101 Loyalty Program Ideas
Contents

Intro: The Key to Unlocking Your Customers Loyalty

Chapter 1: Best Practices for Implementing a Loyalty Program

Chapter 2: Loyalty Programs by Industry

Chapter 3: Smartphone Loyalty Programs

Chapter 4: Marketing your Rewards Program

Chapter 5: Measuring the Effectiveness of your Loyalty Program

Takeaway: Our Top 5 Loyalty Program Tips
Loyalty programs work. Why? Customers will continue to come back when they are gifted for their loyalty. They will remain loyal if you offer creative and rewarding ways to garner their return visits.

Think about it this way: A satisfied customer will continue to patron your business. These people are your brand ambassadors. Once they have committed to your loyalty program and see the benefits, they will tell their family, friends and colleagues about your business.

When rewards are out of reach your customers won’t buy into your program. As a business owner, think of the reward as a way to give back to customers who have already given to you. Don’t make your reward program hard to achieve; make it attainable and alluring to ensure continuous traffic to your business.

**Key points to keep in mind:**

1. **Exciting:** Give a gift that someone would want to earn. A reward that they were delighted to earn

2. **Memorable:** The reward must be strong enough that people want to repeat the process they took to earn it the first time

3. **Exclusive:** If you want to limit participation to just your top clientele, consider offering a tailored reward, just for them

**Expert Advice:** Tie your reward to a dollar amount, not a specific item. For example, spend $20 to get a stamp.

---

“The Key to Unlocking Your Customers Loyalty”

Luke Aulin, RTOWN CEO

“Engaging experiences are the baseline for creating loyal customers.”
Chapter 1:
Best Practices for Implementing a Loyalty Program

GET STAFF ENGAGED

We cannot express the importance of this enough. If your staff are not engaged and telling customers about the loyalty program, it will fall flat. Staff have to own the program.

Want your staff to drive awareness for your loyalty program? Here’s an insiders secret to success: Offer bonus rewards to staff and management who encourage customers to join the loyalty program. Incentivize your staff for the amount of downloads they can get over a certain timeframe. This will go a long way in ensuring that staff mention the program to your customers.

TIMING

Focus on the moment in time when it’s easiest to get people to join the program: when they are casually shopping at your establishment and can take a moment to sign-up. This enhances the attraction to join by giving them an opportunity to consider what current or future products/services they could receive.

INCENTIVES

Your patrons have signed up to the program, now give them a head start! Offer one free stamp as soon as they join your program.

“70% of executives named customer retention as the #1 objective of loyalty programs (Forrester)”
Chapter 2: Loyalty Programs by Industry

We understand that not all businesses operate alike. Use these tailored rewards programs in your business:

**Restaurants**

In a busy restaurant, properly educated staff is a must. We advise management to use these tips to get your loyalty program off the ground running:

**Educate:** Get your staff on board. This is one of the most important ways to increase your downloads. Have a training session with all your customer facing staff so they are fully aware of how the program works. If they are comfortable talking about and demonstrating your program, they will be much more likely to talk to customers about it.

**Reward:** Give back to your staff. Run a bonus program to put more money in staff pockets. The more customers they sign up, the more perks they are eligible to receive.

Bonus Rewards for Staff:

- Offer $25 in gift cards for every 25 downloads
- **Double Up:** the employee who gets the first 100 downloads doubles their gift card prize!
- Do you have multiple locations? Have a friendly competition between your different locations and team-build with your staff. The team that signs up the most loyalty users could win a staff party

**Management deserves a reward too:** If your business signs up a set number of new guests in a month, offer a bonus tier system: 200 guests $50 bonus, 300 guests $100 bonus, 400 guests $150 bonus etc.

**Encourage:** Every Monday, post the weekly bonus program results and share them with your team and management. A little friendly competition will drive engagement and get members of your team one step closer to winning a reward!

“With a loyalty program, customers visit 2x more often, spend 4x more Money = 88% higher profit rate (Aimia)”

**Restaurants: Loyalty Program Ideas**

- **Awareness Starts at the Front Door:** Display a loyalty program sticker at your entrance for all foot traffic to see! Curious customers will want to learn more about your partnerships and rewards programs
- **Feature the program on your Point of Sale (POS)**
- **Dessert Menu:** on the back of the dessert card offer a reward when patrons download. A free dessert is always a winner!
- **Table Tent:** Highlight the program on your tent card to remind the customer of the rewards they will receive
Chapter 2: Loyalty Programs by Industry

- **Servers**: Reinforce the introduction of the loyalty program. This gives diners something to focus on as they wait for you to bring their food & beverages.

- **Hosts**: Introduce the loyalty program and direct guests to sign-up for the program as they wait for a table. Share the huge perks.

- Help your clients make it a date night. Offer one free entrée on their 10th visit.

- Restaurants most popular rewards? A gift card for $20 or more!

- Is lunchtime your busiest time for customer traffic? Offer one free lunch on the 10th visit to your restaurant.

- Featuring your small bites menu? Offer a free appetizer to new loyalty sign-ups then top up their deal with another free appetizer on their 10th visit.

**Specialty Services**

Loyalty programs see huge success in a service-based industry. Why? Creating attainable and alluring rewards is simple because people tend to frequent your location often. Here are our top tips for specialty services looking to run a successful loyalty program:

1. **Nail Salon**: Offer one free nail service on the 10th visit to your salon.

2. **Eye Clinic**: Reward your customers with 50% off Rx glasses or sunglasses.

3. **Hair Salon**: Do your clients love to get their hair professionally styled? Reward them with a free blow out after 9 visits.

4. **Golf Course**: Offer one free round of golf on your clients 10th visit. Are you receiving plenty of client redeems on the golf game offer? Reward loyal customers with a free bucket of balls every 5 visits.

5. **Skincare Clinic**: Give your clients the gift that keeps on giving: 10% off ANY procedure on their 10th visit.

6. **Yoga Studio**: Make your clients say “OM” by offering a free class for every 9 classes purchased.

“Merchant funded rewards programs are 80% less costly than traditional loyalty programs” (Aite)
Chapter 2: Loyalty Programs by Industry

Brick & Mortar Stores

Foot traffic is essential to your business. These rewards can be tailored to garner return visits to your store:

• Own a jewelry boutique? Charms are all the rage! Reward your clients with the ideal gift: one free charm

• In the summertime owning a BBQ is a must-do. Offer $50 off the purchase of a BBQ when your client signs up for loyalty

• Selling higher priced items? Offer customers a $50 discount on their fifth stamp so they can gain rewards and get a substantial discount faster! Customers will be running back to get this deal each season.

• Teashops can have fun with loyalty programs too! Reward customers with 100 grams of loose leaf tea on their 5th stamp

• Is candy your hot seller? Gift customers with a free pop and chocolate bar. Customers with a sweet tooth will keep coming back for more!

• Grocery stores: $10 off groceries on your customer’s 10th visit. Next, enter loyalty customers who redeem the reward into a $100 gift card draw.

• Coffee shops: get into the seasonal groove. Offer one free hot coffee in the winter and a chilled beverage during the summer months

• Offer a special discount to your clients who spend over a certain price point. For example, if your customer spends $100 in a single order, offer a 10% off coupon

• Join forces! Are you a coffee shop across the street from a bakery? Why not offer a free donut from the bakery across the street with a purchase of a coffee at your shop? The bakery can do the same, get a free coffee when you buy a donut.

Find out more about RTOWN’s Loyalty App
Rewards for every industry

If you’re having trouble thinking of great rewards for your patrons, here’s our #1 Tip for success: Tie your reward to a dollar amount, not a specific item.

1. Get 1 stamp for any purchase of $20 or more
2. Buy 9 get one free! This is an all time favourite for loyalty programs
3. Offer rewards for events: For every 10 stamps received, the member can choose from collecting $10 towards their next event or donating $10 to a local charity.

Loyalty Program Tips & Tactics for Success

Now that you have a killer reward selected, here are some tips to running your program successfully:

- Tell every customer that enters your business about the rewards program. It will pay off!
- Jump-start your following: have all customers sign up for your newsletter or email in exchange for exclusive offers or additional stamps
- Go social on Facebook and Twitter! Identify and engage with your ‘online advocates’.
- Have a contest! You can hold a contest for customers that spend a set amount in one order, or for the customer that writes the best review of one of your products
- Start a weekly or seasonal ‘extra reward’ day. In addition to your regular loyalty reward, have a special day of the week/month where your customers can double their stamps. You can choose a special product to offer the double stamp on. For example, if you’re a coffee shop you could have Double Stamp Tuesday Cappuccinos!
- Have a sale once a year for only your loyalty program members
- Are your loyal customers close to redeeming their rewards? Send them an email with a status update to garner a return visit faster
- Gamification: Create limited time offers to drive interest in your loyalty program in a short period of time
- If you haven’t seen a customer in a while, email them a special reward to pique their interest and garner a return visit

“70% of members feel loyalty programs are part of their relationship with a company (Maritz)”
Chapter 3: Smartphone Loyalty Programs

If you’re using a smartphone loyalty app for your rewards program, here are some tips created just for you:

- Offer an instant reward for downloading the loyalty app! Gift your patrons with a free dessert or 10% off their bill.

- Localize your deals: Once downloaded, patrons can search for local deals using the “Around Me” button. Now they can keep a pulse on merchants offering deals and discounts close by.

- Make greener marketing choices: With the rising cost of printing and the increased focus on sustainable business practices, plastic or paper cards are frowned upon. Do your part by researching and implementing a loyalty program that fits within your budget.

- Use your program dashboard data to see which customers repeatedly come to your location. See what dates and times loyal customers frequent your store to offer them in-store promos such as “double the stamps between 8 and 10am on weekdays.”

- Use the loyalty app as a 'virtual stamp card' to provide incentive for members to attend events.

“91% of smartphones users are likely to download a loyalty app (Maritz)”
Chapter 4: Marketing your Rewards Program

The primary way to find success in your rewards program is by making customers aware that a loyalty program exists and they understand what the benefit to them is. It’s work that will pay off in the end with happy, loyal customers returning time and time again to your establishment!

“57% of customers modify when and where they buy in order to maximize the loyalty benefits (Maritz)”

Top Tips for Winning your Customers’ Loyalty

• Visible marketing materials in your establishment. Have some tent cards and posters in high traffic areas (don’t forget posters in the washrooms!)

• Communicate! Set up a newsletter or blog to keep in touch with your loyalty clients. Highlight new products or special offers, useful tips & tricks and upcoming trends. Include a special offer in the newsletter or blog that your subscribers can take advantage of

• Use Social Media to Boost Engagement. Let your followers know that you now offer a rewards program. Ensure that a link to your app is on your Facebook, Twitter, Google+, etc. Change up your loyalty rewards to reflect seasonal items or new products, spread the news on all of your social media accounts. Keep a pulse on customer comments, likes and shares on Facebook and Twitter. Happy customers will be sure to spread the word!

• Make Greener Marketing Choices: Do your part for the environment by researching and implementing a smartphone loyalty program that fits within your budget and reduces paper and plastic waste

• Make it Easy: There are so many punch cards floating around, it’s difficult to keep them all together without feeling the extra wallet weight. All your customers need, is their smartphone. So much easier than searching through all the cards stuffed in your wallet or purse

• Run a Loyalty Contest: The customer that gains the most stamps will win a gift card to your location. Not to mention the bragging rights that goes along with it

• Get Staff Involved: Incentivize staff members to remind customers about the program. It gets staff in the habit of remembering to promote the program and reminds customers they can earn points

• Use email: All messages sent to loyalty program members result in 40% high open rates, 20% higher click through rates, and 10% higher sales revenue per message compared with emails sent to customers who aren’t (Experian)

“94% of members want to receive communications from their loyalty programs. 74% prefer to be communicated with via email; 46% want to receive communications from three or more channels (Maritz)”
Chapter 5:
Measuring the Effectiveness of your Loyalty Program

Get proven data from your digital loyalty program

RTOWN runs a loyalty program straight from an app on your iPhone or Android. It's free for the customer to download and valuable statistics are instantly collected and reported on. The issue of cost, wasted paper and lack of customer data is off the table. Plus there’s no more bulky paper and plastic rewards cards in over-stuffed wallets.

Here’s what you gain from a smartphone loyalty program:

1. Through the RTOWN loyalty app dashboard, you can see who signs up. Data collected includes: sign-up date, name, email, city and birthday of every customer!

2. Track spending behavior. Now you can maximize your program’s effectiveness with measurable ROI data, as well as your customer’s data, so you can adjust your reward program as needed.

3. Reward frequent customers: Why not treat your frequent loyalty customers to a special reward all their own? Incentivize them to return with perks and discounts.

“Just 49.6% of companies can identify their most loyal customers. Get ahead of the competition by knowing your customers better! (Loyalty360)"
Takeaway: Our Top 5 Loyalty Program Tips

GET STAFF INVOLVED
They are the first and last point of contact with your business and can quickly drive your loyalty program to success!

LOSE THE PAPER. LOSE THE PLASTIC.
Implement a smartphone loyalty program and say goodbye to punch cards forever!

MARKET YOUR PROGRAM
On your blog, in social media and on your website. Share your program in all of your online activities to get the most impact and engagement

MEASURE IT
Measure the effectiveness of your loyalty rewards with an online reporting tool

SWITCH IT UP!
Switch up your loyalty rewards often to keep your most loyal customers coming back for more!
A Successful Loyalty Program Starts with a Smartphone Loyalty App

The RTOWN Loyalty App allows members to create their own unique reward system. With a compelling loyalty program you will develop a loyal customer base, increase sales, and understand your customers like never before!

Design and run a smartphone loyalty program so you can:

• Customize rewards and brand the app for your business
• Offer a free download for the end consumer
• Provide a simple and fun app for your customers; they'll never lose or forget loyalty cards again!
• Track customer spending habits with the online dashboard
• No more bulky paper and plastic rewards cards in over-stuffed wallets.

As a business owner, you can produce a customized loyalty program with products and rewards that meet your individual business objectives.

Contact us to get started on loyalty today!