

A woman with long brown hair and glasses, wearing a blue long-sleeved shirt and a white and blue striped apron, is smiling while talking on a black mobile phone. She is sitting at a wooden table outdoors, with her hands on a silver laptop. The background is a lush garden with various plants and flowers. The entire image has a semi-transparent purple overlay.

# 9 EASY WAYS TO GROW YOUR BUSINESS WITH A LOYALTY PROGRAM

LOYAX

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## INTRODUCTION

In a competitive market, loyalty programs can be a great solution to differentiate your business and grow over the long term.

Now more than ever, rising customer expectations have forced businesses to think out of the box and offer more than the traditional shopping experience.

When done right, customer loyalty programs can not only drive repeat business, but also shape a community of loyalty brand advocates.

In this guide, we will outline 9 simple and easy to implement tactics which you can use to grow your business and make your program more appealing.

## ENCOURAGE REPEAT BUSINESS

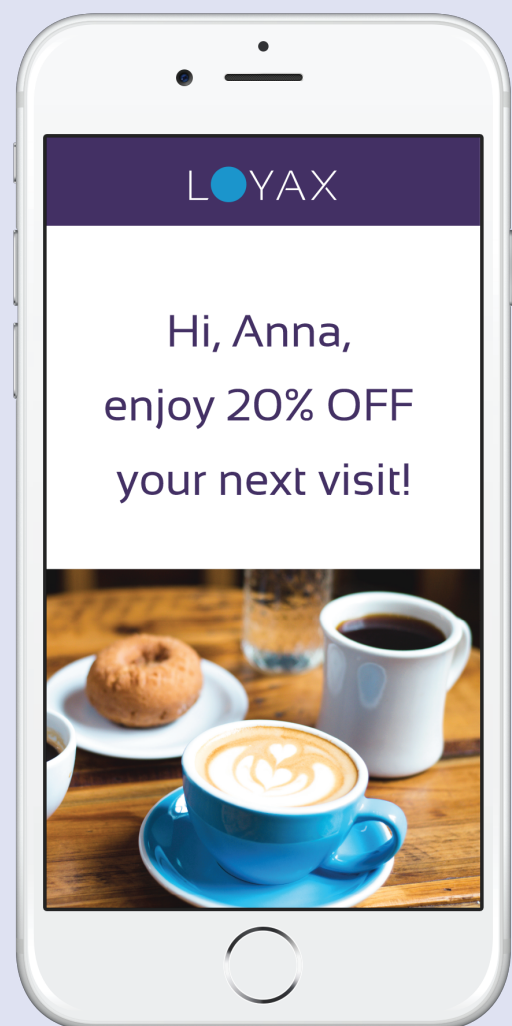
Rewarding customer purchases with incentives is a great way to keep them coming them coming back. By offering added benefits, loyalty programs encourage customers to spend more and visit more often to get a desired reward.

Being part of an effective loyalty program, customers end up buying higher-priced products or larger volume than they would otherwise do.

## HINT

Keep benefits simple and personalize rewards based on what motivates your customers.

You can also combine physical rewards with a personal touch to create an emotional appeal and drive deeper customer engagement.





## STAND OUT FROM THE COMPETITION

It can be difficult for small businesses to compete with well established brands having in mind the resources and advertising budgets they use to stay on top of the customers' mind.

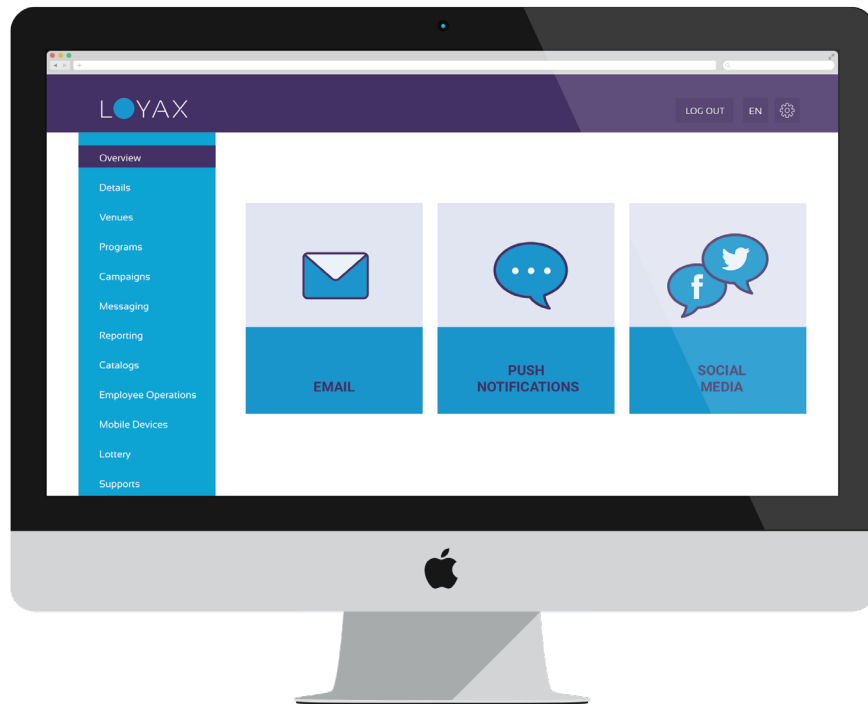
A well designed loyalty program, however, is an easy way to show a personal approach towards your customers, make them feel special and stay competitive in the market.

## HINT

Go for a branded loyalty program which will reinforce your brand identity and stick in the customer mind.

You can also try to engage them on social media, communicate regularly and reward positive behaviour.





## KEEP IN TOUCH WITH YOUR CUSTOMERS

Loyalty is about maintaining relationships. Your customers are busy and will forget about you quickly if you do not communicate regularly.

Use your loyalty program to understand customer preferences and connect in a way that is meaningful to them. Try to figure out the best way to stay in contact – email, push notifications, social media, on site promotions, or whatever works best for you.

## HINT

Be consistent, but not overwhelming. Rather than focus on hard selling, makes sure to provide relevant and interesting information.

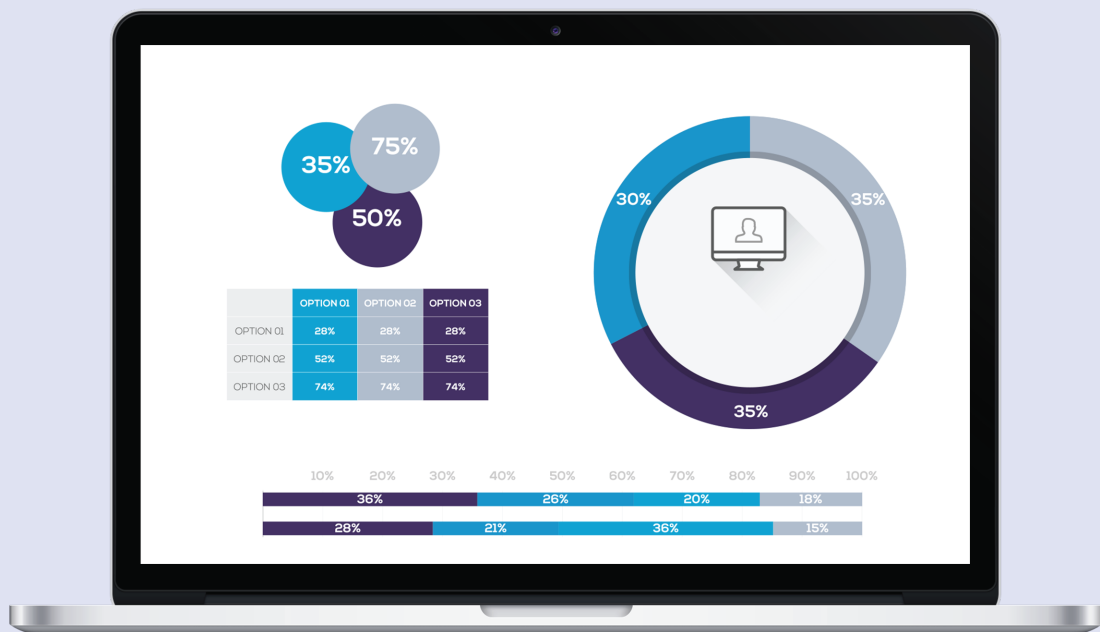
In order to be more effective, use persuasive words customers want to hear, such as free, new, instant, etc.

## PROVIDE PERSONALIZED EXPERIENCE

As customer experience with loyalty programs deepens, customers have begun to expect more personalized offers based on previous purchase history. If you want customers to be engaged and actively participate in your program, you need to get them excited by offering what they value the most. So rather than rewarding customers just for money spent, focus on making customers feel valued on an individual level.

## HINT

Sending a special birthday offer, for example, or a personalized invitation for an event which a customer might be interested in, is a nice way to get more personal and make your clients feel special.



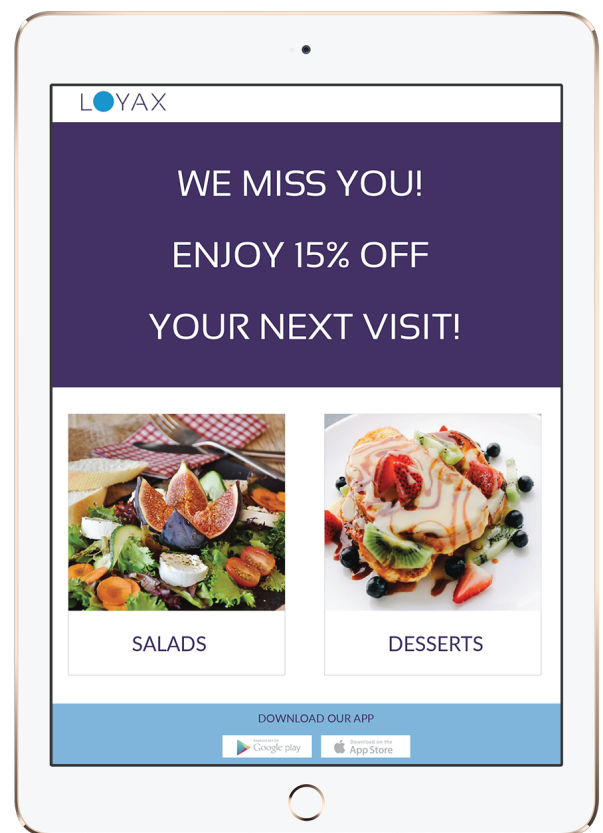
## RE-ENGAGE INACTIVE CUSTOMERS

Inactive customers are a problem for every business. But they also represent a significant opportunity to win them back and generate additional revenue. Plus it's cheaper and easier to get past customers back rather than find new ones.

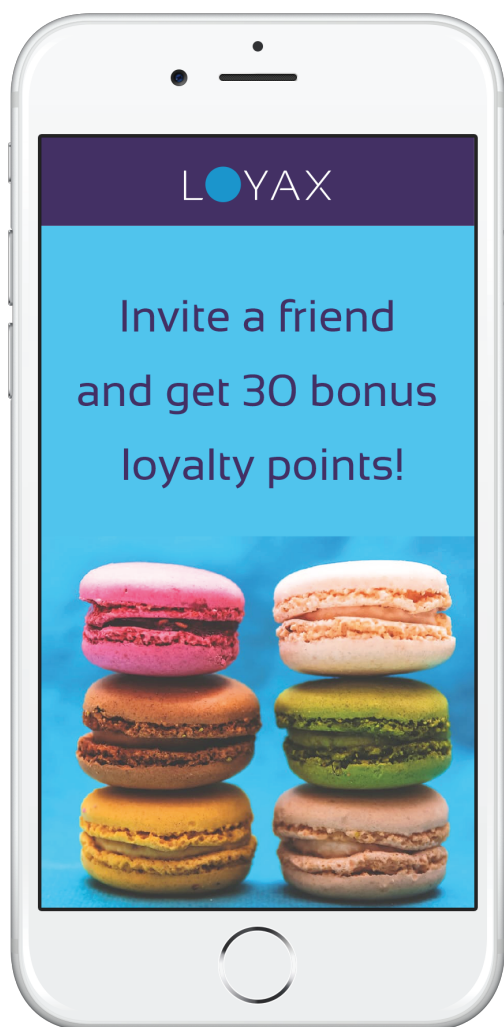
When customers are given an incentive to come back, they only can re-engage, but also become repeat clients. Again, use previous activity and purchase history to design the right incentives and capture the customer attention.

### HINT

Try awarding bonus points at a certain period of inactivity to encourage dormant customers to come back and spend the points they have received. You can also approach them with targeted email campaigns and ask for their feedback on what you could improve to keep them as a customer.







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## ENCOURAGE REFERRALS

The opportunity to combine loyalty with referrals is one which should not be missed.

Since loyalty program members are already motivated by incentives, you can easily grab this opportunity as a source of new customers.

As with all other aspects of loyalty programs, the most important thing here is to focus on customer interests and motivations.

## HINT

Be creative with the rewards for successful referrals. Consider the types of customers who are most likely to become your brand advocates and provide special rewards on a regular basis.



## PROMOTE YOUR LOYALTY PROGRAM

A loyalty program can be successful only if your customers are aware of it. There are multiple ways to promote it, including your website, social media, in-store, over emails campaigns, etc.

In order to boost visibility and enrollment, you need to actively inform customers what they can get from your program, how to earn and redeem benefits, and how easy it is to participate.

## HINT

Educate your employees on how the program works and encourage them to spread the word to customers. Make sure they are familiar with the tools and technology needed for the program, so they can provide a seamless customer experience.

## DELIGHT YOUR CUSTOMERS

Giving an unexpected gift is another great way to encourage repeat business and provoke word of mouth advocacy. It can be as simple as a gift voucher or a free sample sent to your best customers to make them feel special and appreciated.

The effectiveness of surprise and delight elements will depend on their relevance to customer lifestyle, so make sure to align the gifts with their preferences.

### HINT

You don't have to spend a fortune to deliver effective surprise and delight gifts. Besides from tangible surprise offerings, you can also offer some kind of personal recognition, such as customer of the month, preferential access to new products, personalized product set, etc.







## INCREASE CROSS AND UPSELL

Cross-sells and upsells are an easy way to grow your business and raise profits and it turns to be much cheaper than trying to sell product and services to a new prospect.

One of the best times to try cross-sell or upsell is when a customer has had a positive experience with your business. If he has just received a reward, for example, you can encourage him to keep coming back to you for even more exciting benefits.

## HINT

To complete a successful cross-sell or upsell, make sure your customer is aware what he will win from the deal. Rather than simply focusing on your primary goal to increase sales, think about the customer perspective and promote products and services which will enhance their overall experience with your business.

## CONCLUSION

Integrating a customer loyalty program can be of great use to keep customers engaged and drive repeat purchases. As the market become even more competitive, loyalty programs will be even more important for customer retention.

However, in order to be truly successful and grow in the long term, you need to constantly listen to your customers, adjust your program accordingly and include as much personalization as possible.






## ABOUT US

LOYAX is a comprehensive loyalty platform, helping businesses to build customer loyalty and transform the customer experience.

Since 2012, we've been dedicated to provide businesses with better customer insights, seamless communication and long term customer relationships.

For more information, get in touch with our loyalty consultants to find out the best loyalty solution for your business.

## Get in Touch

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