

DOLCE AND GABBANA'S UNIQUE LOYALTY STRATEGY

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Currently, customer loyalty refers to a situation where, if there are similar products, the customer chooses exactly your company all the time. If the brand has formed loyal audience, which, among other things, brings constant income to the company, it is worth considering that the company has achieved its goal. After all, when creating a product, the main goal becomes to make it meaningful for the customer. In this article, using the example of the Dolce Gabbana brand, it is shown how it is possible to form a decent loyal audience, while using atypical methods. The purpose of the work is to identify the correlation between the loyalty of the target audience of the company and the tools that the company uses for this purpose.

Key words: loyalty; strategy; customer; marketing strategy; target audience; up-market; social network; activity; global trends; communication methods.

For many brands from various fields, the formation of customer loyalty becomes a key factor in the company's success. This means that by getting a loyal customer, the company simultaneously gets confidence in the prospects of the business. [2]

Loyal customers are more valuable than regular customers. As a rule, all loyal customers are characterized by a set of features, for example, a higher level of expenses, a fast speed of distribution of recommendations, the purchase of expensive goods, lower service costs. For the company, it is important to choose the right group of clients who can ensure constant cash flows and return on investment of the company. In other words, these are clients whose trust the firm can gain and maintain in the future. [3]

An important aspect in this case is the strategy that the brand uses to build customer loyalty. Increasing loyalty helps to develop the company, makes the brand recognizable, attracts new customers and increases revenue. The main ways to increase loyalty are marketing techniques. That is why when analyzing the strategy for building loyalty, first of all, it is necessary to pay attention to how the company's marketing works.

This study examines the formation of loyalty on the example of the Dolce & Gabbana brand. Of particular interest is the structure of their marketing strategy, which is associated with a rather unusual approach of the company.

The object of the research is the strategy of building the loyalty of customers of the Dolce & Gabbana brand.

The subject of the study is the correlation between the formation of customer loyalty and the marketing of companies.

The hypothesis is that Dolce & Gabbana has a group of loyal customers, despite some unusual marketing strategy of the brand.

In the process of building loyalty, Dolce & Gabbana uses social networks as the main tool for organizing communication with its target audience. This is due to the fact that at present a highly digitalized world in each of its spheres is somehow connected with social networks as one of the most accessible resources for everyone. Speaking about the need for communication between Dolce & Gabbana and its audience, it is important to note that the brand has a fairly limited target audience, which is primarily due to the up-market category. That is why the target audience for the brand is world-class stars, as well as wealthy people, often between the ages of 40 to 50. Dolce & Gabbana clothing is one of the main attributes of the red carpet, and famous musical artists such as Korean pop-group BTS, American singer Madonna and Russian singer Philip Kirkorov, effectively demonstrate the brand's collections in their videos. [5]

At the same time, the company does not have a single segmentation strategy – geographical or demographic – the company uses both. This means that for Dolce & Gabbana, on the one hand, the target audience is highly educated people who also have a high level of income and a stable career. On the other hand, geographically segmentation of the brand is aimed at people who live in certain territories, which is associated with a limited number of stores, which are also located in large cities with a great number of elites. [1]

Speaking about the marketing strategy of the company, it should be said that Dolce & Gabbana does not seek to organize its marketing in such a way as to follow global trends. For example, while brands everywhere in the world are trying to be more eco-friendly, Dolce & Gabbana releases another collection of clothing made of genuine leather, making this its main feature.

Hence, it is necessary to consider how Dolce & Gabbana organizes communication so that its unusual anti-marketing moves do not spoil the brand's reputation and, moreover, maintain the loyalty of an existing customer. Instagram, Facebook, Tiktok, Twitter, and LinkedIn are the main communication methods used by Dolce & Gabbana.

Table 1

Analysis of Dolce & Gabbana's accounts on social networks

Social network	Main characteristics for D&G
Instagram	11.3 K posts 25.5 M followers 25 K likes per post (average)
Facebook	12.3 M followers 1 K likes per post (average)
Tiktok	179.4 K followers 1.3 M likes 300 K likes per post (average)
Twitter	5.3 M followers 100 likes per post (average)
Linkedin	323 K followers 1 K likes per post (average)

Note: own development based on source [4]

Considering the statistics of the brand's account activity on social networks, it is worth noting that the company manages to maintain its image with the help of the most popular social networks, such as Instagram and Tiktok. At the same time, it is also important to pay attention to the content that promotes the brand in different social networks. Instagram, Facebook, Twitter and Linkedin share the same content, but Tiktok has different content, which is due to the uniqueness of the platform. Interacting with their followers, the company gets the opportunity to increase customer loyalty: often Dolce & Gabbana come up with interactive types of stories and posts on Instagram, challenges in Tiktok, and actively arrange brainstorming in the comments to their own posts.

Based on the above, it is important to note that for a long time Dolce Gabbana has not been trying to follow global trends, which is what many brands are actively engaged in. To answer the question about customer loyalty, one can refer to the limited target audience of the company, which creates confidence for the brand in the future. At the same time, Dolce Gabbana pays a lot of attention to the promotion of its own brand in social networks, where, by the way, it observes the most popular and interesting ways of promotion for the client. The established face of the brand, a limited but loyal audience and the ability to attract subscribers in social networks are the most powerful tools for the company for further development.

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