WHITE LABEL LOYALTY

LET'S TALK ABOUT
SPORTS

Sports fans are known to be one of the most loyal ones.

Why does loyalty matter?

Businesses strive to achieve this type of loyalty, but few have succeeded. Brands need customers that are loyal in the same way sports fans are - customers that will stick with them through ups and downs.

Challenges of this industry

Lack of customer data and understanding about fans, high level of loyalty is not being rewarded.

A level of friction between what fans want and what clubs do.

How to achieve loyalty

Understand what makes your customers tick, and keep them coming back.

BRAND LOYALTY

The key to unlocking emotional loyalty is understanding that loyalty goes beyond transactions. Customers will be more inclined to stay devoted to your business if they feel like they are a part of the team with a loyalty or rewards program.

INCREASE ENGAGEMENT

By unlocking insights about your fans, you will discover what makes them come back time and time again. The possibilities become endless as you can personalise their customer experience, so that they'll come to you more often.

Popular tech for this industry

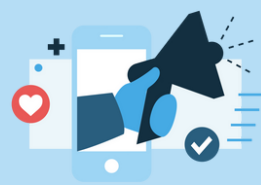Here are a few of the ways White Label Loyalty's tech can help you achieve loyalty in the sports industry.

LOYALTY ENGINE

Make any customer action rewardable with our event-based architecture, from social media activity to referrals.

MICROSITE

Save yourself time and effort by using our platform's microsite front end.

REFERRAL

Referrals can increase your reach, opening up new opportunities for sales, and building relationships with existing customers.

Sports loyalty best practices

Personalisation
Every customer has their own unique sporting passion: reward them with birthday rewards, early access, and personalized product recommendation.

Merchant-funded
With our instant cashback solution, you can provide more value to your fans whilst bringing in a new revenue stream for your club.
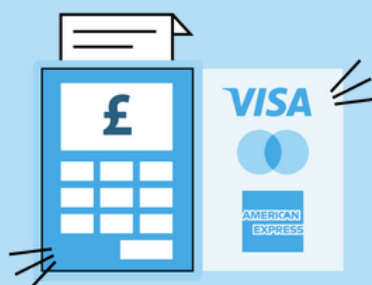
Leverage social media
Reward your customers for actions like following you on Instagram and TikTok, creating and sharing user generated content.

Suggested use case

INSTANT CASHBACK
Make your customers' user experience easier and more valuable and show them you care about giving them incentives to keep going back to you.

VISA

For more information:
whitelabel-loyalty.com