Ackroo

The 5 Pillars

Of every loyalty program

A loyalty program is a great tool, but even the best tools come with instructions.

1

What is your Rewards Currency?

Brand bucks. Brand points. Whatever it is you're rewarding your customers with, establishing what your currency is and how it's earned should be priority number 1.

2

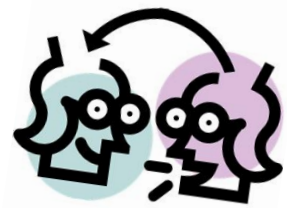
What is your Currency worth?

As a customer, what's even more fun than collecting a brand's reward currency? Eventually redeeming that currency for some sweet swag. Make sure you're rewarding your customers with things they actually want or need.

3

Who are your Program Ambassadors?

Now that you've implemented your program, it's important that everyone on your front line knows it like the back of their hand. How to earn, how to redeem, current promotions and how to get the word out – these are all things that should be top of mind for your crew.



4

How are you promoting your Program?

Speaking of promotion, it's tough to get a program off the ground without it. Social media and in store displays are both great starting points. Sprinkle in the occasional contest or 'extra reward weekend' and you've got a good thing going. Remember: consistency is key.

5

Is there anything else my Program can do?

We're glad you asked! Of course there is! The sky's the limit. With a Loyalty Program powered by Ackroo, you'll gain a better understanding of what makes your customers tick and gives you the ability to easily customize how you interact with each one.