# Building Consumer Loyalty

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# Overload

3,000

# What are we talking about

$2 Billion

# Cause Marketing Works

**93%** Loyal

**91%** Switch brand purchase

**78%** Opportunity to engage

**82%** Close to home

# Local: The Missing Link

**Consumers Demand:**

Transparency

Involvement

Personal Stories

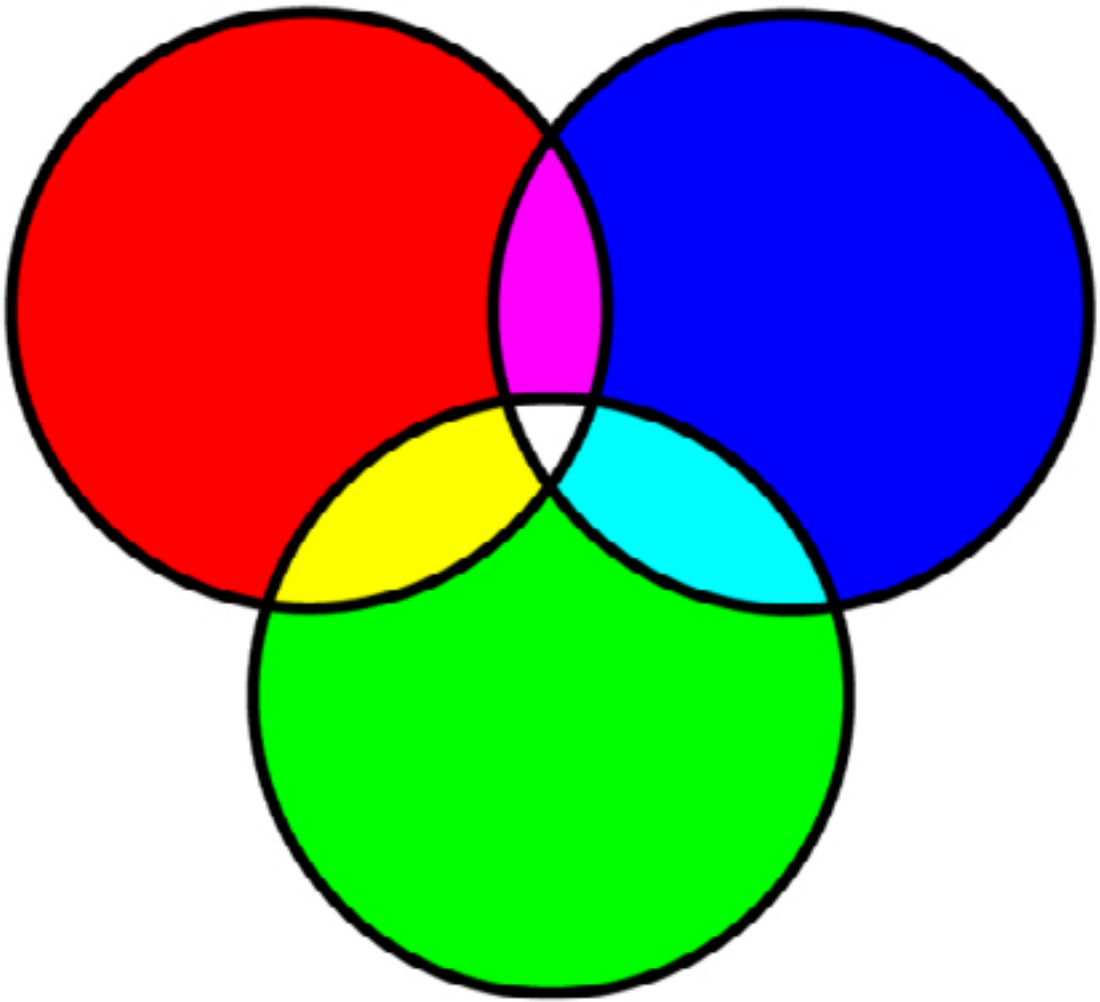
Local Impact

# The Challenge of Local Impact:

Local is **314 BILLION** consumers living in **30,000** cities and towns across **3.8 MILLION** square miles.

# Social Technology Changes the Rules

# Local Social



# Social Technology Changes the Rules

# Framework for Success

Consumer Relevance

Invite Action

Stories

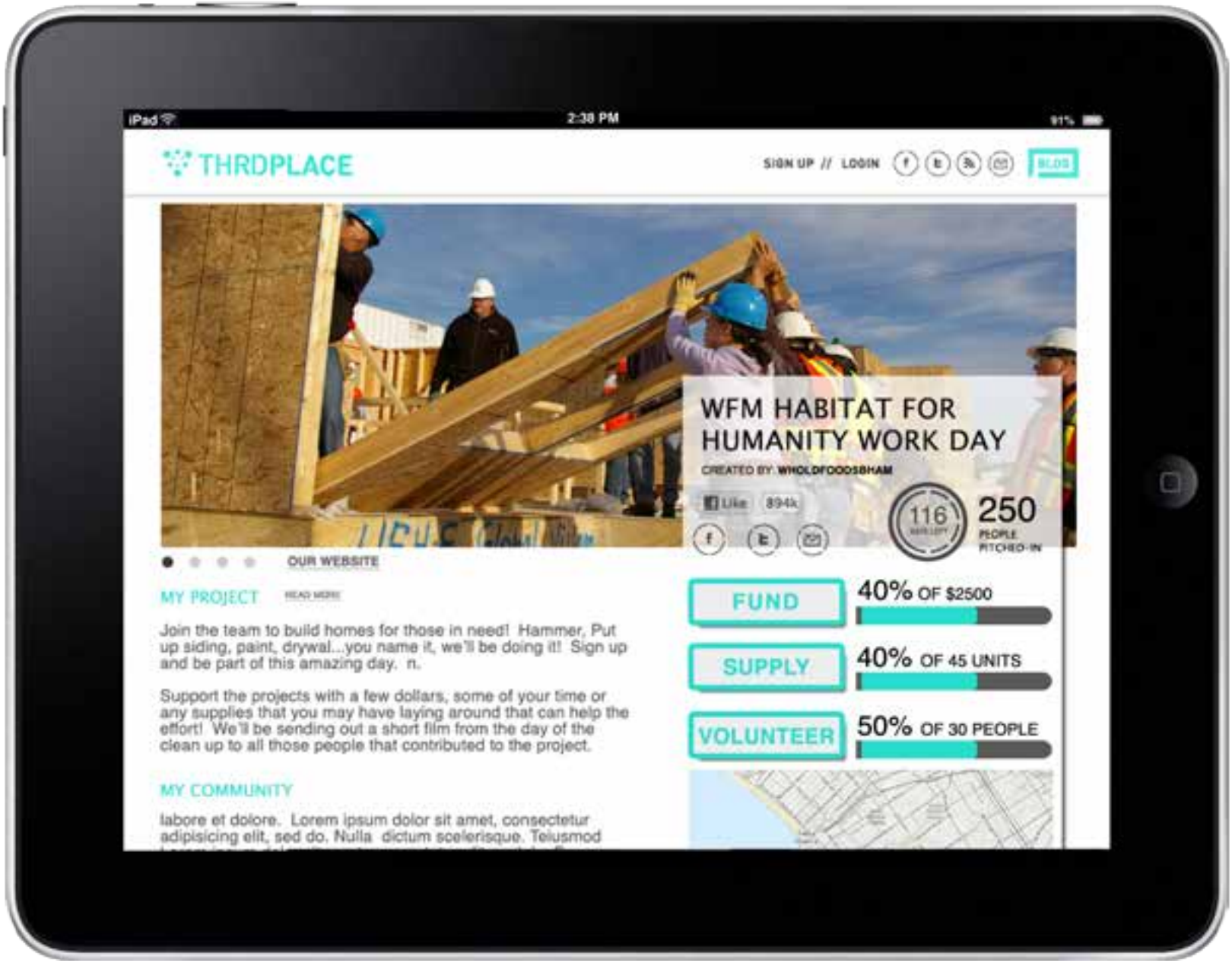
# What is the Problem?

**$18 billion**

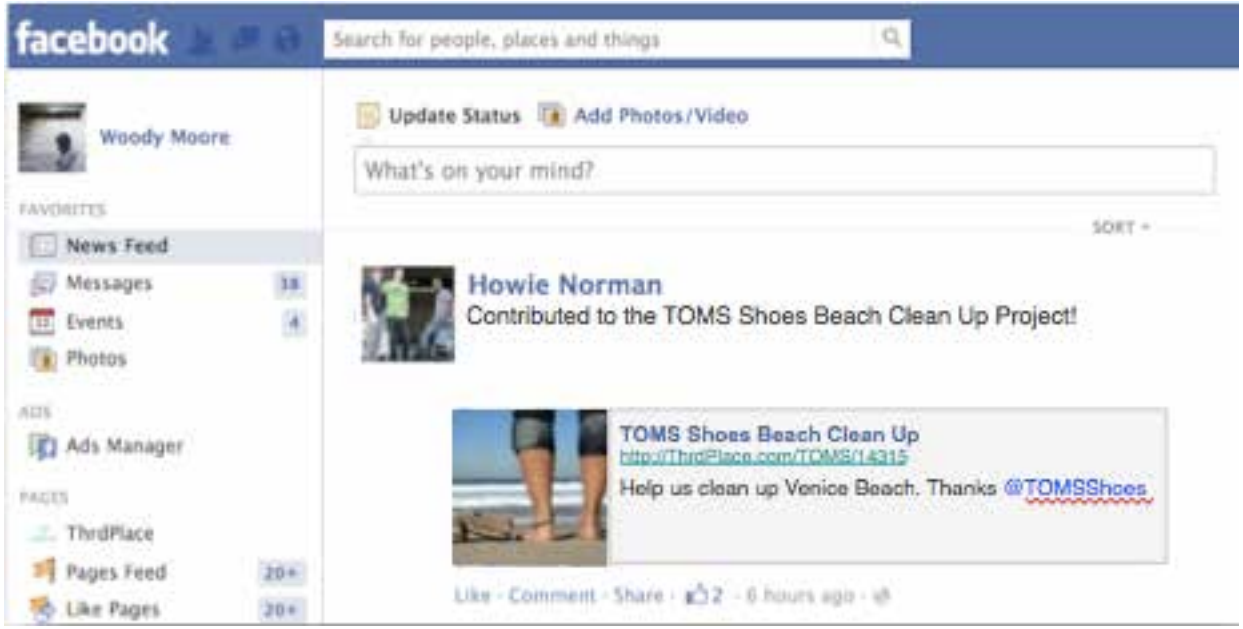
**75%**

# Company Lead

# Projects


iPad
2:38 PM
91%
THRDPLACE
SIGN UP // LOGIN
BLOG
WFM HABITAT FOR HUMANITY WORK DAY
CREATED BY: WHOLDFOODSBHAM
Like 894k
116
250
PEOPLE PITCHED-IN
OUR WEBSITE
MY PROJECT
READ MORE
Join the team to build homes for those in need! Hammer, Put up siding, paint, drywal...you name it, we'll be doing it! Sign up and be part of this amazing day. n.
Support the projects with a few dollars, some of your time or any supplies that you may have laying around that can help the effort! We'll be sending out a short film from the day of the clean up to all those people that contributed to the project.
MY COMMUNITY
labore et dolore. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do. Nulla dictum scelerisque. Teiusmod
FUND
40% OF $2500
SUPPLY
40% OF 45 UNITS
VOLUNTEER
50% OF 30 PEOPLE

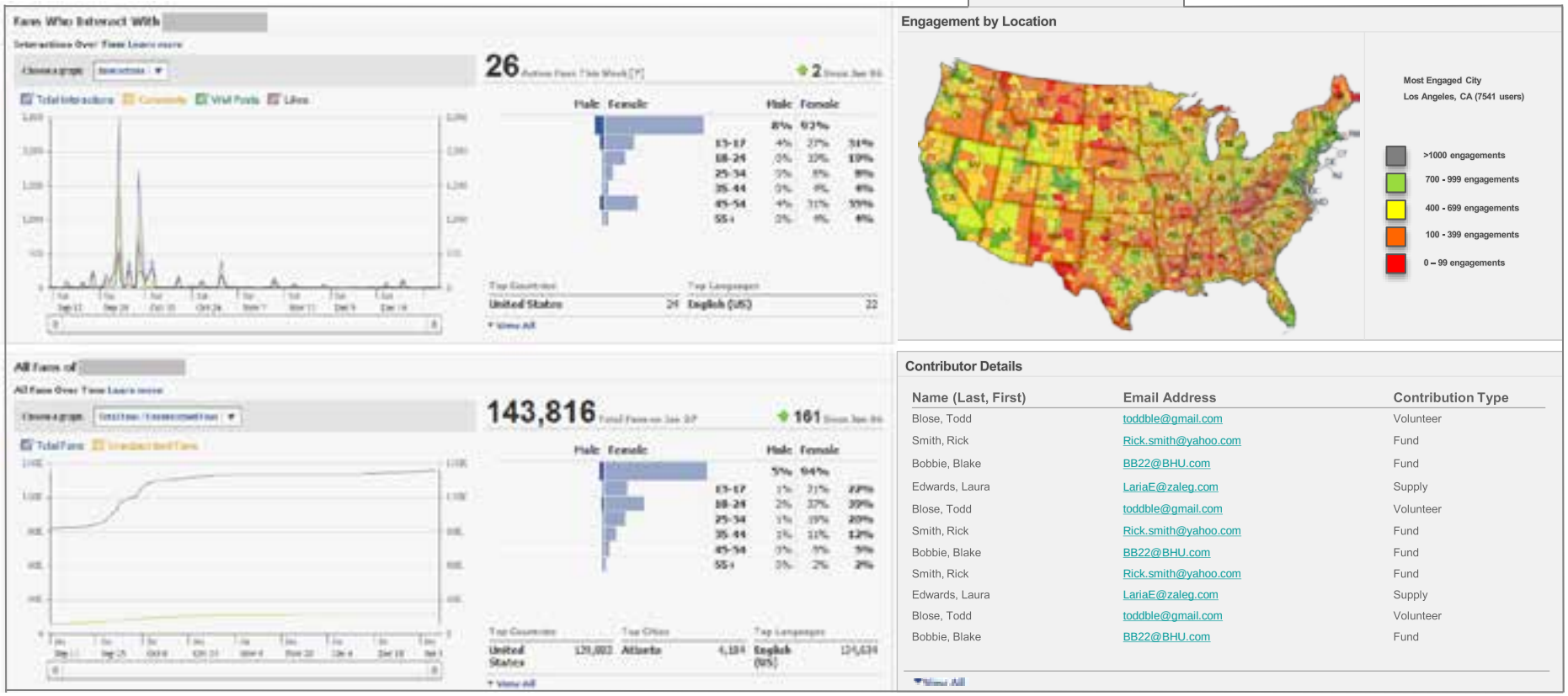
# Social Mechanics



# Social Mechanics

# GIS / Data Value

Community

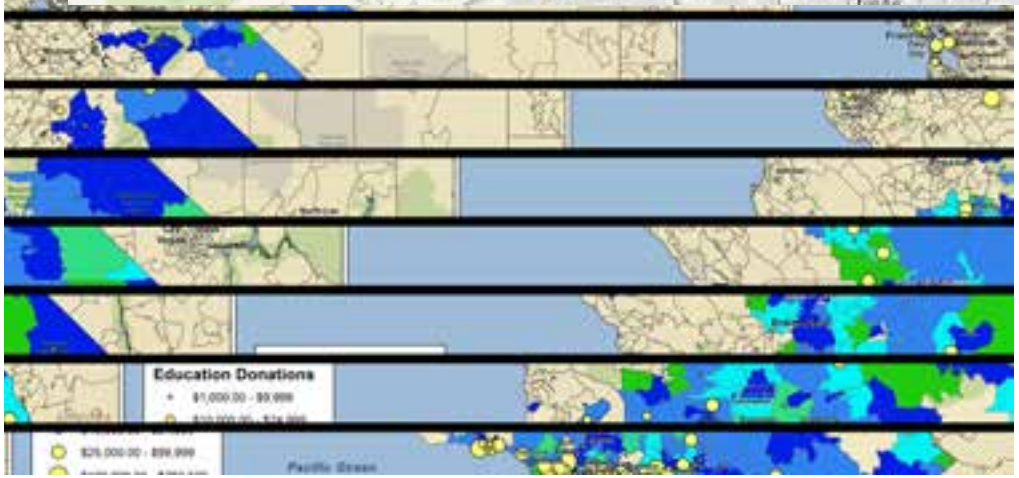



Social Engagement Data

Demographic Data

Impact Data

# GIS / Data Value



# Examples/Case Studies

65M kids // 2.6M youth teams

# Summary

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