3 Inspire Brands CMOs Share Their Secret Sauce for Building Customer Loyalty and Engagement

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There was a time when attempts at customer loyalty in the food and beverage space were largely relegated to wallet-sized cards to be stamped or hole-punched repeatedly in exchange for a forgettable reward. The agreement was pretty straightforward and deeply transactional: “Buy our stuff enough times and one day, we’ll toss you a small discount—or maybe some free fries, if we’re feeling generous.”

And for some small-scale businesses, that straightforward relationship is more than enough.

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