

Loyalty Programs: A Bonus for You & Your Advertisers

Helping a local business implement and promote a rewards program can generate new revenue for both of you. Forrester Research recently reported that **72 percent of adults online belong to at least one loyalty program, and nearly half of survey respondents stated that loyalty programs influence their purchasing decisions.** Here are some tips and suggestions for helping businesses in your community create successful loyalty programs that drive business:



MCC AD # S1008A01004C



MCC AD # N1602A43002C

- **Reward customers for purchases.** Many customers and small businesses still utilize physical punch cards to earn points toward discounts and freebies. The MCC Creative Library contains a virtually endless array of images to create unique punch card designs. More and more small businesses are transitioning these types of reward programs to online systems and smartphone apps that automatically track purchases and reward customers for their loyalty. Either way, encourage businesses to promote these perks through their advertising to get customers in the door and on their way to earning rewards.

- **Reward customers for referrals.** Business can also reward clients for referrals to grow their customer base. Multiple referrals can lead to greater discounts or rewards. While referral rewards work best for service providers, they can also be applied in the retail product realm.

- **Go beyond points.** While the points system may be ideal for many advertisers, loyalty programs can also focus on convenience or personalization. Help advertisers set up and promote these loyalty programs as "clubs" that offer members any variety of perks like complimentary shuttle service, exclusive shopping nights, free workshops or gift wrapping service. For many business – think carpet cleaning, auto care, hair salons, etc. – these types of programs can



MCC IMAGE # C084QP23003C.eps



MCC IMAGE # N0497040.eps

send clients service reminders, offering discounts within a set "maintenance rate" time period. They can be taken a step further with paid loyalty clubs that offer discounts for up-front payment and scheduling of services customers know they will need throughout the year, such as car washes, lawn care, pet grooming and the like.

- **Use social media.** Encourage advertisers to connect with customers on social media to create a community experience and foster loyalty. Customers can be rewarded for sharing feedback or product- and service-related photos, or for social media check-ins and reviews.

No matter what type of loyalty program a client implements, the keys to sustaining customer connections will always be quality offerings and great customer service, and this is where local businesses have the advantage to excel. Local publications like yours can help these small businesses promote their role in the community, and their efforts to build personal relationships with a family of customers through loyalty programs that make them feel appreciated and keep them engaged.

The MCC Creative Library provides hundreds of heading, image and spec ad options to help you promote advertisers' loyalty programs and their role as community partners with "shop local" content.