



malama

inspire loyalty™





**Ma · la · ma**

(Hawaiian)

nvt. *To take care of, preserve, protect, honor, support, fidelity, loyalty*

# success for our clients; what can we do for you?

We are a diverse team of marketing professionals with a passion to collaborate on strategic initiatives. Our creative approach is in the design and execution of relevant brand awareness, events, and campaigns directly tied to business objectives. Insights from our collective experience in global business environments allow us to focus on expanding your markets and your customer base.

All commitments are built on a strong link to company strategy and business objectives with:

- ▶ **clear metrics and a hard ROI**
- ▶ **closed loop process between marketing and sales**
- ▶ **top line business growth results**
- ▶ **improved profitability**

Each client is different. Our team is committed for the life of the engagement to do whatever it takes to make the programs a success. We welcome the challenge to work with your business and help you reach your unique goals.



# the loyalty wheel



## Awareness

### Awareness

- ▶ Awareness in target market
- ▶ Voice & visual
- ▶ Website/SEM
- ▶ Communication plan
- ▶ AR/PR outreach

## Consideration

### Consideration

- ▶ Industry rank
- ▶ "Short listing"
- ▶ Value proposition
- ▶ Understand pain points

## Preference

### Preference

- ▶ Buyer profile
- ▶ Buying process
- ▶ Competitive traps
- ▶ Sales tools/demos
- ▶ Sales training

## Purchase

### Purchase

- ▶ Sell unique value
- ▶ Customer references
- ▶ Prospect nurturing
- ▶ Getting to "yes"

## Referral

### Referral

- ▶ Build communities
- ▶ Measure engagement
- ▶ Reward evangelists
- ▶ Testimonials

## Retention & Loyalty

nCLI: Loyalty improves revenue growth and decreases customer acquisition costs, improving profitability.





Lo · yal · ty

nvt. a feeling of strong support for someone or something



# taking care of our clients

Any company such as ours has a unique set of principles and characteristics. Our company culture is a reflection of the diverse set of people we employ -- our extraordinary energy, passion and creativity. What brings our diversity together is a joint view of the customer as the center of business focus.

As a team we have a deep level of expertise in building customer programs in collaboration with our clients to serve their customers best. Our objective is to assist our client build processes and technologies to make these programs run in-house for many years.

We firmly believe businesses that focus on building customer loyalty will see faster revenue growth and better profit margins. Loyalty isn't some feel-good principle; it's a methodology to be used to reduce the costs of acquiring new customers and keeping current customers retained and brand loyal. Living by this same philosophy ourselves, we put our clients at the center of our world. As our name implies **we strive always to take care of our clients and their business.**





*“We found, instead, that they first got the right people on the bus, the wrong people off the bus, and the right people in the right seats. And then they figured out where to drive it.”*

**Jim Collins**  
*Good to Great*

We cannot agree more with Collins on this perspective.

# our approach

We are a relatively small and fast moving team headquartered in Silicon Valley.

We have been hiring exceptional talent from the beginning because we firmly believe in the Jim Collins advice about where most start-ups go wrong in business.

From his research Collins believes they focus first on what they want to do and where they want to go, rather than prioritizing on hiring the very best individuals and then setting company direction. When Collins and his team examined the companies that transformed from average to extraordinary, the difference was extraordinary people.





**What Malama Loyalty means to us:**

*Taking care of our clients and helping them build strong loyalty with their customers.*

# our management team

Our staff has held executive level leadership roles in Fortune 100 companies. These executive roles included focus on integrating sales and marketing on high profile initiatives. Individually many of the principals have managed annual budgets in excess of \$20M. We also have long and varied experience with mergers and acquisitions and the integration of businesses.

Our staff has lived and worked outside of the US. Several were born outside of the US and speak multiple languages. We are accustomed to international travel and the unique communication needs of international teams.

The current economic environment is a unique opportunity to grow and expand our portfolio. Our focus is on building expertise in a broad range of industries and locations in keeping with our diverse background of experience.

Individually we are richly diverse; collectively we share a passion, commitment and energy to make our clients successful.





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