

Role of Digital Marketing for Developing Customer Loyalty

Dr. Santosh Vadhrya

Assistant Professor, Department of Commerce

Smt. P. N. Doshi Women's College, Ghatkopar (West), Mumbai, Maharashtra, India

santosh.vadhrya@gmail.com

Abstract: *Loyalty marketing is an approach to marketing, based on strategic management, in which a company focuses on growing and retaining existing customers through incentives. Marketing efforts designed to attract customers to make purchases again and again from a specific company. Strategies used in India through digital marketing for customer loyalty such as E-mail marketing, social media marketing, Video marketing, Content marketing, Mobile optimized website, SMS text marketing, Search engine optimization, Blogging, Customer reviews and website. There is a case study of HUL's famous coffee brand Bru, As India's top coffee brand Bru wanted to re-engage its existing customer base and reward loyal consumers for their purchases. This case study looks at how the Hindustan Unilever firm enticed its core audience of young women with free mobile airtime rewards- building a useful database through digital marketing of airtime rewards.*

Keywords: Digital Marketing, Customer Loyalty

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