

## IDEAS TO PROMOTE YOUR LOYALTY & GIFT PROGRAMS



### Bonus gift cards/promo card giveaways:

- Ex. 1: Minimum Spend of \$50, \$100, etc. qualifies customer for a promo
- Ex. 2: The purchase of a physical gift card at a min. spend value (\$50 get a \$5 promo, \$100 gets \$10, etc.)
- Ex. 3: The purchase of a specific clearance product, brand or service category
- Ex. 4: Special Events: Fundraisers, Holidays, Grand Opening/Reopening
- Ex. 5: Referring a friend
- Ex. 6: New membership

*Need employee intervention to give out / process these transactions*

### Contests:

Purchase a gift card/eGift card during x time and be entered for a chance to win \$\$



### Multiplied rewards / "Double Loyalty Days":

Can target specific times of the week or day, "lull" periods or happy hours

- Ex. 1: Get 2x the rewards with an eGift card purchase
- Ex. 2: SKU-specific rewards, like 2x Loyalty on Entrees\*
- Ex. 3: Get bonus points when visiting at Sunday brunch

*\*Requires POS integration*

### Limited-time promo top-up:

Get extra funds (with an expiry time limit) awarded to loyalty account with purchase

**Download the app**, connect your card and get \$10 points/cash

### Automated promos:

Automatically get awarded bonus dollars on your account if:

- You register your card through the portal
- You register in the mobile app
- It's your birthday! (Customer must have birthday entered when they register)

## WANT MORE IDEAS?

Our team of in-house marketers and graphic designers are at your service to help you optimize your program with engaging promotions. Get in touch!

1-888-405-0066 | [marketing@ackroo.com](mailto:marketing@ackroo.com)

## IDEAS TO PROMOTE YOUR LOYALTY & GIFT PROGRAMS

*cont'd*



### *Loyalty + Gift* COMBINED

**Offer registration of gift cards to turn them into rewards:**

Card transformed into “Cash Card”/in-house currency, encourages reloading and return visits

Ex.: Sign up for our loyalty card, get a \$5 gift card (can use the same card and load cash/points)

Receive bonus loyalty bucks/points if you **purchase an eGift OR reload your physical card** online

Buy a gift card for a particular event (ie. Mother’s Day), get **3X the points** on your loyalty card

**Refer a friend** to sign up on loyalty, get a gift card for yourself

**Redeem your points by x day** and get a bonus gift card (great to bring in members who haven’t visited in a while)

**Donate** your gift card and earn points to use on your next purchase, or donate x amount of points and receive a gift card

Buy 2 gift cards this month, get 5% more back on your loyalty card all month long (great for holidays)

**PRO TIP:**

Be sure to advertise these promotions well through your social media, website, email marketing, and P.O.P. signage! We can help.

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