



**REWARDING
LOYALTY**

ON-BOARDING

Loyalty programs are a marketing tool for customer retention. They are about building brand equity, and increasing the lifetime value of your customers. The more you can grow your loyalty program, the better for your business. The key to building a successful loyalty program is in the on-boarding, or getting the customers joined onto your program in the first place.

Once a customer is onboard your program, they have identified themselves as a “brand lover,” and provided permission for direct communication. The ability to communicate relevant information to your customer, allows you to build the relationship, and a preference towards your brand.

How Do I On-board Customers?

The three most important factors to on-boarding customers onto a loyalty program are:

1. Provide an immediate customer incentive to join
2. Prominent in-store signage
3. Staff buy-in

1. Provide the customer with an immediate incentive to join

From our experience, customers are 3x more likely to register for a loyalty program and provide their details if they see an immediate benefit.

**Join our Loyalty Program today
Receive XYZ**

The reward could be something for free, a discount, go into the draw to win a prize, be part of our birthday club etc. You are only limited by your imagination.

It's a simple call to action. The more attractive you can make the incentive, the better.



2. Prominent signage (in-store and on digital assets)

The incentive needs to be backed up with prominent signage in-store, particularly at point of sale and where customers congregate. Customers need to know about the offer and have it reinforced with marketing collateral to sign up to your program.

In-store displays (printed and digital), tear-offs that can be handed out at point of sale, on menus and receipts are all places you can promote your program. Additionally, your program and sign up incentive can be promoted on your newsletters, website, Facebook or any digital assets you use.



3. Staff buy-in

Your staff, particularly the ones at the point of sale, are critical to the on-boarding process. They are the face of your business and should be supportive and willing to promote your loyalty program to your customer to help build your business.

Staff shouldn't be shy in promoting your program, particularly if they can communicate an immediate sign up incentive to the customer.

Things you can do to help staff promote your program

(i). Observe how successful companies run their loyalty programs and create a frame of reference for your staff.

Next time you are at a major supermarket or Starbucks store observe how the cashier prompts every customer to sign up or use their loyalty program. Major brands understand the importance of engaging every customer, and there is no reason why you can't do the same thing to build your business. Ideally provide reference examples to your staff of some local brands that deliver great customer experience and give you employees something to strive for!

(ii). Discuss the program at your staff meetings and encourage staff to go through the process of signing up to the program so they understand how it works.

(iii). Incorporate information about your loyalty program in staff training program when they join your business.

(iv). Provide staff incentives for getting customers to sign up.

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