

Let's Talk Marketing

Branding, Loyalty & Customer Experience



Welcome & Objectives

Welcome to: Branding, Loyalty & Customer Experience

Today, you will:

- Learn about what makes a strong brand identity
- Discuss brand loyalty and the customer journey
- Practise **reported speech** and **modals for advice/obligation**
- Solve real customer problems and give brand improvement suggestions



Icebreaker – Brands You Stay Loyal To

- What's a brand you always go back to? Why?
- What makes you trust or stay loyal to a brand?
- Has a bad experience ever made you stop using a brand?

Vocabulary – Brand Identity

Discuss the following terms with your tutor:

Term	Definition
brand values	core beliefs that guide the company (e.g. sustainability, quality)
tone of voice	the brand's way of speaking to customers (friendly, formal, witty)
customer journey	stages of interaction from discovery to loyalty
brand consistency	keeping the look, voice, and experience the same everywhere
visual identity	the look: colours, fonts, logo

Question: What values do you think big brands promote today?

Vocabulary – Customer Experience

Define and discuss the following terms with your tutor:

- user-friendly
- customer service
- satisfaction
- loyalty program
- feedback
- complaint
- refund policy
- review score

Question:

Which of these matter most when *you* shop?



Grammar – Reported Speech (Present → Past)

Understanding the grammar rule:

We use reported speech when reporting what someone said.

Direct	Reported
“The product is great!”	He said the product was great.
“I like the customer service.”	She said she liked the customer service.

Note: Change tense one step back:
is → was, like → liked, will → would

Grammar Practice – Report These

Rephrase the following statements in reported speech:

- “This app is easy to use.”
- “We will offer discounts to loyal customers.”
- “I love their packaging!”

Vocabulary – Loyalty Drivers

Discuss the following terms with your tutor:

Driver	Description
quality	consistently good product/service
emotional connection	feeling aligned with the brand's values
rewards	points, discounts, special gifts
convenience	easy to buy, fast delivery, smooth process
personalisation	offers or emails tailored to the customer

Question: Which of these terms make you want to come back to a brand?

Reading – The Power of Personal Touch

Read the following passage with your tutor:

“A customer was unhappy after receiving the wrong item. The brand responded personally within one hour, apologised, and sent a gift card. The result? A public 5-star review and a loyal customer.”

Questions:

- What did the brand do that helped?
- What would happen if they ignored the complaint?
- Do you think this interaction was fair? Why?

Grammar – Modal Verbs (Advice & Obligation)

Understanding the grammar rule:

Modal	Use	Example
should	advice	“You should listen to customer feedback.”
must	strong need	“They must deliver on their promises.”
might	possibility	“Customers might leave if service is poor.”



Grammar Practice – Complete the Sentences

Complete the sentences below using modal verbs:

- Brands _____ stay true to their values.
- You _____ offer better support.
- If customers complain, we _____ lose them.



Speaking – Customer Recovery Ideas

Task:

A company has received two customer complaints.
Imagine you are a brand representative and suggest solutions using modal verbs.

Complaints:

- 1. “My order arrived 5 days late, and no one told me why.”**
- 2. “I called support three times, but the staff didn’t help me at all.”**

Suggest how the company can fix the situation and prevent it in the future.

Activity – Fix the Feedback

Rephrase these poor responses to better customer service replies:

“It’s not our fault”

“We can’t help”

“Check the website”

Vocabulary – Voice & Personality

Discuss the terms and their definitions below with your tutor:

Tone	Description
professional	serious and reliable
playful	fun, creative, casual
confident	bold and self-assured
friendly	warm, informal, human

Questions:

What tone does your favourite brand use?

What tone should a technology-based company use?

Role Play – Customer vs Brand

Scenario:

A loyal customer recently bought a limited-edition smartwatch from your brand. It arrived two weeks late, and the screen had a small crack. The customer contacted support but didn't receive a reply for five days. They are frustrated because they've been a regular buyer for years.

Roles:

Tutor (Customer):

Explains the issue calmly but clearly:

Student (Brand Representative):

Respond using:

- **Soft language** (polite, calm, respectful tone)
- **Modal verbs** (*should have, might, could, will*)
- **Positive brand voice** (rebuild trust and reassure)

Example starter:

“I'm really sorry to hear about your experience...”



Error Correction – Modals & Reported Speech

Have a go at correcting the errors in the statements below:

- “He said he will refund me.”
- “They must to offer better help.”
- “You might be lose clients.”



Loyalty or Not?

Instructions:

Your tutor will read out each scenario. Discuss if you would stay loyal to this brand or switch to another?

Scenario 1 – No Apology, No Action

You contacted the brand about a broken item. They ignored your email for 5 days. You had to call twice. They finally replied but did not apologise.

Follow-up: What should the brand have done differently?

Scenario 2 – Quick Response, But Wrong Product

You ordered a blue backpack but received a red one. The support team replied quickly and sent a discount code—but they didn't fix the order.

Follow-up: What could they have done better?

Scenario 3 – Great Product, Poor Support

You love the product. It works perfectly. But when you asked a question online, no one answered. You felt ignored as a customer.

Follow-up: How could they improve the customer experience?



Vocabulary – Beyond the Sale

Define and discuss the following terms with your tutor:

- aftercare
- satisfaction survey
- retention
- referral
- trust-building
- user experience (UX)

Question: Why is **aftercare** just as important as the product itself?

