



A QUICK SURVEY

# Consumer and Brand Engagement



# About Quikly

Motivate Consumers to Achieve Your Marketing Goals — Fast:

Our technology platform uses marketing psychology to motivate consumers, so you can achieve goals faster, more cost effectively and with less resources. We call it urgency marketing.

## WHAT IS URGENCY MARKETING?

In its simplest form, urgency marketing is about crafting marketing promotions in a way that drives immediate response. It's a very effective way for brands to achieve their marketing goals in a short amount of time.

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## Are consumers ready to engage with brands in 2020?

As a new decade begins, it's apparent the digital landscape has altered the way brands connect with consumers. Meaning, for marketers, there's an opportunity to reach them directly.

Putting that into numbers, Visual Capital reported that a single minute on the Internet in 2019 consisted of 188 million emails sent, 3.8 million Google searches queried, 4.5 million YouTube videos viewed, and 1 million people logged into Facebook.

Needless to say, all of that online activity is a significant amount of noise to cut through for a marketer who is trying to grab the attention of customers, both existing and new.

Which got us wondering – how are consumers responding to brand outreach on different platforms? Are consumers still engaging with brands and if so, how?

We here at Quikly conducted a survey to find out. Nearly 2,800 consumers responded and what the data showed surprised us.

We're always interested in how consumers are engaging with brands. To discover more, we sent them a survey asking how they would best describe their engagement with brands via email, SMS/text, loyalty programs, mobile app, and social media within the past year.

**( Nearly 2,800 consumers responded and what the data showed surprised us. )**

### ENGAGING MORE WITH BRANDS IS ON THE UP

This past year, consumers said they have been engaging more with brands on all channels surveyed (email, SMS/text, loyalty programs, mobile apps, and social media).

Depending on the platform, about 50-60% of consumers said their engagement increased with brands in the past year. Compared to 33-41% of consumers who said their engagement remained consistent. Less than 9% of respondents said their engagement with brands declined on all platforms.

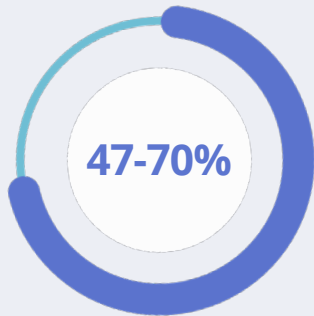


## THE MORE OUTREACH, THE MORE ENGAGEMENT

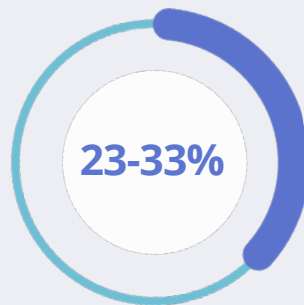
Consumers indicated they are more likely to engage with repeated outreach on every platform.

When brands continued to reach out to consumers, a range of **47-70% said they were more likely to engage**, with social media being the lowest and loyalty programs being the highest. Wherein, **23-33% responded they were just as likely to engage**. Notably, **5-18% indicated they were less likely to engage**, depending on the channel.

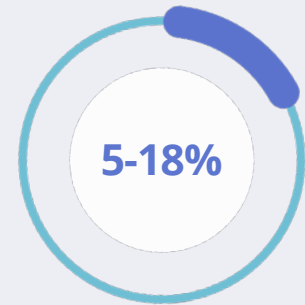
### CONSUMER RESPONSES: PROBABILITY OF INTERACTION ACROSS ALL PLATFORMS\*



More Likely To Engage



Just As Likely To Engage



Less Likely To Engage

*\*For further details of these stats, see each outreach platform's respective section.*

## NOT OVERWHELMED

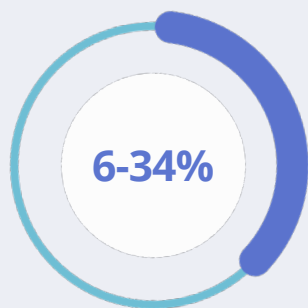
Perhaps the most shocking find is that people said they weren't overwhelmed by repeated outreach.

A range of **6-34% of respondents said they were rarely or never overwhelmed**, with email coming in lowest. Now that's not to say marketers should send communications ad nauseam since **9-24% said they were always or most of the time overwhelmed** by the amount that brands tried to reach out to them. There did show to be a solid middle ground of **31-39% indicating they were sometimes overwhelmed**.

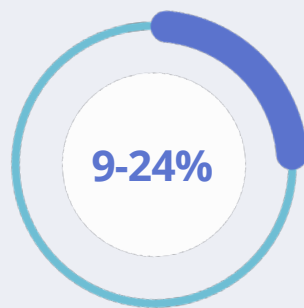
It appears they've become used to the amount of outreach, deciding when to pick when they tune in or out.

As the noise in 2020 continues, take solace in knowing consumers indicated they are still listening.

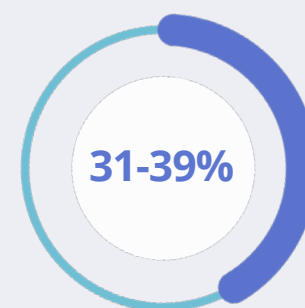
### CONSUMER RESPONSES: OVERALL FEELINGS OF OUTREACH INUNDATION\*



Rarely Or  
Never Overwhelmed



Always Or Most Of  
The Time Overwhelmed



Sometimes  
Overwhelmed

*\*For further details of these stats, see each outreach platform's respective section.*





## Is email still effective?

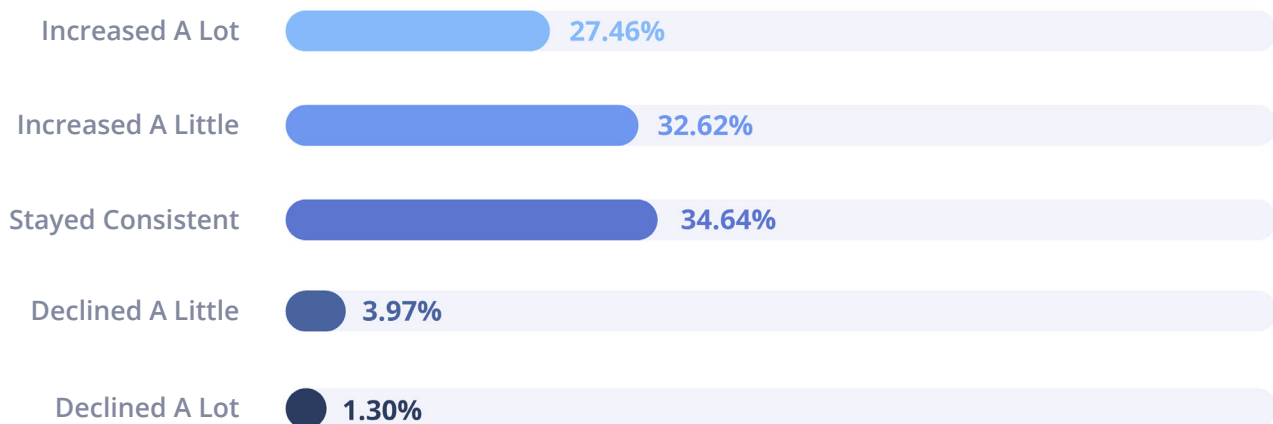
As a marketer, you're probably sending emails to a database of people on a pretty regular basis. Despite traction of click-through rates that can signal whether people are opening your emails, it might feel like the content within your efforts to promote your brand isn't actually resonating with the people receiving them. Especially if you're not seeing direct sales.

Rest assured, consumers told us they are in fact still interested in your emails. Even though it can seem old-school and inundated, it's definitely effective.

We know this because we're always interested in how consumers are engaging with brands. To discover more, we sent them a survey asking how they would best describe their engagement with brands via email, SMS/text, loyalty programs, mobile app, and social media within the past year.

Out of all channels, the two that saw the most increase in regards to brand engagement were email and SMS/text. 60% of respondents indicated an increase on both platforms this past year. About 35% of consumers said their engagement on email stayed consistent with the year before. Only around 5% of consumers indicated their engagement with brands decreased.

### CONSUMER RESPONSES: FREQUENCY OF ENGAGEMENT WITH BRANDS VIA EMAIL

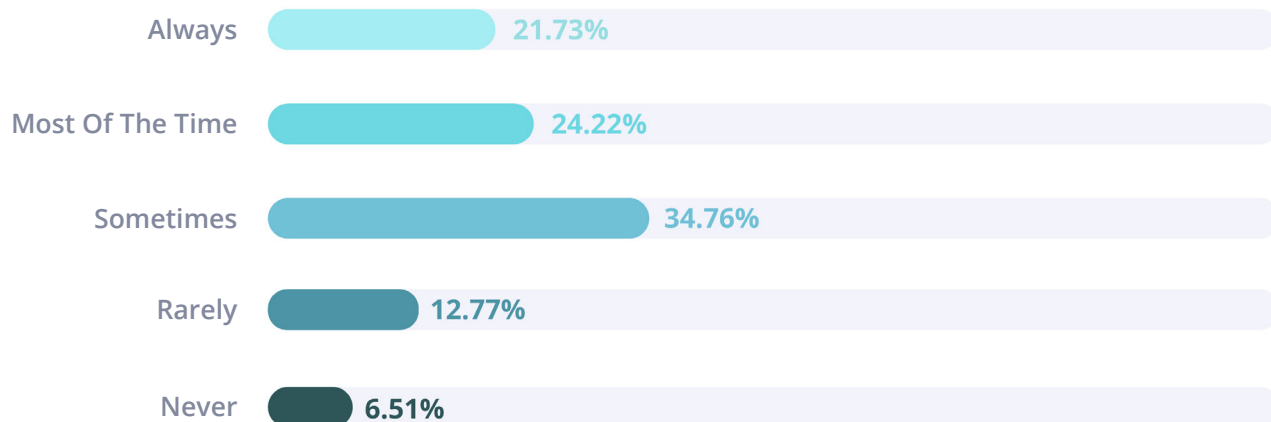


Even with these numbers, always take into consideration that too many emails can backfire on your efforts to promote your brand. It's also the channel consumers found the most overwhelming – so be careful.

Putting it into numbers, 22% of respondents said they were always overwhelmed by emails, while all other channels came in at 15% or less. Another 24% said they were overwhelmed most of the time in comparison to the other channels coming in at under 18%.

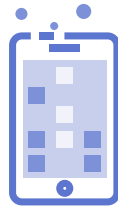
When it came to sometimes feeling overwhelmed, 35% answered as such. Some consumers, around 13% who took the survey, signaled they were rarely overwhelmed, while the remaining 7% responded never feeling that way when receiving too many emails.

### CONSUMER RESPONSES: TIME FELT OVERWHELMED BY BRAND OUTREACH



If you're curious how many promotional emails to send – there's probably no magic number. Just keep it relevant and ask yourself how you'd feel about what and how much ended up in your inbox.

So, happy sending! The emails you create will be keeping your brand top of mind, ensuring consumers will come to you when they are ready to make a purchase.

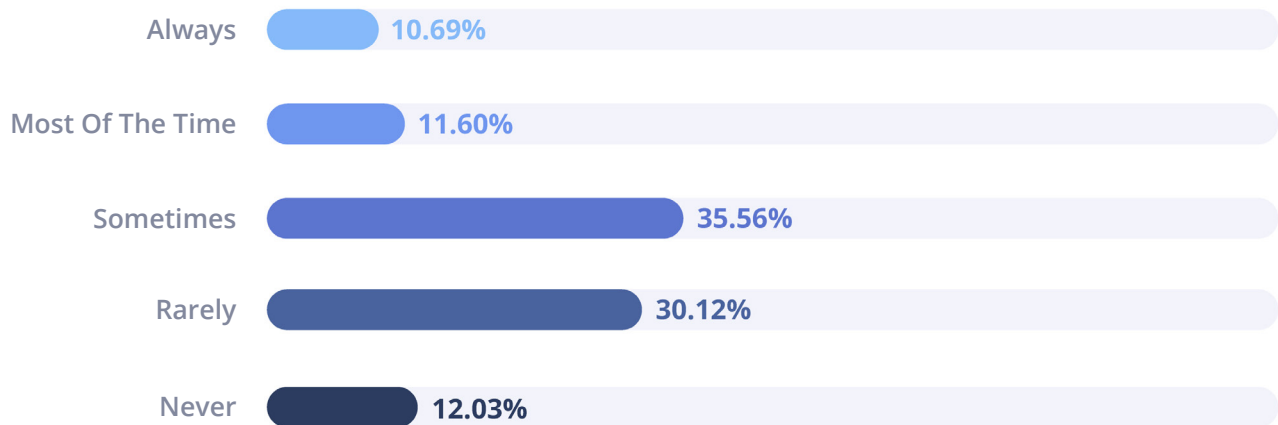


## How do customers feel about your mobile app?

If you're not leveraging a mobile app that customers can frequent, we have reasons why you should consider investing, or further investing, into this platform.

One of the many useful stats we compiled is that repeated brand outreach on mobile apps overwhelmed people less than outreach via email, SMS/text, and social media.

### CONSUMER RESPONSES: TIME FELT OVERWHELMED BY MOBILE APP



While these numbers depict a sense of ease toward repeated brand outreach on mobile apps, it is worth noting these numbers came in at a close second to loyalty programs. In comparison to email, which is the channel 45% of respondents said was most overwhelming.

Ask yourself this, "How do marketers get the most out of their brand's outreach via its mobile app?" In addition to the ability to make in-app purchases, marketers should look into other tactics to keep customers coming back to their devices. Brands that are thriving in this category have found a way to add value to a customer's life while also selling their product.

For example, Nike has an app that doesn't just sell shoes, it creates multiple value points: "The Nike Training Club app brings you a huge array of workouts for every fitness level—plus the Nike Performance Council's tips on training, nutrition, mindset, recovery, and sleep." On top of that, a mobile app is one of the simplest ways to have quick communication with customers. Think about how many times you interact with a push notification.



As for grabbing a quick cup of coffee, Starbucks provides a store locator in their app as an added necessary accouterment to the order option that will hopefully have a customer's coffee ready before they get there.

One part pizza company and one part technology company, we can't forget about Domino's - a company that paved the way for customers to track their pizza deliveries both online and on their phones. Again, creating constant and added value to the mobile app experience.

In conclusion, all of these brands have retained customers by adding value to their lives in addition to a seamless user experience. This is something for your brand to plug into if it hasn't already.







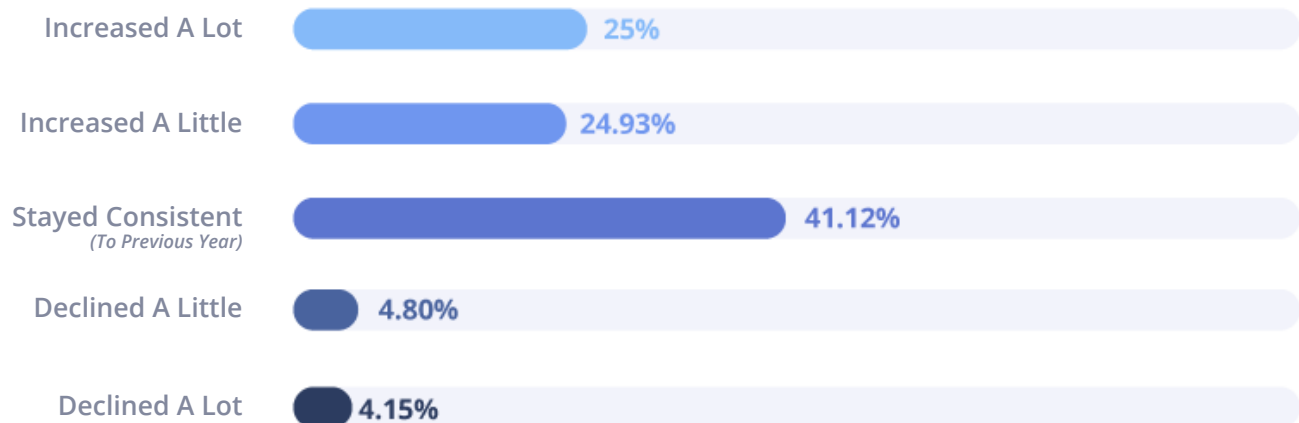
## How social is social media?

If you're spending a significant amount of money on social media ads that are inundating your consumers' news feeds and timelines, we have a reason you may want to optimize this strategy.

One of the questions we asked was how consumers would best describe their engagement with brands who sent them communications via email, SMS/text, loyalty programs, mobile app, and social media within the past year.

Interestingly enough, out of all of the platforms, social media was the worst-performing platform for consumer engagement compared to the other channels.

### CONSUMER RESPONSES: FREQUENCY OF ENGAGEMENT WITH BRANDS VIA SOCIAL



Comparatively, loyalty programs scored the highest with consumer engagement. Email came in second and SMS/text was a close third, followed by mobile app.

Taking all of that into consideration, social media ranked the highest among consumers for consistent engagement with brands to the previous year, as stated in the above chart. It also saw the highest number of consumers indicate their engagement declined over the year.

Many factors need to be taken into consideration when communicating with customers and social media is the forerunner of landscapes seeing a decline in engagement, trust, and overall use. Thus, going to show if you're trying to grab the attention of consumers, social media might not be the most efficient or effective way to do it right now. If anything, the numbers show that customers seem to be more interested in engaging with brands on other platforms.

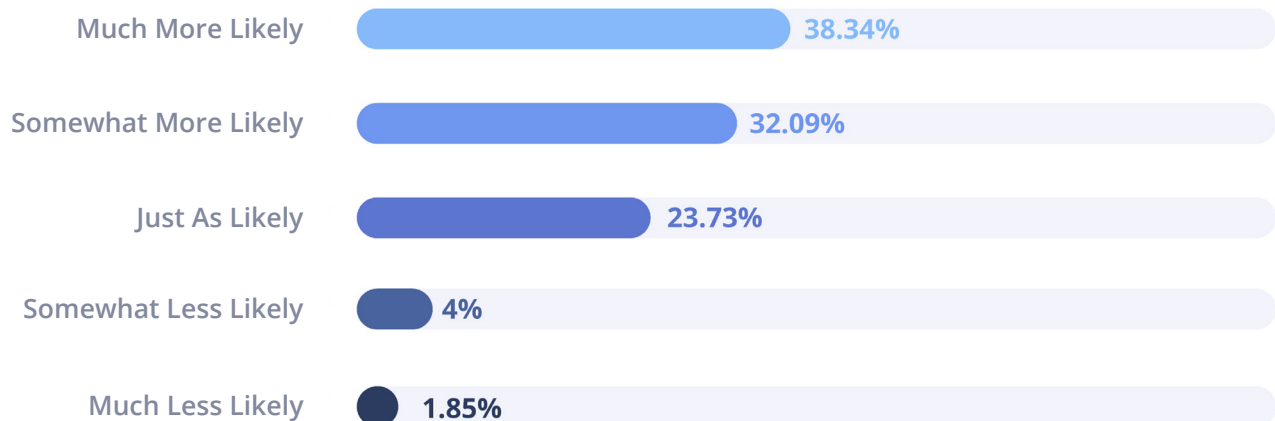


## What's the case for loyalty programs?

The case for strengthening your brand's loyalty program just became A LOT stronger.

One of the things we asked about was the likelihood that customers would engage with a brand's repeated outreach on email, SMS/text, loyalty programs, mobile apps and social media. Out of all of those platforms, loyalty programs scored the highest among consumers' likeliness to engage.

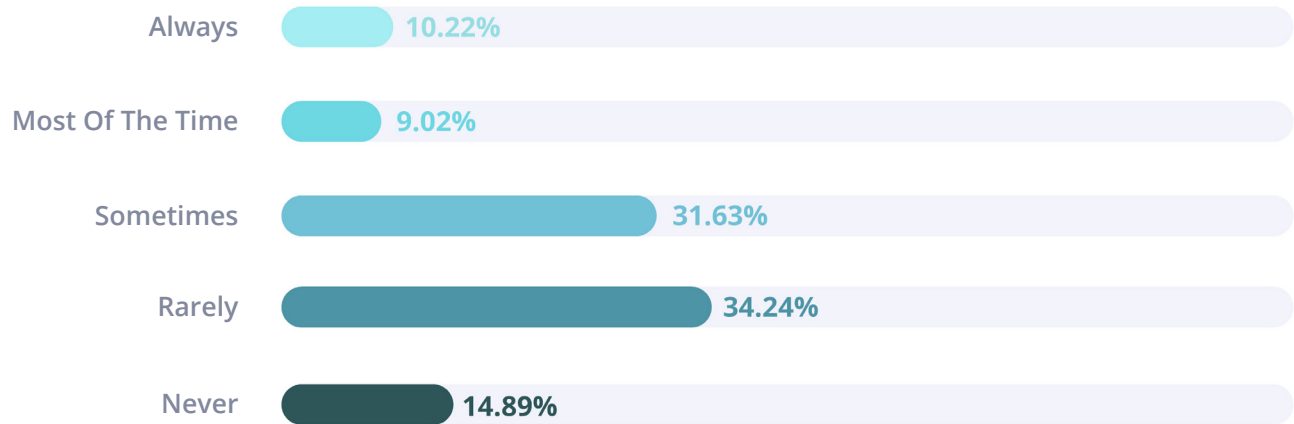
### CONSUMER RESPONSES: LIKELINESS OF ENGAGEMENT WITH REPEATED BRAND OUTREACH



Comparatively, social media came in last with about 23% of respondents stating they were much more likely to engage with that platform (vs. 38% for loyalty programs) — while 25% of consumers indicated they were only somewhat more likely (against 32% for loyalty programs).

That's not the only reason you should consider investing, or further investing, in actively using an engaging loyalty program. Consumers expressed they felt less overwhelmed by said brand outreach than any other channel.

## CONSUMER RESPONSES: TIME FELT OVERWHELMED BY BRANDS' LOYALTY PROGRAMS



In comparison, around 22% of consumers said they were always overwhelmed by email while 24% of them indicated they were overwhelmed most of the time. Loyalty programs rang in at half and less than half of those numbers respectively.

Take into consideration these findings from 2,800 active consumers and your own marketing experiences when it comes to email, mobile app, social media, and loyalty engagement. Try to balance what is already working for you and the information compiled when updating your communication strategy.

We hope this series on brand outreach has brought you better insight going forward for your consumer interaction efforts.

## Call Quikly

Compiling informative and strategic surveys isn't the only thing Quikly does to make consumer relationships more valuable and efficient. Our marketing technology taps into consumer psychology to drive the behaviors you need to motivate:

- Consistent and sustainable engagement
- Loyal customers' continued advocacy
- Meaningful reciprocal interactions

Find out how top retail and restaurant brands like JOANN, McDonald's and Domino's use Quikly to drive these results and more. Schedule a 15-min demo with one of our consumer engagement experts.



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