

Brand loyalty and marketing solutions through blockchain

[Business](#), [Marketing](#)



Competition at the top and among upcoming labels is getting stiffer. Standing out in this economy is becoming more difficult as tastes and inclinations change almost daily. Consumers, these days, are more drawn towards the appeal of the goods/services and not the actual goods and services being offered to them. Enterprises and top brands spend an enormous portion of their budgets on marketing to try and outdo their rivals in the same marketplace. Loyalty to brands is also taken seriously by consumers. Momentum combines these two market aspects to produce a revolutionary platform, MobileBridge, offering companies with solutions on to effectively interact leaving a positive impact with their client.

Momentum is currently constructing a system that will be launched as the first crypto-token and blockchain-based platform that will focus on automation marketing while rewarding loyal clients to these enterprises with tokens known as Momentum tokens. This will be under the MobileBridge banner.

Aiming for loyalty

Momentum is keen on creating lasting relationships with clients. It will extend this service to any company that registers in the platform. Through the Momentum tokens or through tokens created by these companies as allowed by Momentum, enterprises will reward their clients, basin their rewards on the various types of interactions that will have been exhibited by their clients.

Real value

In as much as consumers are more interested in the appeal of the product, products still have to meet a set standard that varies with different classes of consumers. Consumers are rarely independent and purchase based on the ideas of the society. Some may deny this but they still do it subconsciously. If there is real value in a product and company, consumers will gladly share information about the company and maintain their loyalty to those products and the company that produces them. Momentum strives to make this even better by rewarding consumers who spend more time interacting with what these enterprises have to offer through its platform.

Absolute transparency

This seems like a farce in this digital age but blockchain's attributes makes it capable of delivering absolute transparency. Consumers appreciate transparency. They would like to know how and why their data is being used. In order for enterprises to have loyal consumers, there is need for transparency in activities that involve consumers directly or indirectly. By making this possible through blockchain, Momentum is setting up a trustworthy platform that is likely to attract both consumers and enterprises.

Safety of data

Consumers understand that some of their data may be collected without their knowledge but having given consent. Data breaches in the past have caused panic amongst consumer communities globally and therefore having a secure platform that assures protection of data generated within momentum would be of enormous value to consumers.

Desired outcomes**Momentum through MindBridge targets to achieve the following**

- Reduce the overall marketing costs for companies while still appealing to a qualified, larger target audience.
- Create a better user experience through the data collected on its target market.
- Increasing their customer loyalty through the aforementioned aspects of Momentum thereby increasing their sales as it is much easier to sell to previous clients as compared to new consumers.
- Making enterprises understand the returns on investments made while marketing digitally. Momentum also plans to grow through the fees that it will implement for the services that it plans to provide to enterprises.