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## A LOYALTY PROGRAM RATHER THAN A CUSTOMER-ACQUISITION TOOL



Research by DDB worldwide shows that 84% of a usual brand's Facebook fans are existing customers thus making marketing much less like a customer-acquisition tool for most brands and more like a customer relationship management program. This leaves the brands marketing to their own fans rather than developing a new customer base.

Read this article here

[How Brands Should Think About Facebook: a Loyalty Program](#)

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