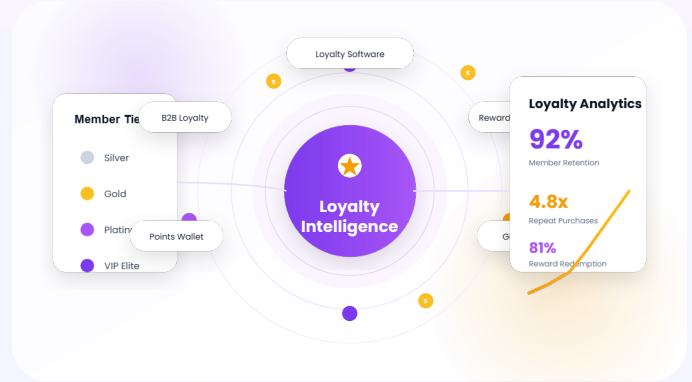


Loyalty & Rewards That Drive Repeat Business

Discover proven loyalty and rewards strategies that increase customer retention, boost repeat purchases, and turn satisfied customers into long-term brand advocates.



How eCommerce Brands in Australia can Win the Race on Their Loyalty & Reward Programs



Rohit Singh

• VP of Customer Engagement

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If you are involved in eCommerce business in Australia, it is high time to consider a [loyalty program or reward program for your business](#). It has become an essential element of your complete customer experience. Here are the reasons for the same:

- The growing customer retention rates by 5% amplify the profits by 25 to 95%
 - It is the returning customers who payout 67% more than the new customers
 - If we listen to 66% of the regulars, they say that they change their spending behavior with an aim to make the most of their rewards
 - It is 81% of the customers who are more liable to go on with shopping from a brand that fetches them a loyalty program
 - 15% of a business's most reliable patrons hold for around 55 to 70% of the business's overall sales.
- So, the above numbers are sufficient enough to speak for themselves. So, now the question is if the retention marketing is a prerequisite, then what eCommerce brands in Australia are doing to ensure the relevancy of these programs? Here we bring you some of the [top innovations in Australian eCommerce loyalty programs](#).

Creating a Mobile-First Practice

As the consumers are at ease making the desired purchases with their phones, it completely makes sense that the online retailers are more into bringing the rewards programs that are compatible with the mobile environment. A wonderful solution for this is to create a mobile app that does much more than simply making it possible for the customers to gather the loyalty points. So, looking for ways that can help integrate the rewards program impeccably into the customer drive can be of great help.

Housing Loyalty ahead of Purchases

[Retailers generate loyalty rewards programs with an aim to eventually amplify sales and revenue.](#)

But most of the brands are gradually making out that there are a hell lot of other vital elements that can be pushed through the loyalty programs. Major benefits can be made in the occurrence and point of customer engagement with the brand, primarily through social media. The businesses can offer loyalty points to the customers who follow their brand accounts on social media, retweet or even repost their content and also to those who subscribe to their .

Most of the businesses can also avail the benefits of free user-generated content (UGC). For instance, some of them can carry out an Instagram promotion with a branded hashtag and reward every consumer who becomes a part of it.

So, the businesses' rewards programs can absolutely welcome the prospect of social media. Actually, the customers can end up making more by just interacting with the brand on social in contrast to making any purchase. Some brands can provide the rewards members with the ability to grab 10 points for every dollar spent and up to 50 points for each time they get in touch with the cosmetic brand on the social media accounts like Instagram, Twitter, Facebook, or Foursquare.

Going Beyond the Discounts

A Loyalty program or reward program in Australia has been in existence for many businesses for quite some time. Now a day, providing a 10% discount coupon off their next purchase to the customers is not a big deal and moreover does not look appealing to the buyers. Due to this reason, there are some brands that are producing highly sophisticated loyalty programs that are much more than mere discounts or free shipping.

These bring elite VIP experiences for their creamy customers that just cannot be bought anywhere, like opulent vacations or a private dinner with a personality. Other VIP programs to the incredible list include offering “insider” content, that is applicable only to the top members that grant the before time access to the upgraded features, private sales, early admittance to the company news, tickets to the trade show and much more.

This sort of significance generates deep loyalty for the consumers to the brand. But this does not require any business to be a multi-billion-dollar brand to do something comparable with their loyalty program. Another option they can prefer is to associate up with another brand, a local business or a restaurant that can provide the customers an exceptional experience, and make those offerings a part of their rewards program.

Contact [NextBee](#) for a fresh implementation of strategic reward program. Call us at [1-800-547-161](tel:1-800-547-161)

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

[Request Free Consultation](#)



Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



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