



Find Out Which Platform is Right for Your Business to Build Loyalty

Your business needs loyal customers. Without them, your brand is replaceable. If you're not actively seeking out your audience, you're missing the true power of social media.

It doesn't matter how glittering or show-stopping your new offer is – without the right stage, no one is paying attention. You need to create the entire experience online, and it starts with knowing where your customers are.



Take this 5-minute quiz to find where your brand belongs.

The Questions

Keep track of your answers (A, B, C, or D)

1

How would you describe your brand's personality?

- A:** Raw, energetic, and slightly unfiltered.
- B:** Elegant and polished, but with a human, relatable side.
- C:** Helpful, grounded, and community-focused.
- D:** Personal, discreet, and high-touch.

2

What's your ideal content "vibe"?

- A:** Fast-paced trends, humour, and keeping it authentic.
- B:** A mix of dreamy aesthetics and real-time glimpses into your brand world.
- C:** Deep-dive discussions and helpful advice.
- D:** Exclusive perks and one-on-one secrets.

3

How much time do you want to spend on production?

- A:** I'm happy to edit on my phone and hop on trends daily.
- B:** I want to balance a curated feed with raw, unfiltered Stories.
- C:** I'd rather spend my time writing and replying to comments.
- D:** I want a high-value automated flow that feels like a personal chat.

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What does "Success" look like for your social strategy?

- A:** Going viral and reaching a massive, diverse new audience.
- B:** Creating an aspirational world that people actually want to live in.
- C:** Building a space where customers trust and talk to each other.
- D:** A direct list of high-value, repeat buyers you can message anytime.

5

How do you prefer to reward your loyal fans?

- A:** Giving them a shoutout or a "feature" in a trending video.
- B:** Granting "Close Friends" access for a behind-the-scenes look.
- C:** Giving them a "Top Contributor" badge or community status.
- D:** Sending a personalised coupon or gift directly to their inbox.

6

If your brand were a physical space, what would it be?

- A:** A loud, high-energy pop-up festival.
- B:** A chic boutique where the owner knows your name.
- C:** A local community hub or cosy coffee shop.
- D:** An invite-only private lounge or concierge desk.

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How do you want your customers to interact with you?

- A:** Tagging you in fast-paced challenges, duets, or remixes.
- B:** Reacting to your "Day in the Life" Stories and saving your imagery.
- C:** Sharing their own stories and tips with other members in a group.
- D:** Asking questions and ordering directly via a private chat thread.

8

What is your brand's primary "voice"?

- A:** Witty, bold, and fast-talking.
- B:** Sophisticated and calm, but friendly and approachable.
- C:** Warm, supportive, and knowledgeable.
- D:** Professional, private, and highly attentive.



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What is the main goal of your loyalty program?

- A:** To turn customers into loud, public brand advocates.
- B:** To build brand prestige and a specific, desirable lifestyle.
- C:** To provide a support system and a sense of belonging.
- D:** To provide a premium and personalised service.

10

What is your stance on "The Algorithm"?

- A:** I enjoy the fast-paced game of staying ahead of trends to maximise my visibility.
- B:** I want to be found by people who share my brand's specific taste.
- C:** I want to bypass it by building a self-sustaining community.
- D:** I don't care about it; I want to own my data and contact list directly.

The Results

Count your answers. Which letter did you choose most often?

- **Mostly A: The Trailblazer (TikTok):** Your loyalty is built on energy and authenticity. Your audience wants a brand that is fast, real, and actively part of the cultural conversation.
- **Mostly B: The Inspirational Seeker (Instagram):** Your loyalty is built on brand prestige. You win by balancing a high-end aesthetic with relatable, real-time glimpses into your brand world.
- **Mostly C: The Roundtable (Facebook):** Your loyalty is built on community trust. You succeed by providing a space where your customers can connect and share helpful advice.
- **Mostly D: The Inner Circle (LINE):** Your loyalty is built on personalised service. You have direct access to your customers; reward that trust with high-touch support and exclusive perks.

It's a Tie: The Hybrid Powerhouse

Didn't get a clear winner? Don't worry. This means your brand has the range to occupy two spaces at once. The secret is to assign each platform a specific job:

- **The Stage (Discovery):** Use your A or B score to find new fans through trends and aesthetics.
- **The Inner Circle (Retention):** Use your C or D score to deepen the relationship through community and direct chat.
- **The Strategy:** Don't make TikTok do LINE's job. Use your public channels to build the brand, and your private channels to build the loyalty.



Need More Guidance?

Are you ready to build that magnetic connection with your customers? Knowing which loyalty platform you should focus on can transform your business, but insight only works if you take action.

If the next step feels like a question mark, [get in touch](#) with our team today. We're here to help you!





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