



# The Tasti D-Lite Way: Social Media Marketing Lessons for Building Loyalty and a Brand Customers Crave

*James Amos, BJ Emerson*

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## Create growth via social media-powered customer loyalty strategies

Tasti D-Lite has put itself on the map through its innovative merging of loyalty programs and social media. In *The Tasti-D-lite Way*, the brand's Chairman/CEO and VP of Technology reveal key lessons any company can use to build meaningful customer experiences and unprecedented loyalty through fresh approaches to social media marketing.

Using social media to engage customers is only part of the story. Learn how to reengineer your business to compete and win in the age of social media marketing and go from social megligence to social friendly to forge meaningful, one-to-one relationships with customers.

**James H. Amos** is Chairman and CEO of Tasti D-Lite and and Planet Smoothie. A longtime leader in the franchising industry, he has been profiled in several books including *The Transparent Leader* and *You Can Do It*. He is the author of *The Complete Idiot's Guide to Franchising* and *Focus or Failure*

**BJ Emerson** is VP of Technology at Tasti D-Lite and Planet Smoothie. As a speaker, author and award winning technology executive, BJ Emerson has a long track record as a social loyalty pioneer. He speaks regularly on the topics of social media, technology and customer loyalty.

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