

## 7 WAYS

## TO ATTRACT NEW MEMBERS TO YOUR LOYALTY PROGRAM



AS MUCH AS CUSTOMER RETENTION IS KEY, BRINGING IN NEW MEMBERS YOUR LOYALTY PROGRAM IS CRITICAL AS WELL.

HERE ARE SOME OF THE WAYS IN WHICH YOUR BUSINESS CAN ATTRACT NEW CUSTOMERS TO JOIN YOUR LOYALTY PROGRAM!



### **FIRST PURCHASE DISCOUNTS**

Providing your customers with a first-timers offer is a great way to nudge them into purchasing at your business. Reward customers (with gifts, discounts or deals like BOGO) when they sign up to your program to encourage them to join!



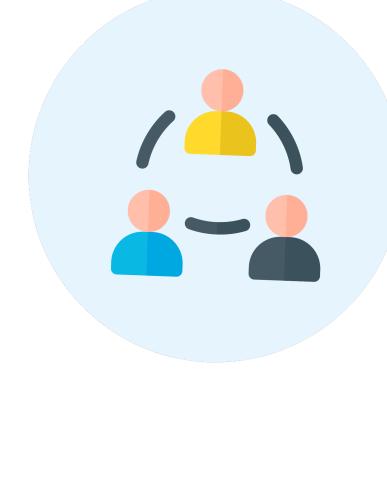


## According to research by McKinsey, word

than twice the sales of traditional paid advertising. (1) While you earn the benefit of improved customer retention rate, increased market

of mouth recommendation generates more

reach, valuable data and increased engagement – your customers also earn points for referring their peers to your program.



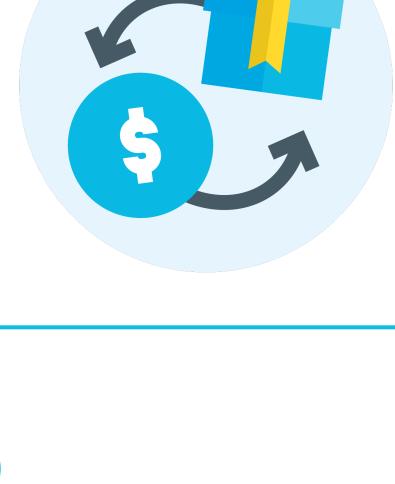


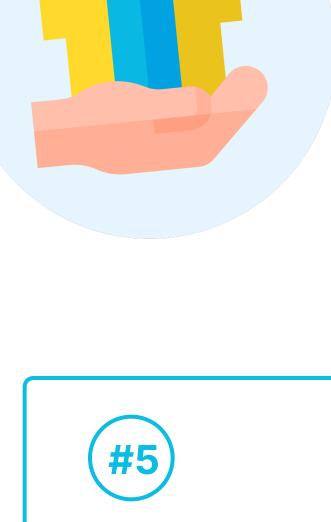
#### hard to redeem. Offer your customers an easy way to earn rewards, making

your club desirable.

loyalty program if the rewards were

**Customers wouldn't want to join your** 







#### members and bring them to your business by setting up a gift that is shareable on any

social media pages!

**SOCIAL MEDIA GIFT** 

Most of your target audience uses at least



# customers as well as existing ones.

**PRELAUNCH OFFERS** 

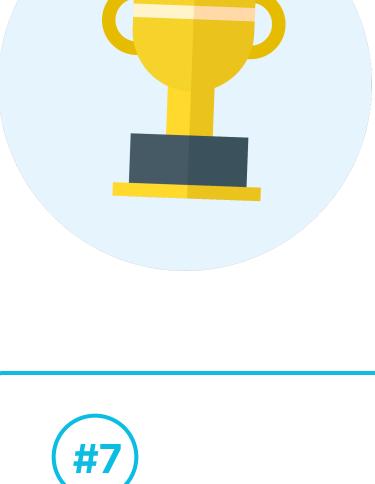
If your loyalty program is in the

traffic to it would be to offer

prelaunch stage, an ideal way to drive

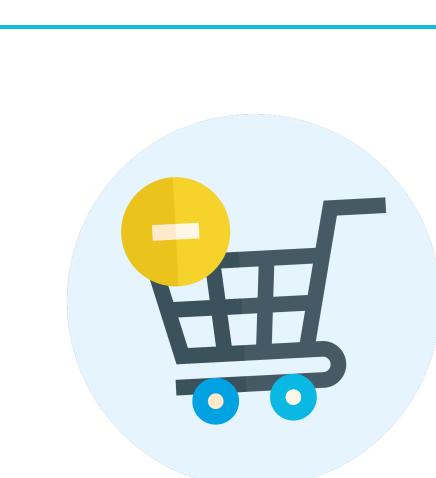
prelaunch discounts to bring in new





## **ABANDONED CART OFFERS**

Offering discounts to new customers who abandon their online cart is a good way to incentivize them into buying from you.



program, so it's important to keep them

employee enrolling the most customers

motivated. Run contests where the

gets a prize.