



The 5 Love Languages & Customer Marketing

The Secret to Driving Customer Engagement



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Introduction

Could love be the answer to all of life's pursuits and questions?

Okay — maybe this isn't the place to get that philosophical. This is a customer marketing and engagement eBook, after all.

But, perhaps there's something to be said about love and the hugely important role it plays in our world of customer marketing, engagement, and advocacy.

Maybe it's this simple, fundamental, powerful, pervasive, and universal thing that we call "love" that should be at the heart of every advocacy program and is at the heart of why people advocate at all.

We just passed the 30 year anniversary of the release of the best-selling book, "**The 5 Love Languages**". Millions of people have read it and realized the rather profound takeaway that *people prefer to feel love and appreciation in different ways; and what works for one person might not work for another.*

The following five “love languages” represent five distinct categories by which love and appreciation can be received:



#1: Words of Affirmation



#2: Acts of Service



#3: Gifts



#4: Quality Time



#5: Physical Touch

This short eBook will be your guide to leveraging this powerful philosophy for your customer programs in order to get to the fundamentals and drive amazing levels of customer engagement and customer advocacy.

So, you're starting a customer advocacy program, and, in turn, you'll want to know what it takes to mobilize your best customers. You want them to resonate with your calls for action and create moving testimonials, quotes, reviews, and much more.

Identifying your best customers is an early step driving impactful customer advocacy. Yes, you can build a list and start sending out requests, but if your best customers aren't your most engaged supporters, you're not thriving. That being said, one of the great rewards of customer advocacy is nurturing customers who may not currently be among your best accounts to becoming one of them!

So, what does it take to deeply engage customers?

The answer: **It takes a personal connection.**

It starts with building an internal culture of appreciating your customer advocates. You want them to know and feel that you deeply value their acts of advocacy and – more importantly – their success and well-being as humans. Great product information will drive your customers to become more proficient and excited about your product as a tool; but that enthusiasm can easily be displaced by a better or cheaper tool. This human connection is what keeps them enthusiastic about your brand, even more than your company's products, because you're addressing their personal and career needs in a way that a product simply can't.

One key ingredient of engaging customers is personalization. People resonate to different acts of appreciation. That's why we loved how Lauren Turner reworked the [5 love languages to drive customer advocacy](#).

As Lauren [put it](#), “One of the most important parts of growing an effective advocacy program is personalization at scale; e.g., delivering the most relevant message and experience to the right customer at the right time, across all of your customer personas.”

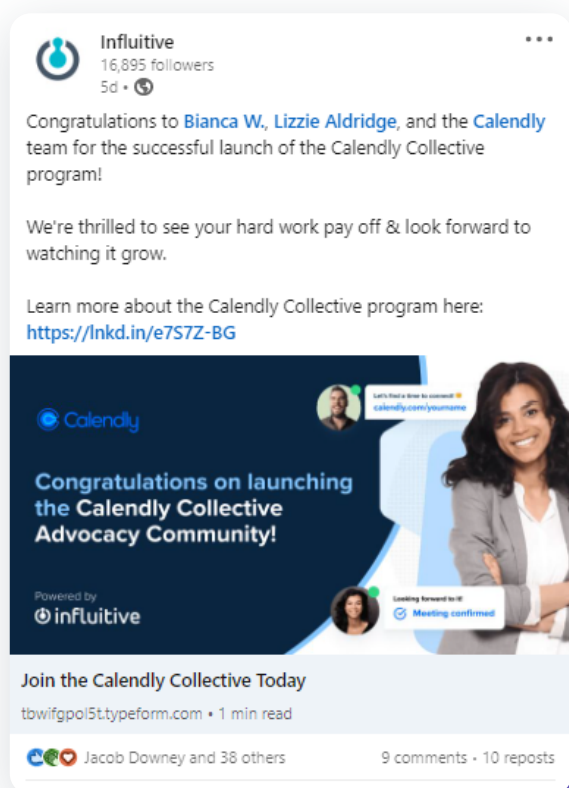
No two people are identical. Each form of appreciation resonates with people differently. When you click with each advocate in the right way, you deliver a personalized experience. This is how you **get advocates who genuinely want to promote your brand.**

In this guide, we’ve put together a few real-world examples of how to leverage each one of the 5 love languages for your customer advocacy program.



Love Language #1: Words of Affirmation

This one's simple. Keep an eye out for how each customer is doing, be it professionally or even personally. When they hit a key milestone in their lives or their work, let them know you're really happy for them. You can send a quick email or a shout-out on social media, for example.

















In this example, you'll see a shout-out on LinkedIn to [Bianca](#) and [Lizzie](#) at [Calendly](#). They just launched their customer advocacy program using Influitive.

Not only is this an easy way to recognize your customer's achievement, but it can also help them with amplifying their brand reach on social.

Source: [Influitive](#)

Love Language #2: Acts of Service

These customers greatly appreciate acts of service that tangibly help them, e.g., simplifying tasks, saving time, or solving problems.

Topic		Replies	Views	Latest Reply
 About the Job Board category by Rob Ayre · Feb '20	This Category is for sharing open advocacy, community, customer marketing, or customer experience roles and people who are looking for new roles. Members can post open roles at their organizations here Please include l... read more	0	321	 7d by Rob Ayre
 Job Posting: Director, Customer Advocacy @ GHX by Amy Ng (Influitive) · 6d		1	16	 2d by Alyse Chiariello
 Sr. Customer Advocacy Manager @ Billtrust by Ammir Gill · 6d		1	12	 2d by Alyse Chiariello
 Job Posting: Client Advocacy Manager @ADP by Jill Solomon · 6d		0	13	 6d by Jill Solomon
 Job Posting: Customer Advocacy Marketing Manager @ Sonar by Amy Ng (Influitive) · 13d		0	10	 13d by Amy Ng (Influitive)
 Remote Job Posting: Sr. Communications Specialist, Customer Advocacy @ Paylocity by Amy Ng (Influitive) · 11 Aug		1	26	 11 Aug by Amy Ng (Influitive)
 Marketing Manager, Customer Advocacy @ ConnectWise by Ammir Gill · 22 Jul		1	48	 22 Jul by Amy Ng (Influitive)

Here's an example of a job board for our customers. This gives our customers who are on the lookout to advance their careers a great way to find opportunities. It also gives our customers who are looking to build their teams a great reservoir of candidates.

Source: Influitive



Influitive

17,152 followers

1mo • 🌐



Super important insights from [Jeni Asaba](#) at [Jamf](#). ¹⁰⁰

We need to integrate gratitude into the heart of our customer advocacy and community programs.

"While it's commonplace for organizations to ask favors of customers (e.g. speaking at events), how often do they offer value to customers with no ask in return? Arguably too often organizations look beyond the action of gratitude directly to the act of reciprocation. This focus is flawed.

Let's not be naive in thinking customers don't see the motive. We know when acts of appreciation have visible or hidden expectations on the other side. Let's shift the narrative and walk into a more mature way of doing business that drives value to both parties through genuine acts of recognition and appreciation. "

<https://lnkd.in/gX3fCAZ>

[#CustomerAdvocacy](#) [#BrandAdvocacy](#) [#CustomerEngagement](#)

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GUEST BLOG

Customer Advocacy Practices Rooted in Gratitude Emerge as Organizations Adjust to Changing Times



Jeni Asaba
Senior Manager, Community
Engagement & Advocacy
JAMF

Brands Look to Customer Advocacy for Stability in Uncertain Times

influitive.com • 5 min read

Here, [Jeni Asaba](#) from [Jamf](#) has penned a thought-leadership article on why gratitude should be central to your customer advocacy objectives and programs. This is a great example of helping your customers build their personal brands and amplify their thought leadership to a wide audience.

Source: [Influitive](#)

Love Language #3: Gifts

Most advocacy programs provide rewards for acts of advocacy. The ability to collect points for acts of advocacy and, in turn, redeem those points for charity donations or gift cards is a good motivator. Charity donations can also easily align with designated themed months, like Women's History Month, Pride Month, Breast Cancer Awareness Month, etc., that tie into broader campaigns that your company may already be running.

Think about how you can personalize the experience. Use surveys to identify your customer's personal interests (e.g., favorite candy, books they like to read, etc). You can mirror your gift or awards catalog to your customers' interests.

However, make sure you don't let your program become purely transactional. Set up processes to identify customers who are only in it for the rewards.



Try building relationships with customers who show they're connected to your brand. You'll find these folks engaged in your communities, proactively sharing your content, and genuinely wanting to help others. Sending surprise gifts to these folks is a great way to show that they're on your mind and that you appreciate their advocacy.



Petco* Gift Card 25 USD ★

Petco is a leading pet specialty retailer that carries more than 10,000 different pet-related products for dogs, cats, fish, reptiles, amphibians, birds and small animals. With more than 1,100 stores in all 50 states, we provide the products, services and advice that make it easier for our customers to be great pet parents.

👄 850

Redeem



Sephora* Gift Card 25 USD ★

Got a case of the hms's? Not anymore. The Sephora eGift Card solves your every gift-giving indecision. The card can be redeemed in store, online, or through any of our catalogs. What's more, it doesn't expire, and both the balance and transaction history can be checked online or in any Sephora store.

👄 850

Redeem



Amazon.com.au* Gift Card 25 AUD ★

Amazon.com.au Gift Cards can be used to purchase millions of items sold on Amazon.com.au today – from electronics to fashion to appliances and household items. Amazon.com.au Gift Cards can be added to your balance and used as per your convenience.

👄 850

Redeem

You can structure your program to offer gifts that directly align with our customers' interests.

We survey them at the start of their journey to learn about their hobbies, interests, and key dates (like birthdays and work anniversaries).

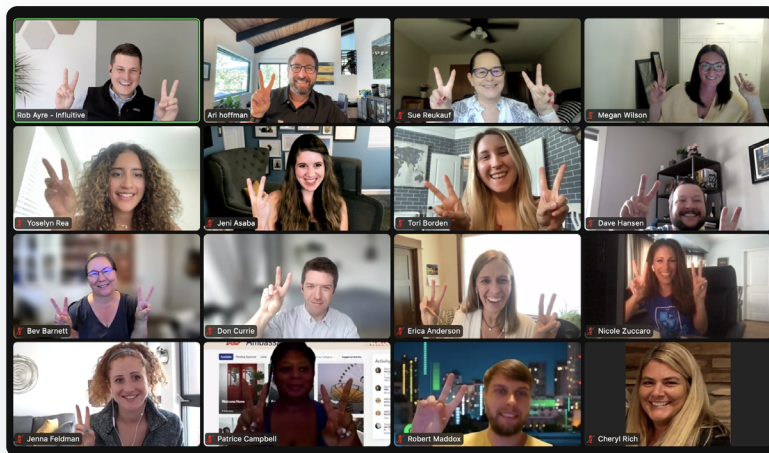


Love Language #4: Quality Time

Some customers want to connect with others. This isn't just about adding LinkedIn contacts, but finding people who'll listen and converse with them.

Engage with these customers, especially as people. Get to know them personally by learning about their hobbies, favorite entertainment, and so on.

Communities that invite conversations of this nature are a great starting point. But you can go deeper by checking on them individually from time to time as well.



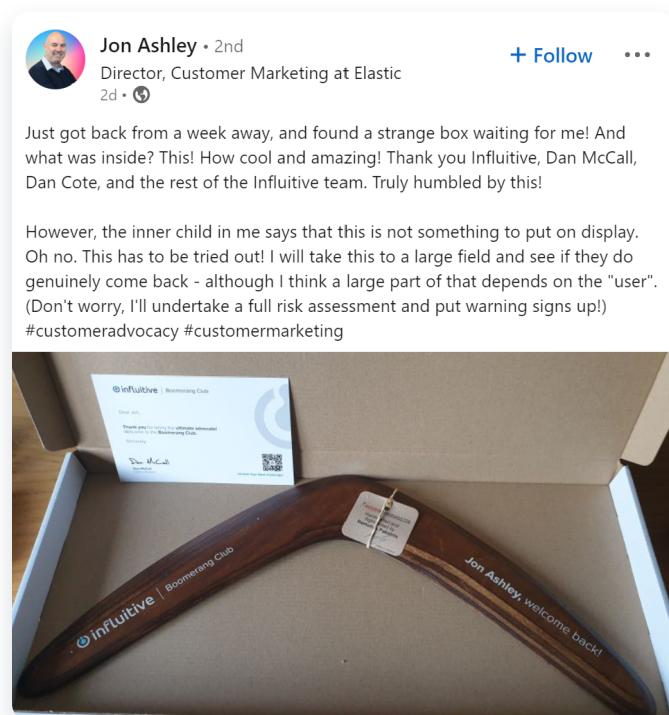
We host a regular roundtable with our customers (Level-Up). Here, our customers upskill, ask our team questions (e.g., about generating team buy-in), learn more about the platform, and, as importantly, connect with each other.



Love Language #5: Physical Touch

To be clear, we're not talking about literal physical touch! Rather, you can use some proxies that help connect your advocates to your brand. These can include giving them company swag, or a custom keepsake (like a boomerang for customers who leave your program when they change jobs and then rejoin under their new corporate banner).

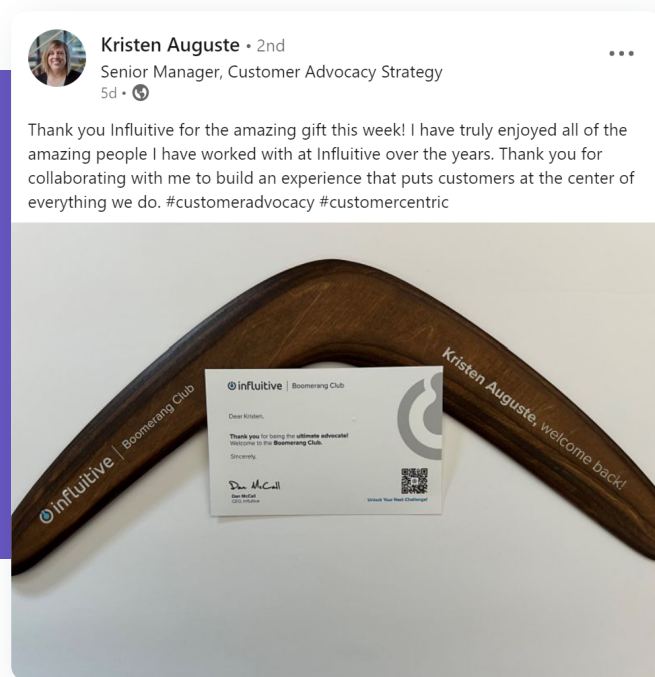
You can also set up virtual experiences for your customers, such as virtual escape rooms, game shows and other activities.



Source: [LinkedIn Post](#)

We let our top customers know we care by sending them custom-made boomerangs etched with their names.

Source: [LinkedIn Post](#)





Learn How You Can Drive Growth Through Your Customers



In today's uncertain economic times, leaning on your customers is now more important than ever. Not only does it cost [5X more to acquire a new customer](#) than to keep an existing one, but [increasing customer retention by just 5% can drive 25% to 95% more profit.](#)

The right customer marketing and advocacy platform plays a critical role in driving customer-led growth. Schedule a demo today to see how Influitive helps brands stay ahead of their competition.



We give businesses a better way to mobilize customer advocates. Our modern engagement platform combines powerful tools and expert services to help you leverage the authentic voice of your customers and drive growth.

To learn more about Influitive visit:

www.influitive.com

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