

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!

#1

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!



#2

REFERRAL PROGRAMS

According to research by McKinsey, word of mouth recommendation generates more than twice the sales of traditional paid advertising. ⁽¹⁾

While you earn the benefit of improved customer retention rate, increased market reach, valuable data and increased engagement – your customers also earn points for referring their peers to your program.



#3

EASY TO REDEEM OFFERS

Customers wouldn't want to join your loyalty program if the rewards were hard to redeem. Offer your customers an easy way to earn rewards, making your club desirable.



#4

SOCIAL MEDIA GIFT

Most of your target audience uses at least one social media platform on a daily basis.

With Como social media gift, recruit new members and bring them to your business by setting up a gift that is shareable on any social media pages!



#5

PRELAUNCH OFFERS

If your loyalty program is in the prelaunch stage, an ideal way to drive traffic to it would be to **offer prelaunch discounts** to bring in new customers as well as existing ones.



#6

EMPLOYEES COMPETITIONS

Employees are key to promote your loyalty program, so it's important to keep them motivated. Run contests where the employee enrolling the most customers gets a prize.



#7

ABANDONED CART OFFERS

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

