connection for researching individual businesses
7	<ul style="list-style-type: none"> • Reduces costs by restricting: <ul style="list-style-type: none"> o customer loss/customer turnover/churn o negative customer perceptions that affect future sales o reputational damage. • Adds value to the customer relationship 	IS	<ul style="list-style-type: none"> • Tutor presentation: Using examples, introduce customer loyalty as an opportunity for businesses to cut costs and add value. For instance, Netflix maintains a negative churn rate for subscriptions, while adding value to customer relationships using personalisation strategies. • Paired activity: Give learners a case study for research into churn rate, negative customer perceptions, reputational damage and adding value. Learners should be able to explain the 	<p>Website examples include:</p> <ul style="list-style-type: none"> • Netflix customer service: www.business2community.com/customer-experience/the-relentless-pursuit-of-the-perfect-customer-experience-a-netflix-story-02240302 • Examples of bad customer service: blog.hubspot.com/service/bad-customer-service



	by developing further revenue-generating opportunities.		impact on these factors on their case study businesses.	<ul style="list-style-type: none"> 7 ways to massively add value to your business: www.entrepreneur.com/article/282961
8	<p>A3 Customer benefits</p> <ul style="list-style-type: none"> Needs are better understood. Provides preferential treatment and premium products and services. 	IS	<ul style="list-style-type: none"> Tutor-led discussion: Introduce the customer benefits of generating loyalty. Small group activity: Learners to choose businesses of which they are a repeat customer and research their business activities. They should discuss the reasons for their repeat custom in terms of meeting customer needs and any preferential treatment offered. Plenary: Draw on learner experience and research to lead a discussion on customer benefits. 	<p>Websites examples include:</p> <ul style="list-style-type: none"> Happy customers: www.copper.com/resources/happy-customer PCs or laptops with internet connection for researching individual businesses
9–12	Assignment writing	AW	Assignment writing	Assignment Brief 1.



Learning aim B: Investigate the information required to implement customer loyalty strategies				
13	<p>B1 Gathering and using customer loyalty information</p> <p>Customer databases.</p> <ul style="list-style-type: none"> • Data mining to analyse information for marketing purposes. • Customer profiling and categorisation. • Segmenting the market: <ul style="list-style-type: none"> o macro – dividing the market into groups of consumers that share one or more common characteristics o micro – grouping consumers into very specific audiences within various niche markets. 	IS	<p>Tutor presentation: Use examples of customer databases to explore their importance for customer loyalty, e.g. data mining for buying patterns or social media for customer profiling/categorising.</p> <p>Paired activity: Present learners with types of customer databases along with a particular industry or business case study. Ask them to explain how these can help to achieve customer loyalty. For example, basket analysis helping to predict future purchases, or social media and hashtags used to profile by giving customer age.</p> <p>Mini-plenary: Draw on learner discussions to establish the usefulness of databases for gathering loyalty information.</p> <p>Tutor presentation: Using video clips, introduce how businesses segment the market using macro and micro segmentation. For example, Motorola promoting its watches to women (macro segmenting) and P&G targeting its relaxed shampoo at African-Caribbean women (micro segmenting).</p> <p>Paired activity: Learners research three examples of products aimed at a macro segment and three aimed at a micro segment. They should be able to explain the impact</p>	<ul style="list-style-type: none"> • Website examples include: • Examples of data mining: www.neilpatel.com/blog/data-mining/ • The benefits of customer profiling for brands: https://blog.digimind.com/en/insight-driven-marketing/the-benefits-of-customer-profiling-for-brands • Examples of database segmentation: https://smallbusiness.chron.com/examples-database-segmentation-11961.html • Motorola watch for women www.youtube.com/watch?v=_fJhyfuy4oU • Pantene relaxed shampoo: www.youtube.com/watch?v=A1frxUEReXs • PCs or laptops with internet connection for researching individual businesses



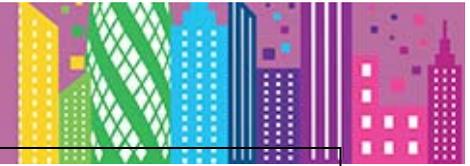
			<p>of both types of segmenting.</p> <p>Plenary: A tutor-led discussion of the impact of segmentation.</p>	
14	<ul style="list-style-type: none"> • Behavioural patterns and associations. • Behaviour prediction. • Transaction tracking and follow-through. • Customer defection. • Identifying and removing unprofitable/unwanted customers. 	IS	<p>Tutor introduction: Recap on gathering and using customer loyalty information so far. Introduce the content on customer behaviour and transaction tracking.</p> <p>Small group activity: Give learners a range of products and ask them to discuss associated buying behaviour and predicted behaviour, e.g. complex behaviour involved when buying a computer, compared with habitual daily food purchases. Learners could also use the same products to establish the importance of transaction tracking for generating/monitoring customer loyalty.</p> <p>Mini-Plenary: Lead a discussion drawing on learner discussions and conclusions.</p> <p>Tutor lead in: Introduce customer defection and removing customers.</p> <p>Paired activity: Learners to research the reasons that customer defect. The reasons could be applied to a given case study. Learners will also investigate how unprofitable customers can be identified, their possible drain on resources and how to remove them.</p> <p>Plenary: Draw on learner discussions to discuss the impact of fully understanding customer behaviour from</p>	<p>Websites examples include:</p> <ul style="list-style-type: none"> • Customer behaviour: www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/ • Customer defection: simplicable.com/new/customer-defection • Unprofitable customers: www.strategiccfo.com/what-do-you-do-with-unprofitable-customers/ • PCs or laptops with internet connection for researching individual businesses



		information sources.	
15	<p>B2 Implementing relationship marketing strategies</p> <ul style="list-style-type: none"> • Building a customer-centric culture. • Providing communication: o digital media such as email, digital messaging, mobile apps, push notifications, social media, real-time social software, chipped data carriers (loyalty cards, payment cards), data terminals, point-of-sale (PoS) terminals, contactless systems, use of cookies. 	<p>IS</p> <p>Tutor presentation: The concept of relationship marketing strategies for generating loyalty can be introduced with business examples. A good one is Patagonia’s ‘Repair it. Outgrow it. Hand it down’. Customer-centric culture can also be introduced with video clips such as IKEA ‘Place’.</p> <p>Individual activity: Ask learners to research the advantages of both relationship marketing and customer centricity, and then write up the advantages for an industry of their choice.</p> <p>Tutor presentation: Introduce different types of communication methods in a presentation, using examples.</p> <p>Paired activity: Assign pairs to different digital communication methods. Learners to create a visual diagram of these methods, defining key terms and giving examples of how the methods are used.</p> <p>Small group activity: Pairs team up to share research findings. In groups learners should establish the impact of different communications relationship marketing.</p> <p>Plenary: Use learner conclusions to sum up the importance of using a range of communications in establishing relationships.</p>	<p>Website examples include:</p> <ul style="list-style-type: none"> • Relationship marketing strategies: www.neverbounce.com/blog/relationship-marketing-strategies • Patagonia ‘Repair it. Outgrow it. Hand it down’: (https://www.youtube.com/watch?v=VCAwi3616ys) • IKEA and customer centricity: www.youtube.com/watch?v=UudV1VdFtuQ • KPMG Customer centricity – where the future is created: https://www.youtube.com/watch?v=i4gFAf7yAn0 • PCs or laptops with internet connection for researching individual businesses



<p>16– 17</p>	<ul style="list-style-type: none"> • Providing communication: <ul style="list-style-type: none"> o print-based media o telephone-based media, to include fixed line and mobile o scripts and machine learning. • Use of house style. • Providing web pages with personalised information such as login, transaction history, browsing history, preferences, wish lists, order tracking. • Gathering customer feedback through satisfaction surveys and rating tools. 	<p>IS</p>	<p>Tutor presentation: Introduce print-based media, telephone-based media and machine learning.</p> <p>Paired activity: Learners to research businesses/industries that use print media, those that still rely on telephone media such as estate agents, and industries utilising machine learning – for example algorithms used in the film streaming industry. Learners should be able to explain the advantages for the businesses in using different types of communication.</p> <p>Whole group discussion: Learners present their findings from the research activity.</p> <p>Tutor presentation: Introduce house-style along with providing web pages, using examples.</p> <p>Small group activity: Present learners with examples of well-designed webpages. Learners explore house styles, personalised information, opportunities to communicate transactional history, browsing history wish lists order tracking and gathering feedback. They should be able to explain how these features contribute towards relationship marketing.</p> <p>Plenary: Summarise the importance of effective</p>	<p>Websites examples include:</p> <ul style="list-style-type: none"> • What is machine learning?: www.youtube.com/watch?v=f_uwKZIAeM0 • Telephone is still the business owners best friend: www.forbes.com/sites/alisoncoleman/2020/02/27/why-the-telephone-is-still-the-business-owners-best-friend/?sh=c39579bcc8ec • Best designed websites: www.oxforddigital.co.uk/15-great-website-homepage-design-examples/ • PCs or laptops with internet connection for researching individual businesses
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			communications as a contributor for customer loyalty	
18	<p>B3 Customer loyalty strategies and the marketing mix <small>[SEP]</small></p> <ul style="list-style-type: none"> • Product: using mined data to customise products according to customer wishes. • Price: made-to-measure prices for customers. • Place: offering a wide range of possibilities for the customer to get the product. • Promotion: individual communication with customers. <small>[SEP]</small>• People: personal touch-points with customers. <small>[SEP]</small> • Physical evidence: offline and online customer journey. • Processes: simplicity of access to product or service. 	IS	<p>Tutor presentation: Introduce the 7Ps in a presentation using diagrams.</p> <p>Small group activity: Assign a business case study to each group and ask them to carry out research and prepare a presentation. Learners should use their research to explain how the business utilises each 'P', giving examples.</p> <p>Whole class activity: Each group presents the 7Ps of their business. They should attempt to make a judgement on the extent to which they think the businesses is successful in generating customer loyalty in the way it implements the marketing mix.</p> <p>Plenary: Draw on group presentations to lead a discussion on the different ways in which businesses use the 7Ps to retain customers.</p>	<p>Websites examples include:</p> <ul style="list-style-type: none"> • The marketing mix: www.smartinsights.com/marketing-planning/marketing-models/how-to-use-the-7ps-marketing-mix/ • 7Ps and customer retention: www.mdgadvertising.com/marketing-insights/the-seven-ps-of-customer-retention-marketing/ • PC or laptops with internet connection for researching individual businesses • Presentation software



Learning aim C: Review the methods of generating customer loyalty in a selected organisation				
19	<p>Topic C1 Key factors in generating customer loyalty</p> <ul style="list-style-type: none"> • Providing customer satisfaction. • Ensuring high standards of customer service. • Developing segmentation techniques to focus on the right customer. 	IS	<p>Tutor lead-in: Recap loyalty strategies within the marketing mix. Introduce the key reasons for generating customer loyalty.</p> <p>Paired activity: Learners to use their research findings and their presentation from the marketing mix lesson. They could be given a worksheet with the three key factor headings and arrange their marketing mix research findings to show how it can contribute towards establishing the key factors – for example, using mined data to develop segmentation or multi-channels for customer satisfaction.</p> <p>Plenary: Lead a discussion on how implementing the marketing mix can enable businesses to satisfy the key factors.</p>	<ul style="list-style-type: none"> • Work from the marketing mix • Tutor worksheet



20	<p>C2 Attracting and retaining customers using financial and non-financial methods</p> <ul style="list-style-type: none"> Relationship costs: the costs involved in setting up and maintaining relationships. <ul style="list-style-type: none"> Financial methods: <ul style="list-style-type: none"> o bonuses such as cash rewards and vouchers o discounts and reductions. 	GS	<p>Tutor presentation: Introduce the need for businesses to consider a range of financial and non-financial methods for attracting and retaining customers. Then introduce relationship costs and the challenges faced by businesses with increased competition and widening use of loyalty strategies.</p> <p>Small group activity: Learners to explore customer loyalty programmes and select the financial elements, e.g. the IKEA family card or Greggs digital stamps. Learners should be able to explain how these rewards can attract new customers as well as retain existing ones.</p> <p>Plenary: Lead a discussion on learner research into financial rewards and their impact.</p>	<p>Website examples include:</p> <p>The cost of rewards schemes: www.datamine.com/datafix/index.php/2017/12/13/loyalty-comes-at-a-cost-heres-why-its-worth-it</p> <p>Discounts: www.customerthink.com/how-to-inspire-customer-loyalty-through-discounts-and-rebates/</p> <p>IKEA: www.ikea.com/gb/en/ikea-family/benefits/</p> <p>Greggs: www.newsandstar.co.uk/news/national/uk-today/18827980.greggs-launches-enhanced-loyalty-reward-scheme---free-drinks-treats/</p> <ul style="list-style-type: none"> PCs or laptops with internet connection for researching individual businesses
21–22	<p>Non-financial methods:</p> <ul style="list-style-type: none"> o loyalty/reward programmes such as store points, frequent user credits, clubs with regular and tiered memberships, subscriptions, 	GS	<p>Tutor presentation: Provide an overview of non-financial methods.</p> <p>Paired activity: Learners to carry out research into loyalty schemes and explore the non-financial methods. They could be given two different given industries – for example, from the cinema, fast-food, mobile, supermarket or airline industries. Learners</p>	<p>Website examples include:</p> <ul style="list-style-type: none"> Best loyalty card schemes: www.cashbackcollette.co.uk/best-loyalty-card-schemes-in-the-uk/ 10 ways to reward loyal customers:

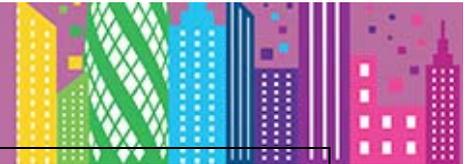


<p>fostering positive relationships^{[1][SEP]}</p> <ul style="list-style-type: none"> o additional products and services such as airline lounges, tailored products and customised services o preferential services such as previews, special events, gifts, offers, coupons, priority booking, upgrades o live-in marketing: consumers use products and services for free before making a purchase o helplines and named points of contact^{[1][SEP]} o 'nudge' marketing with mobile communication systems such as check-in reminders, availability of ancillary products and services, proximity of products and services o social media such as building an engaged community, social proofing o response speeds such as use of QR codes, order confirmation, order tracking. 	<p>could collate research and enter information into a table under the given headings. There are many examples of digital schemes, such as supermarket loyalty apps. The fast-food industry has established nudge marketing and the laundry market often gives free samples for live-in marketing. Learners should analyse reward methods and attempt to explain their relative impact on loyalty for the different markets. They should also identify the methods that might attract new customers and those that may retain them.</p> <p>Group discussion: Guide learners towards generating a list of informed questions based on research findings for a guest speaker. Learners finalise questions in their pairs.</p> <p>Tutor presentation: A recap quiz on the non-financial methods attracting and retaining customers.</p> <p>Guest speaker: Learners to engage with the guest speaker with questions. They should try to understand the relevance of reward methods for different industries and take notes. All areas may not be covered by the speaker.</p> <p>Plenary: A tutor summary of the main points from discussions.</p>	<p>www.marketingdonut.co.uk/customer-care/customer-loyalty/ten-ways-to-reward-loyal-customers?cmpredirect</p> <ul style="list-style-type: none"> • Digital rewards: www.cofmag.com/2020/09/heres-how-loyalty-programs-can-significantly-boost-customer-digital-engagement/ • Nudge marketing: www.digest.bps.org.uk/2019/09/19/simply-changing-the-order-of-fast-food-menus-nudges-customers-towards-healthier-soft-drink-choices/ • Free samples: www.retailmenot.com/blog/free-samples-no-surveys-required.html • PCs or laptops with internet connection for researching individual businesses
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<p>23–24</p>	<p>C3 Performance measurement</p> <ul style="list-style-type: none"> • Setting standards for customer loyalty activities: <ul style="list-style-type: none"> o service levels o quality standards o customer charters. • Loyalty profitability: the value. • Outcome from the generation of loyalty. • Lifetime value: the value of customers' purchasing over the lifetime of relationship. 	<p>IS</p>	<p>Tutor presentation: Introduce activities for setting standards of performance. You could present examples of service-level agreements for businesses providing IT support, quality standards for manufacturing industries and customer charters for utility companies.</p> <p>Individual activity: Learners to carry out research into setting standards in different industries. They should give examples from actual businesses where possible and produce an analysis of the information.</p> <p>Mini-plenary: Lead a discussion on the purpose of standards materials and their contents.</p> <p>Tutor presentation: Introduce the potential for customer loyalty strategies to generate profits and other outcomes and establish customer lifetime value (CLV).</p> <p>Paired activity: Learners to research examples of performance measurements with examples, and produce a visual diagram of examples and benefits.</p> <p>Small group activity: Pairs talk through their diagrams together. They should draw conclusions on what the different measurements show and how this benefits the businesses.</p> <p>Plenary: Draw together learner findings to</p>	<p>Websites examples include:</p> <ul style="list-style-type: none"> • Thames Water customer charter: www.thameswater.co.uk/media-library/home/about-us/governance/our-policies/Customers/customer-charter-2020.pdf • ISO standards: www.qmsuk.com/iso-by-industry/manufacturing • Service-level agreements: www.air-it.co.uk/it-support/how-we-support-you/service-level-agreements/ • Customer loyalty and profitability: www.webmarketingpros.com/how-customer-loyalty-drives-profitability/ • Benefits of customer loyalty: https://www.annexcloud.com/blog/10-benefits-implementing-customer-loyalty-program/ • https://www.zaius.com/customer-lifetime-value-cltv/ • PCs or laptops with internet connection for researching individual businesses
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			summarise the methods of measuring performance from customer loyal strategies.	
25-30	Assignment writing	AW	Assignment 2	Assignment brief

DRAFT