

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.



Top Tactics To Enhance Your Existing Loyalty Program



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Is your Loyalty Program not yielding the results that you desire?

In that case, get ready to inject some life into your loyalty program. Having a well-executed loyalty program that performs well doesn't matter whether you're a small business or an enterprise-level company.

Either way, a [customer loyalty program](#) is a great way to drive sales and keep customers for the long run. Multiple studies have shown that customer retention has a far greater ROI than prospecting for new customers. Most of the business owners agree that customer relationship drives loyalty!

There isn't just one specific option that is guaranteed to ensure your loyalty program will increase retention, create new sales, and improve your customers' overall happiness.

There are various [strategies to promote your existing business loyalty program](#), which we've found do work well from our decade of experience.

REMAIN CONSISTENT

People love immediate gratification. Reducing the time it takes between completing the loyalty program's activities.

Set up triggers for that may be a sale, registering for something, generating a referral, leaving a like or following on social media, etc., and obtaining their reward, will make customer engagement and activity soar.

Automatic fulfillment is not only easier on your company but creates immediate positive reinforcement for interacting and promoting your brand.

REWARD YOUR LOYAL CUSTOMERS

It's a good idea to reward new users for spreading the word and interacting with your brand, but don't just focus on adding members.

Instead, create a complete process that engages current members who want to grow your brand. Making your customers feel valued and part of your winning team will prevent your program from growing stagnant or outdated.

DRAFT A COMPANY-WIDE PLAN

Always consider your employees are essential to your loyalty program working and, if they're adequately engaged, they can become your largest brand ambassadors.

Design the program that educates and rewards them for their help so every team member, from entry-level employees to the largest shareholders, understands the "why" behind your loyalty plan.

You want everyone to know the [benefits of your loyalty program](#), "Why is it important and why should they participate?".

ESTIMATION IS REQUIRED

Frequently try to reevaluate the program and acknowledge the best rewards for your customers and employees. Find out and explore users' thoughts to ensure you are meeting their wants and needs.

Analyze your reward program redemption rates to see who is redeeming, when, and what they are purchasing. Make a note; if your rewards are too hard to earn, your customers will become disengaged.

“Do not seek to create engaged teams & customers. Instead, create the conditions which engage them. Reward the actions that excite them. Value the relationships & culture that keeps them. These actions sustain life-long growth.”

PROMOTE EVERYWHERE

Indeed, a well-designed platform will grow organically, but you can add omnichannel advertising such as Google AdWords, Facebook, LinkedIn to boost growth quickly.

Advertising makes a great addition to your strategy while employees (sales reps, customer service reps, etc.) begin promoting your loyalty program.

ENSURE FLEXIBILITY

When it comes to the program and the rewards, you have to remain nimble. For rewards, you want to make sure the bonuses make sense, like- free gym memberships for tax customer referrals, because it doesn't make sense to give them a discount on free identity theft prevention software.

Also, tie them into your customers' lives—be it holidays, graduations, birthdays, back to school, or the changing seasons. Build-in regular assessment periods and adjust your program based on the data daily or maybe weekly.

OFFER AN INCENTIVE TO JOIN

It is a great way to reward customers at the beginning just for enrolling in the program to build trust and excitement. Also, don't ask for too much information when they enroll, keeping people from registering. If you need more information later, you can come back to them for it.

TRANSPARENT COMMUNICATION

Remember to make it easy for teams to communicate with customers and communicate with others. Part of maturing your program is creating ongoing interactions with your brand on various channels, such as social media, email, or on your site.

If your platform has been integrated with a mobile app or has had one created, send your customers in-app messages, nudges, and text messages outlining new deals, sales, and offers. It's an easy method that feels more organic to the receiver.

VALUE THEM

When you only remember your customers when you want them to purchase from you, then chances are you can not keep them for a long time.

It is vital to show them you care, and you can do that by hosting a customer appreciation event to value them.

Send them links and your gratitude or showcase a local charity that your business supports.

How NEXTBEE creates value to build a Loyalty Program?

[NextBee](#) strives to create full engagement programs that build loyalty, generate referrals, and grow your brand's ambassadors. It helps to run a well-executed loyalty program doesn't matter whether you're a small business or an enterprise eCommerce company.

These tactics will help your company to grow as it focuses more on customer retention. Creating a customer loyalty program is a great way to drive sales and keep customers for the long run.

It is an excellent way to market to your current customers than to find new ones. Also, your loyal customers spend more money because they already know, like, and trust you.

Connect with us today to see real-time examples of companies' methods to increase their sales.

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

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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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