

# Loyalty Programs

## Better Customer Retention and More Frequent Visits

The most prolific marketing programs in the world are loyalty programs. Be it airline miles that are accumulated with every purchase, or special “deals” given to card carrying members, loyalty programs are everywhere. There is a very simple reason why these programs abound.

Plain and simple, **loyalty programs work**. They encourage people to buy more as well as to stay loyal to the sponsors of these programs.

## Customize Loyalty Programs

Savvy marketers are taking a page from the Citigroup's of the world and implementing their own loyalty programs. For every company this program is different, driven by your company's brand and structure. We create plans for our customers that are successful on multiple levels:

1) **They build brand loyalty.** One way to keep a client is by having them earn credit towards a worthwhile reward with every purchase. The client becomes reluctant to switch suppliers and essentially lose the credit they have built up.

2) **They encourage larger spending habits.** Emotionally, customers like to validate their purchases. By giving them an additional reason to make a purchase, companies are passively prodding them to buy more. Loyalty programs can be designed to create specific user habits that psychologically break down some of the barriers of purchasing.

3) **They differentiate your product.** As unique as companies try to be, there is always some form of competition. How one company positions itself against its competitors is paramount to the success of the company. While higher quality products, better service and/or pricing are the most prominent ways to do this, a loyalty program is an often overlooked tool.

“Our Rewards Card program has been a **phenomenal success**. Not only does it set us apart from others in our industry, but it has built a tremendous amount of loyalty. Our average customer spends much more per year than they would if we did not have this program.”

Tonya Brooks, President – Mailers Haven

