



TOP 10 WAYS TO ENHANCE YOUR EXISTING LOYALTY PROGRAM

DRIVEN BY SMART INSIGHTS TECHNOLOGY



Loyalty Program Not Yielding The Results You Want?

DRIVE REVENUE BY MAKING A FEW CHANGES TO YOUR LOYALTY PROGRAM

Perhaps it's time to inject some life into your loyalty program. While there isn't just one specific option which is guaranteed to ensure your loyalty program is going to increase retention, create new sales, and improve the overall happiness of your customers, there are 10 ways to enhance your existing loyalty program which, from our decade of experience, we've found do work really well.

Having a well-executed loyalty program that performs well doesn't matter whether you're a small business or an enterprise level company.

Either way, a customer loyalty program is a great way to drive sales and keep customers for the long run, and multiple studies have shown that customer retention has a far greater ROI than prospecting for new customers.

57% of Business Owners Agree
That Customer Relationships
Drive Loyalty!

INCREASE SALES 15% THIS QUARTER!



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"Do not seek to create engaged teams & customers. Instead, create the conditions which engage them.

Reward the actions that excite them.

Value the relationships & culture that keeps them.

These actions sustain life-long growth."

STEP 1: CREATE A COMPANY-WIDE PLAN

You should "start in your own backyard" because your employees are essential to your loyalty program working and, if they're engaged properly, they can become your largest brand ambassadors. Create a program which educates and rewards them for their help so every team member, from entry-level employees to the largest shareholders, understands the "why" behind your loyalty plan. You want everyone to know the benefits of your loyalty program, "Why is it important? Why should they participate?" etc.

STEP 2: MAKE IT FUN!

Knowing the "why" can create buy-in and once you have that, you can create a fun and rewarding, but simple, gamification process to promote the program. Gamification modules such as leaderboards and badges, which track who enrolls the most customers in the program or kudos from teammates and leadership are great places to start. Once you've got the whole team on board. You can really push to Increase Loyalty Program Membership by promoting it.

STEP 3: PROMOTE EVERYWHERE

A well-designed platform will grow organically but you can add omnichannel advertising such as Google AdWords, Facebook, LinkedIn, and others in the beginning to quickly boost growth. Advertising make a great addition to your strategy while employees (sales reps, customer service reps, etc.) begin promoting your loyalty program.

STEP 4: OFFER NEW CUSTOMERS AN INCENTIVE TO JOIN.

Rewarding customers at the beginning just for enrolling in the program is a great way to build trust and excitement. Also, don't ask for too much information when they enroll, do so can keep people from enrolling. If you need more information later, you can come back to them for it.

STEP 5: USE ANALYTICS

Constantly reevaluate the program and what the best rewards are for your customers and employees. One tip is to survey users to ensure you are meeting their wants and needs. Using the data from your system, you can analyze your reward program redemption rates to see who is redeeming, what they are buying, and when they are buying it. Remember, if your rewards are too hard to earn/use, your customers will become disengaged.

Our Success Stories



Vonage Drives Success with Social Influencers and Brand Ambassadors



AirPort Parking Drives Retention Among Business Travelers



ADH Guardian Drive Revenue Through Personalized Promotions

STEP 6: REWARD YOUR EXISTING LOYAL CUSTOMERS

Rewarding new users for spreading the word and interacting with your brand is a great, but don't just focus on adding members. Instead, create a complete process which engages current members who want to grow your brand. Making your customers feel valued and part of your winning team will prevent your program from growing stagnant or outdated.

STEP 7: MAKE IT EASY TO COMMUNICATE

Make it easy for teams to communicate with customers and for customers to communicate with others. Part of maturing your program is creating ongoing interactions with your brand on a variety of channels, such as social media, email, or on your own site. If your platform has been integrated with a mobile app or has had one created then make sure to send your customers in-app messages, nudges, and text messages outlining new deals, sales, and offers. Pre-written messages for customers allow them to cross-promote (and up-sell) relevant products and services. It's also an easy method that feels more organic to the receiver.

STEP 8: DON'T JUST ASK FOR MONEY

If you only connect with your customers when you want them to buy something, you'll have trouble keeping them around for the long haul. Consider hosting a customer appreciation event to show your gratitude, send them links to helpful articles on your blog or showcase a local charity that your business supports in the monthly newsletter.

STEP 9: KEEP IT TIMELY

It should come as no surprise that people love immediate gratification. Reducing the time it takes between completing the loyalty program's activities you've set up triggers for (i.e., a sale, registering for something, generating a referral, leaving a like or following on social media, etc.) and obtaining their reward, will make customer engagement and activity soar. Automatic fulfillment is not only easier on your company but creates immediate positive reinforcement for interacting and promoting your brand.

STEP 10: MAKE IT FLEXIBLE

Finally, when it comes to the program and the rewards, you have to remain nimble. For rewards, you want to make sure the rewards make sense (free gym memberships for tax customer referrals while nice, don't make as much sense as a free Identity Theft prevention software discount does) and tie them into your customers' lives—be it holidays, graduations, birthdays, back to school or the changing seasons. Build in regular assessment periods and adjust your program based on the data (daily, weekly, etc.).

CONCLUSION

Creating a customer loyalty program is a great way to drive sales and keep customers for the long run. Having well-executed loyalty programs doesn't matter whether you're a small business or an enterprise eCommerce company. The strategy will help your company grow because it focuses on customer retention. And, as said above, it's cheaper to market to your current customers than to find new ones. Plus, your loyal customers spend more money because they already know, like and trust you.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using what I've discussed to increase their sales? Connect with us today!

Get A Free Personalized Loyalty Program Strategy Session

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