

Next Bee Corporation

Loyalty Tracking Programs to Increase Sales

How NextBee's Loyalty Programs help you win Client Loyalty?



There are many ways by which we can define Loyalty, but what does it actually mean in terms of digital marketing. What do you understand by the term 'Loyalty'? Loyalty is something that is linked with 'Persistent purchase and Positive [Word of Mouth \(WOM\)](#)'. It's principal for every business to win customer trust. In the season of mechanized showcasing, a particular word that drives your business to an absolutely exceptional stage is: [USER ACQUISITION](#). The essential worry that matters in lifting the business is the speed with which we can draw in new clients. Another fundamental part that upgrades change of your business is building a solid relationship with your customer.

Each business firm needs customers that can give everlasting business to them. In any case, holding an old customer is not as direct as it might sound, particularly in this season of shocking rivalry. Losing tried and true customers could all around undermine your endeavors to take your business higher than at whatever other time. What's more, it's especially conceivable by means of Loyalty Programs, the procedure that go far in keeping up sweeping business customers for lead time by [offering rich](#), fiscally smart and adaptable component for any size attempt. Loyalty Programs not just give your business the truly necessary support, additionally make mark esteem and hold faithful clients. In addition, the devotion programs empower you to change over new clients into steadfast clients. These are truly musings and techniques that help you achieve your destinations in much speedier and less costly way.

How NextBee's Loyalty Programs help attain Client's Loyalty?

There could be number of ways by which you can attain loyalty of your client. But, I fear you may not follow those that may not prove worthy for you. Here is the list of services offered by NextBee that not only help you win loyalty of your clients, but also help you acquire more clients.

- **Offer Valuable Rewards to client:** Offering remarkable prizes like early access to bargains, favored customer advantage, world class first look at new segments, coupon refunds to extraordinary customers could even help countless to be the bit of steadfastness activities.
- **Run Effective and Worthy Reward programs:** Client acquisition by technique for online referral progressing has changed into an impermanent winning style each business needs to join, particularly private attempts. Requesting that a present client welcome their amigos to your site thusly of something remunerating has really worked decently in the support of front line supports. In any case, a private meander or frantic startup trust that it's hard to reasonably run a web advancing effort as an aftereffect of the cost of using additional staff to execute plans and keep a track. In any case, it's fittingly said that no issue keeps going never-endingly in the tech world. Along these lines, specialists can pass on referral programming to their extra, not just to mechanize their referral program easily, however to keep a track on execution and utilize examination in addition.
- **Have detailed info of your competitor:** Pondering your adversary is the essential thing you should recall while starting up with the Loyalty Programs. You should be absolutely aware of what Loyalty programs your adversary is taking after, what systems they are executing. This will not only help you take your business to next level, but will also help you attain new clients, thereby [winning loyalty](#) of existing customers.

Key Features By [NextBee Loyalty Programs](#)

Partner Enablement Solution
Social Fan Program
Custom Facebook Apps
Positive Word of Mouth Marketing
Buzz Marketing
Franchise Marketing
Influencer Marketing
Viral Marketing

The Takeaway:

Just, answer me one question! Can you stand to lose your unwavering customer, particularly in this period of relentless rivalry? Obviously not! Anyway, what should be possible to hold devotion of a current business customer? Try not to Fret! NextBee's 'Loyalty Program' offers you the entire bundle in keeping up your vast business customers, as well as boosting the execution of your business, regardless of what the measure of the undertaking is. All things considered, executing a versatile conveyance framework is essential for the accomplishment of Online Loyalty programs, that too in the stage when virtualization and in a hurry cooperation are at its pinnacle.

Nextbee has created as the pioneer in referral program showcase. Nextbee's Loyalty Programs rummage out issues and settle them in minimum complex way that could be accessible. Thusly, in case you too need to take your business to the accompanying level, quit considering, and be the bit of NextBee Loyalty program accomplishment right now.

FIVE Strategies for Promoting Small Business Loyalty Programs

While enormous organizations have overseen dependability programs effortlessly, the same can't generally be said for their small company partners. Independent companies have generally experienced difficulty getting their dedication programs off the ground. You must have invested a lot of time money and resources to start up your new business, but have you ever thought how to promote it? Promoting your business through use of [loyalty programs](#) has become bandwagon these days. But, setting up loyalty programs is not enough in taking your business to next level. Another challenging task that comes in your way with the launch of loyalty program is to promote it. Loyalty programs give a chance to take in the inclinations of clients and plan correspondence techniques that will resound with them. Loyalty and motivating force programs have gotten to be 'absolute necessities' expected to the related execution measurements for organizations that actualize them. In today's focused digital marketing, [client retainment](#) is vital to business development. It's much harder to locate another client than it is to hold a current client.

What's More?

Gaining a new client is good for your organization, but retaining the existing clients proves best as it brings success to your business. Loyal clients frequently spend more per visit and are more disposed to agree to updated administrations. On the off chance that you don't give a motivator to clients to come back to your business, they can without much of a stretch swing to a contender

after even the scarcest burden. Using of loyalty rewards application is one of the most ideal courses for small independent ventures to effortlessly set up a loyalty program to compensate long haul clients. This includes offering the rebates, coupons, money back, present cards, focuses or freebies customized to a gathering of clients or to an individual client.



So, being a small business owner you need to keep in mind some of the strategies that will help you boost client loyalty, thereby enhancing your business growth.

- **Offer Rewards to new clients:** One of the most ideal approaches to urge clients to join is by offering an incentives for downloading the application or joining the program. These rewards don't need to be vast to be compelling. Numerous organizations have discovered achievement quite recently by offering initial focuses in return for setting aside the opportunity to visit their sites and join their prizes programs. Seemingly a standout amongst the most prevalent sorts of dependability activities, an in-store rewards program by and large offers a coupon, free thing or other incentives to clients who have earned a specific number of focuses by shopping there.
- **Loyalty Program should not be Complex:** Another important thing that need to keep in mind the user interface of your loyalty program. As advised, it be simplest of the simplest so that the client must not fret or feel irritated while using the loyalty program. Clients wouldn't have any desire to agree to a dependability program in the event that they can't

make sense of how it functions. With a specific end goal to make their projects powerful, organizations need to pick direct stages that require next to no clarifying and rule out error with respect to the buyer. The exact opposite thing a business needs to do is aggravate clients with its loyalty program. Visit clients gain focuses, which convert into some sort of reward. Whether it's a rebate, a freebie, or uncommon client treatment, clients move in the direction of a specific measure of focuses to recover their reward.

- **Use Social media to boost Loyalty programs:** As rightly said, 'make use of social media to boost your business'. In today's world of digital marketing, social media has become the powerful source in enhancing the business. Customers keep up an immense impact over the practices of their companions on the web. Organizations that grasp this reality can exploit verbal promoting by getting some information about their dedication projects or post about their encounters on social media. As an additional incentive, organizations can offer to compensate their clients with extra focuses when they impart their registration and surveys to companions through web-based social networking.
- **Add fun to your Loyalty program:** Think big think wide! Stop following old boredom procedure of sending rewards points and coupons through normal mails and phone calls. Take a stab at something new and entertaining with your customers so they appreciate taking an interest in referral programs and ask their companions and associates too to be a piece of it. Cheerful customers thus will probably prescribe the items and administrations to their associates.
- **Use Gamification to Engage and Motivate Clients:** [Gamification offers](#) chiefs another street for animating or compensating agents without changing the significant method for the endeavor itself. In a manner of speaking, Gamification, when all around made, will enhance proficiency and worker assessments about the workplace without additional compensation or resources. Gamification is about taking the substance of gaming—fun, play, straightforwardness, layout and challenge—and applying it to genuine objectives rather than flawless energy.

The Takeaway:

The logic behind a client loyalty program is straightforward: Repeat clients are remunerated and organizations increment deals. It's a fundamental yet capable methodology. A rehash client gives and gives. Loyalty program could help you increment rehash clients, which, thusly could support your business' income. Be that as it may, a great client loyalty program is a simple path for independent companies to demonstrate their own side and stay focused in spaces commanded by huge business.

FIVE Key Points that help Evaluate and Measure Loyalty Program Success

Marketing Automation Process



If you think that setting up the loyalty program is enough for your business to grow, then you are wrong at this point? [Loyalty programs](#) alone can't help you drive your business. The main challenging task with the launch of the loyalty program is to [measure the success](#) of it. Have you ever wondered that how will you measure the success of the loyalty Program? For this, you need to first think that which loyalty program suits your business. You will find numerous loyalty programs, but I scare you may not follow the one that is not meant for your business. A best loyalty program can support rehash business and help consumer loyalty.

The first thing to keep in mind with measuring the success of the loyalty program is to begin considering ROI estimations. Regardless of the possibility that you've quite recently revealed your program, it's never too soon to begin contemplating your objectives and benchmarks and how they add to ROI. As a best practice you ought to start the work out of your loyalty program on account of quantifiable goals and structure it to be [ROI positive](#) from the onset. In today's world of mobile computing, clients have got more prominent access to contending administrations, and expanded their desires for snappy client benefit. Organizations can no longer rely on solid, long haul clients without investing additional exertion. Loyalty projects are an incredible stride in this heading, particularly when actualized with a long haul procedure, and instruments for examining client information.

Currently, what ought to be conceivable to scale success of your [Online B2B Loyalty Program](#)? The snappy answer that strikes your mind is 'Automation'. Yes, as we start building the B2B Loyalty Program, it becomes extraordinary crucial to robotize the aggregate work prepare. B2B Loyalty Programs help in finishing new business leads, ensuring brand progression works out, interfacing with new business firms, accomplices, traders, delegates, customers and associates. This is the critical clarification for the accomplishment and outstanding advancement of various business firms.

Let's have look at numbers!

According to a recent survey, US family units are included in 21.9 loyalty programs, but still just dynamic take part in 9.5 of them. Every year organizations apportion about \$48 billion towards loyalty programs, out of which just 66% are ever recovered by clients. That may sound extraordinary from an organization point of view, yet it's imaginable demonstrative of poor client engagement. Someone rightly said that the effect of loyalty program depends directly on relation between client and the organization. One of the statistical reports showed 25-100% in the profit of the company with just 5% increase in customer retention program.

How to measure [Loyalty Program Success](#)?

There could be many ways that will help you measure the success of your loyalty program. But, the best among those has been described below:

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- **Retrieval rate:** A powerful devotion program drives client dedication by setting up a solid relationship between the positive feelings felt while getting a reward and the focuses used to get that reward. In this manner a high reclamation rate can uncover exactly how loyal your program clients are. In the event that clients are acquiring points however never spending them they may not be named a faithful client. A retrieval rate under 20% is generally a pointer that your loyalty program isn't performing how you might want.
 - **Retention Rate:** The general purpose of a reliability program is to expand the quantity of clients who remain with your business for a broadened period. Measuring the distinction in client maintenance between the clients who are involved in the loyalty program and those not involved in the program is one of the most ideal approaches to figure out the strength of your loyalty program.
 - **Customer Satisfaction Level:** Customer satisfaction is to know how much satisfied your client is and to how many of its peers and friends had he recommended your company. The more satisfied the client is, the more he/she is likely to share your products with others. Client lifetime esteem is an extraordinary measure of client loyalty since it is affected intensely by both how regularly a client shows interest and to what extent they remain a client. On the off chance that a client is obtaining frequently and for quite a while they can be delegated steadfast.
 - **Broad Metrics:** Likewise with any activity you actualize, there should be an approach to gauge the effectiveness of your marketing. Set up different measurements with the abrogating point that client loyalty projects ought to build client joy and maintenance.
 - **Negative Churn: Negative churn** is the rate that quantifies when clients show [increased interest](#) into your business. Following when loyalty clients are returning all the more regularly, spending more in a solitary visit, taking an interest in more occasions or moving up to higher evaluated administrations and items are all approaches to measure the success of your loyalty program.

The Takeaway:

Loyalty procedures are a universal advertising strategy, yet a considerable lot of them perform ineffectively and the explanations behind loyalty program disappointment stay vague to both promoting directors and specialists. Loyalty programs inversely affect target and spectator clients' dependability and deals. Selective prizes offer a way to ease negative observer impacts without influencing targets.

Blunder! What if you Neglect Loyal Clients during Holiday Sales in Loyalty Tracking Program?



Someone rightly said that you cannot earn as much from any other client as you can with your loyal client. When we talk of the loyalty programs, the conceivable outcomes are inestimable, contingent upon your sort or business or store and the merchandise or administrations you give. As the Christmas season warms up competition among retailers, it's enticing to tempt customers with rebates and arrangements. Notwithstanding, with such a variety of organizations looking for similar closures, advertisers must work to drive [client loyalty](#) through engagement and experience. On the eve of festive season: Christmas and New Year, you all must have implemented one or the other loyalty program to increase the sales of your business. But, what if your loyalty program is not worthy enough to generate the revenue? What if your loyalty program misses some of your clients

and that too the loyal ones? As said, neglecting loyal clients during the festive season is not less than a blunder in loyalty tracking program. Moreover, avoiding brand standards, improper planning, bad relationship with clients, no use of reward programs etc, are some of the [other common mistakes](#) that affect sales during the holiday season.

Savvy advertisers utilize loyalty programs not similarly as markdown center points, but rather as long haul chances to speak with customers and enhance the client encounter. This is less demanding said than done, as there are many bungles that could diminish the adequacy of any loyalty program. Your clients are your image supporters, team promoters and partners. They are your most prominent resource, whether they shop year-round or simply amid the pinnacle season or Christmas season. In any case, what are you accomplishing for them? Are you remunerating your clients for shopping with you? If no, then you are wrong at this point. We all in all adore to get free gifts and confer extraordinary experiences with our loved ones. Anyway, envision a situation in which we make use of this human sense to help our business bolster. A standout amongst the best courses is to ask a present customer to send invites to their partners to purchase things from your web business site and the sender gets something invigorating therefore, like a shopping voucher. [Reliability undertakings](#) or more fundamentally reward tasks are currently making waves in the domain of cutting edge publicizing to help specialists build up their associations, particularly autonomous endeavors.

With regards to loyalty programs, a lot has been focused including: rewards, unique occasions, exclusives, and so on. In any case, what we see a larger number of times than we should is the single greatest oversight in the loyalty programs. This misstep really fills in as an obstacle against your clients and [avoids loyalty](#). Need to know what it is? With regards to loyalty programs, the potential outcomes are huge, contingent upon your sort or business or store and the merchandise or administrations you give.

Points to Note!

Below are some of the key points that need to keep in mind when creating loyalty programs:

- **Don't neglect Loyal Clients:** The main point that alters the effectiveness of your loyalty program is avoiding the loyal clients. Generally, all loyalty programs revolve around the same criteria of rewarding back with points and rewards the clients who take part in it. Be that as it may, does everybody who strolls in the entryway get those focuses? Assuming this is the case, there is a basic issue with this approach. Your faithfulness program is being placed in the place of a reliability maker, which it was not intended to do. Steadfastness projects are estimation and reward apparatuses for the reliable. When you attempt to utilize your reliability program to increase steadfast clients, you set your program in a place of being material to each client new or old, and compensating them in light of that.
- **Don't stress much on rewards and free gifts:** The interesting thing to note is that free items alone don't drive long haul mark loyalty. While customers acknowledge free gifts, your loyalty program ought to concentrate on the client encounter. Whether you

remunerate devotion with uncommon offers, giveaways or different advantages, your definitive objective ought to be to make clients feel esteemed. Adopting an all encompassing strategy will reinforce the passionate association clients create with your company, which will move them back to stores more successfully than a coupon.

- **Prioritize needs of your clients:** Setting up alone a loyalty program is not enough to take your business off the ground. You need to equally prioritize the needs of your loyal clients, what they like and what they want. A loyalty program isn't a snappy settle for low deals volume. It's a long haul interest in better associations with your clients, and it requires steady changes. Be that as it may, you can't enhance it without assessing and measuring the viability of your [loyalty program](#). To do as such, you have to grow clear objectives for your program and distinguish customer needs and practices. Exact, thorough information investigation permits you to scrap highlights clients don't react to and improve highlights that drive genuine outcomes. It's critical to break down how clients communicate with your dedication program amid the high-volume Christmas season, empowering you to make changes for the following year.

The Takeaway:

In the event that you need to remain aggressive amid the occasions, you have to tailor your loyalty program straightforwardly to your clients' needs. This implies offering more than just rebates and bargains, and guaranteeing that in the background groups work cooperatively to track pivotal measurements and stay aware of client needs after some time. A quality, remunerating loyalty program is rapidly turning into a need to hold clients returning. Since securing another client can turn out to be more expensive as keeping a current one, spurring rehash buys is particularly critical for retailers. In any case, a great prizes program will likewise pull in new clients who are energetic for enhanced brand connections.

Want to Beat your Competitor? Choose Best Loyalty Tracking Program

Each business firm whether small or big, runs a loyalty program. Yet, do you truly believe that running a loyalty program is sufficiently adequate to drive your business? Obviously, the answer is no. Surges of clients are joining to get to selection inspirations, and subsequently getting to be distinctly stirred up in a sea of various prizes cards and applications. As said, True loyalty is less about the prizes and the dollars, and it's more about perception a brand that you bring up with. There could be numerous possible ways to build up a strong [loyalty program](#), but choosing the best that goes well with your business proves worthy.



One of the most ideal courses is to offers customers specific access to stock, phenomenal game plans and refunds and additional concentrations. The paid loyalty show works best in high-incorporation orders like gaming. [Gamification](#) is another strategy that could upgrade customer procurement. Many individuals trust that Gamification is something identified with gaming. Be that as it may, in genuine it is not valid. [Gamification programs](#) sustain your coffer by urging customers to perform tasks. The advertising framework sets and satisfies new targets, not at all like old strategies.

The thought behind client loyalty programs is basic: Engage and reward rehash clients to expand mark understanding and produce more deals. In spite of the fact that the methodology is fundamental, it can create intense outcomes. The most recent devotion scene numbers uncover that a first rate dedication program conveys more gainful client connections for organizations of each size. Business is a diversion and just the group with the best challengers will win. To beat the opposition will require everybody's aggregate exertion. It's not only an errand for the promoting office or top administration; it's everybody's responsibility. Below you will get some of the key points that will let you know how to sustain in business, especially in today's world of tough competition.

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- **Make Proper Goals for your Business:** This may seem, by all accounts, to be truly undeniable, nonetheless I'm totally serious. Make an assurance to put customer support at the most elevated need on the once-over. If you contributed as much vitality building clients loyalty and holding customers, as you did getting new customers, you'd have the world's best sponsor and a 100% upkeep rate! Make a data base or FAQ portion of the general request and issues that your customers encounter. Everyone venerates dealing with the business person. There's something about dealing with the substance of an association, the primary man, the manager in control. Being the business owner, you should be the one attracting existing customers and building [customer loyalty](#). Make this your need and not anyone else's.
 - **Give a Brand name to your Business:** You see when new rivalries go into your line of business, in any case, be set up to misfortune some piece of the pie. I realize that was fairly unforgiving, believe me, it's for your own particular great. Try not to take it individual, it's simply the way the world is; distinctive strokes for various people. Nobody business can engage everyone. So your best reaction is to characterize your image and reliably impart your own particular Unique Selling Proposition (USP). The organizations don't plainly remain for something that frequently get eaten up by rivalries. On the off chance that your business doesn't remain for something, it will succumb to anything.
 - **Add fun to your [Loyalty Tracking Program](#):** Individuals will no longer have cause to manage a business that isn't enhancing. Advancement conveys fervor to the commercial center and clients like energy. Set aside opportunity to concentrate the response of individuals at whatever point an organization is going to dispatch another item, administration or brand, you would be excited at what you would discover. Being enhancing offers the digital market something energizing to discuss. What's more, there is nothing that drives a business quicker than verbal promoting. In the event that you can figure out how to get your clients energized enough to discuss your organization as an aftereffect of the creative things you reliably think of, then you have an edge over the opposition.
 - **[Strong relation](#) with client:** Client information gives organizations an impeccable chance to reward clients with loyalty programs that focus on their particular buy inclinations. Information driven dedication arrangement gathers data frame client communications crosswise over channels naturally and puts the information readily available to help you execute a successful program and improve effortlessly.
 - **Make your clients Happy:** To your clients, any individual from your staff turns into the substance of your organization. At the point when your workers have the ability to please clients, they make your entire association sparkle. Rather than concentrating on speed and efficiency, give your cutting edge workers consent to take the time they have to make every client feel esteemed. Each bundle that touches base on time or item that fills in as proposed fortifies your clients' trust in you.

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- **Help Rank high above your Competitor:** It can test to go up against extensive brands. Be that as it may, a great client loyalty program is a simple path for little and medium size organizations to demonstrate their own side and be focused. Also, in the realm of strength and free retailers, customized engagement can have a major effect in the primary concern.

Conclusion:

There are few things you should be aware of when outlining an [amazing rewards program](#): client lifetime esteem, buy recurrence, and normal request esteem. Offering your clients different approaches to win and recover rewards gives a remarkable client encounter that will isolate your image from the opposition.

If you have ever been the part of any loyalty program, then please share your comments below in the comment box below. We would like to hear from you!