

How to **G-R-O-W** Revenue

There are **4** ways to grow revenue



Here's how it is done



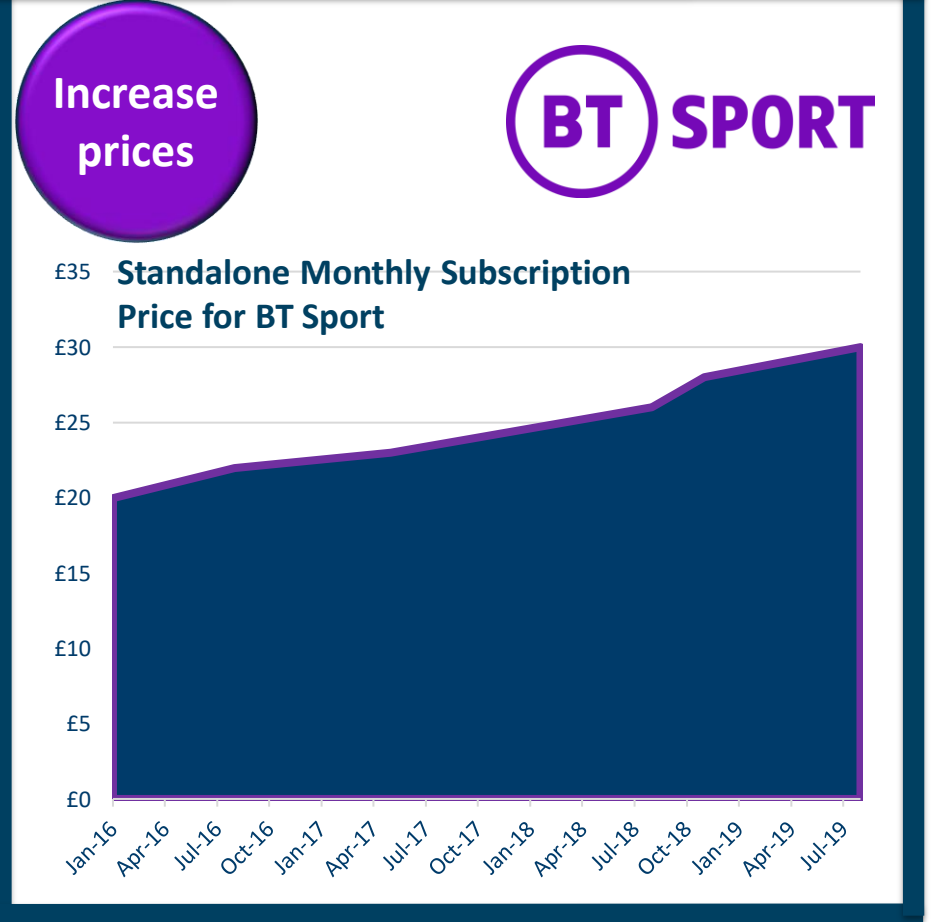
Repeat orders

amazon

2020 Customer Loyalty Leaders

Brand	Category	2020 Rank	2019 Rank
Amazon	Online Retail	1	1
Netflix	Video Streaming	2	6
Amazon	Video Streaming	3	7
Apple	Smartphones	4	8
Domino's	Pizza	5	15
Google	Search Engine	6	2
Disney	Video Streaming	7	new
Home Depot	Home Improvement Retail	8	37
WhatsApp	Instant Messaging	9	12
Samsung	Smartphones	10	3

Published by MarketingCharts.com in October 2020 | Data Source: Brand Keys
Based on assessments from 52,515 consumers aged 16-65 across 1,121 brands in 109 categories
Leaders are based on cross-category loyalty strength against category ideal



Which strategy to use?

More Customers

Where a company has an **innovative or disruptive business model** or a **clear competitive advantage**

Bigger Orders

Where a company has **extra services or higher value products** to offer through **cross selling or up selling**

Repeat Orders

Where a company has **consumable products** or a **recurring service** suitable for **subscriptions or loyalty programs**

Price Increases

Where a company has a **product or service with inelastic demand, inertia or high switching costs**