Global Trends - Wine Industry Key Elements

The best (and worst) countries to live in if you’re under 25

Some of the findings of the so-called Youthonomics index are hardly surprising.

Norway, Switzerland, Sweden, Denmark and the Netherlands are the world's youth-friendliest countries. Many young people face a lack of prospects in parts of Africa and Asia.

In many regards, the index is a reflection of a country's economic position: Richer or economically expanding countries will always find it easier to attract young people.

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What every marketer should ask about Loyalty

The customer landscape is changing; and as a result it is becoming increasingly difficult to keep customers loyal.

Data-driven marketing is the future; and loyalty programmes are the perfect opportunity to collect vital data about your customers that will inform all areas of your business: from how your marketing budget is spent; to the products/services you offer; right through to merchandising or how your front-line staff communicate with customers.

1. What data/insight can be gathered from the loyalty programme, and how will it bring us closer to our customers?
2. How much will a loyalty programme cost us?
3. What value or ROI will a loyalty programme provide?
4. Who needs to be involved?
5. What are our strategy and objectives, and what does success look like?
6. What are the mechanics of the programme?

In summary, a loyalty programme should not just fit into your business, but shape it. Your marketing team should provide you with a clear understanding of what benefits it can bring to your business in terms of ROI and incremental revenue. Data doesn't lie, and the beauty of this data-driven marketing approach allows you to put numbers against engagement.

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