

# 4 Ways Loyalty Programs Can Drive Business



More than just rewards, Loyalty Programs are the Jack-of-All-Trades of business tools.

## Target Specific Times

**1** A great tool if you start to notice a lull in business during specific times of the day, week, or even year. Not liking how quiet your breakfast hours are? Double rewards points from 8 am – 11 am could be on the menu as a sweet incentive. February giving your running apparel outlet the chill? A weekend rewards extravaganza should have your customers sprinting through your door. Timed initiatives allow you to target otherwise slow periods and flip them in your favour.



**2**

## Target Specific Customers

Loyalty programs give you the advantage of getting to know your customers better. Turn Jane Doe's 1-2 annual visits into 3-4 or more visits by reaching out directly with customized promotions. Haven't seen Jane in a few months since she bought a heap of goodies for her New Years bash? Consider loading up her loyalty card and sending her an email to let her know you're there to accommodate upcoming summer shindigs.

## Target Specific Items

**3** Tying products together through promotions proves to be another great way to drive sales with a variation on the classic upsell. Are your ski sales giving you all-star results while your service department numbers aren't living up to expectation? Offer extra rewards with the purchase of both and the results will leave you feeling warmer than a chalet fireplace.



**4**

## Engage Customers with Contest or Giveaways

With the simplicity and reach of social media today, contests have never been easier to execute. Regardless of how you do it, no one can pass up the chance to winning. The first person to answer a trivia question, the first person to take a picture at one of your locations: either of these initiatives gets your customers - or prospective customers - engaged on a personal level and can be rewarded with your brand's loyalty currency. Engagement is a 2 way street; give your customers a reason to get to know you and they'll return the favour.