

# LAUNCHING A LOYALTY PROGRAM

## EMAIL

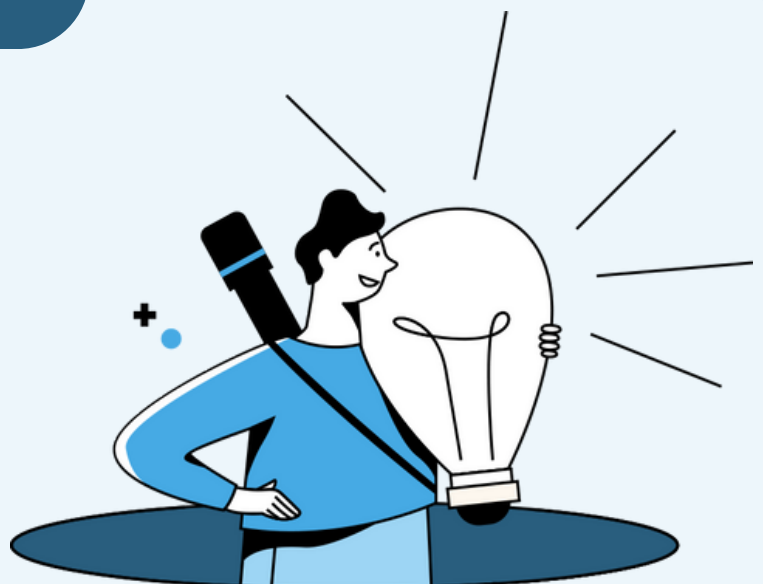
- Add a **banner** to your email signature and share it with your company.
- Enroll everyone who signs up into a **nurturing email campaign**.
- Invite your customers to sign up to be **notified** when the program is launched.

## WEBSITE

- Create a loyalty program **landing page** & include the benefits of your loyalty program.
- Use **banners, CTAs, pop-ups, shopping cart reminders**, etc.
- Use **animated explainer videos** to educate your customers about your loyalty program.

## SOCIAL

- Create social media profiles for your loyalty program.
- Develop a content calendar. Use your own or **DOWNLOAD ours**.
- **Share the benefits** of your loyalty program & user-generated content.



## OFFLINE



- Include mentions & CTAs of your loyalty program on your **products**.
- **POS & POD** promotions, **flyers**, staff training, pop-ups etc.
- Use **PR** to promote your loyalty program.

## INTERNAL



- Inform your **staff** about the program and encourage them to spread the word.
- Create **visual reminders** of your loyalty program and place them around your offices, stores, etc.
- Offer your staff a **referral bonus** for each new customer they bring in who signs up for the loyalty program.

## TESTING



- Do one or more rounds of **internal testing** and testing with clients.
- **Locate any errors** and make last-minute adjustments before full launch.
- Run a **pilot** specific to subset of customers before allowing your full customer base to enter.

## GOALS



- Set **goals**.
- **Track** & measure.
- **Analyse** & create insights.