**Building loyal consumers and driving brand advocacy**

**Q1. You own a retail fashion apparel store with around 40% of your monthly revenue coming from the website. Explain which metrics you would use to measure the engagement& loyalty of your online customers. Also, elaborate on the different ways you can use loyalty programs to drive customer loyalty.**

**Ans 1.**

**Introduction:**

A fashion that is a retail store within 40% of the month-to-month revenue from the websites. Loyalty metrics are the ones that assess a customer’s propensity to repeat and obtain a great or solution from the same brand name. The benefits of a customer that is loyal add enhanced presence into potential revenue and capitalize on the lifetime value of each customer.

Gauging and monitoring your customer loyalty metrics is important with the popularity of any customer retention improvement Its Half solved only

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**Q2. While driving influencer marketing manager for a startup Fintox (**[**www.fintox.com**](http://www.fintox.com)**) which aims to drive investments literacy, conduct a search for the right influencers and elaborate on various tools you can use to find them. Explain in brief which mistakes one should avoid for influencer marketing in this case.**

**Ans 2.**

**Introduction**

An influencer can be an authority that is online possesses appropriate of people who think and listen to what they have to express. Their unique followers tend to be devoted and often figure her feedback and appeal centered on exactly what the influencer believes, uses, and thinks. Influencer marketing is if a brandname leverages startup Fintox an influencer’s reach and power to boost their exposure,

**Q3. The demand for personal loans has increased and so M/s MNC, a leading bank, has launched a new application “Insta loan” and wants to leverage the emerging technologies to drive business growth. The loan applicants can apply on the website & submit documents to check their eligibility.**

**a. Elaborate on the technologies & trends which can be used to create a seamless user experience?**

**Ans 3a.**

**Introduction**

For your business to achieve the Age associated with Customer, it is vital that you delight your customers with customized customer experiences. We’ve discovered that by leveraging the some technologies, enterprises can quickly please and preserve their own customer angles and improve customer knowledge. Here are a few technologies guide that we believe may help in giving seamless

hieve this succinctly.