7 WAYS TO ATTRACT NEW MEMBERS TO YOUR LOYALTY PROGRAM

AS MUCH AS CUSTOMER RETENTION IS KEY, ATTRACTION IS JUST ASCRUCIAL. 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 discount when they sign up for your loyalty program is a great way to nudge them into purchasing at your business. Reward necessary purchases with a discount when they sign up for your program to encourage them to join!

#2 REFERRAL PROGRAMS
According to research by McKinsey, word of mouth recommendations generate more than twice the sales of traditional paid advertising.

While you reap the benefit of increased customer acquisition (via word of mouth), valuable data and increased engagement, your customers also earn rewards along the way.

#3 EASY TO REDEEM OFFERS
Customers shouldn't have to jump through hoops to earn rewards. They should be easy to redeem, making your club desirable.

#4 SOCIAL MEDIA GIFT
Most of your target audience uses at least one social media platform, so use them to bring in new members! Offer a discount or gift card when they share your business on their accounts.

#5 PRELAUNCH OFFERS
If your loyalty program is in the pre-launch stage, consider offering special discounts to incentivize potential members to join early.

#6 EMPLOYEES COMPETITIONS
Employees are key to promoting your loyalty program, so it’s important to keep them motivated. Offer contests where the employees recruiting the most customers get a prize.

#7 ABANDONED CART OFFERS
Offering discounts to new customers who abandoned their online shopping cart is a great way to encourage them to complete their purchase.

Source: