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Ghosting means breaking off a relationship by stopping all communication and contact with the partner without any apparent warning or justification, as well as ignoring the partner's attempts to reach out or communicate. Let us think relationship marketing and efforts driven to sustain a relationship with the said customers.

It is apparent that ghosting is topical in the social spaces this is in terms of affectionate relationship in this way it makes it pivotal for us as marketer to question our relationship building exercises. The consumer will not stay long with a brand that they think does not align to their values or serve the reason for existence if we are to mirror this concept.



What this mean is that the local consumer has become finicky and mitigating and wants to have your attention at a ransom. They want you to be present where they breathe and eat, let us take for example a consumer that enjoys being on twitter and shares everything that is on their mind on the platform. It would therefore be important that brand create search engine optimisation means as a way of glorifying the said customer before they decide to “ghost” you without you even realising.

This ghosting ideology speaks to tighten up any loose ends to a brands loyalty program and the brand putting their finger on the pulse considering the rapidness and recency of social media where the consumer spends most of their time forming connections.

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