

# 10

## CAMPAIGN IDEAS FOR YOUR BUSINESS



According to Oracle, **47%** of restaurant operators believe their loyalty program offerings are mostly relevant and, **only 27%** of consumers agree to that. (1)

Here are 10 campaign ideas for your business to get inspired by, to make sure your loyalty program answers your customers' expectations and makes them come back for more!

### #1

#### FREE ITEM

##### Who doesn't like freebies?

Rewarding customers with **free products** (with or without strings attached) allows you to boost your brand image, builds positive customer relationships and entices your members to visit you and spend more.

### BUY ONE GET ONE

**BOGO campaigns** offer extra value to your customers and encourage them to buy more to get more deals.

On the business side, this offer is very interesting as your customers need to make a full-price purchase before they earn the deal!

### #2



### #3

#### TIME-SENSITIVE DISCOUNTS



**Offering discounts** on purchases quickly draws your audience into your locations. Telling a customer that he can save money always gets his attention.

Do not hesitate to **add deadlines to your offer** - it is a good way to lure in your customers who might be on the fence about purchasing from your brand. Do not hesitate to remind them about the time left to benefit from the offer, through SMS, push notifications or emails. It creates a sense of urgency and encourages your audience to take action.

### FREE MONETARY COUPONS

**Free monetary coupons** (especially with no strings attached) are extremely attractive to your prospects, who can try a new brand or buy at your store at no cost.

It is a very effective marketing strategy to increase your customer base and drive business to your locations.

### #4



### #5

#### REFERRAL PROGRAM



**"Do what you do so well that they will want to see it again and bring their friends."**

Walt Disney

Mobilize your best customers to **refer like-minded people** to your brand, effectively growing your community at no extra cost.

### GAMIFICATION

Including **gamification** on your website or loyalty program can be fun, engaging and helps create brand awareness.

Some great examples of gamification are Spin the Wheel and Scratch card animations - they create a wow customer satisfaction and add emotion to your members' interactions.

### #6



### #7

#### SEASONAL ITEMS



A good way to celebrate the start of a season is to offer **special items** to your guests.

Your loyal customers love to see novelty - it shows that you're constantly innovating and that you want to surprise them on a regular basis.

**Starbucks keeps up with the trends by offering Pumpkin Spice Latte on a seasonal basis - generating curiosity amongst customers and also attracting new ones.**

### BIRTHDAY & ANNIVERSARY GIFTS

Send your customers a discount or a gift on their **birthday or membership anniversary** to make them feel special.

Leverage personalized messaging (through SMS, push notification, email, etc.) to warm their hearts and earn new brand ambassadors.

### #8



According to the 2019 Delphi Reports, **absence of soft benefits was viewed as a potential cause of failure of a loyalty program by 77.4% of the panellists.** (2)

### #9

#### FREE DELIVERY



A good way to earn credibility with your customers is to **waive off delivery charges**.

Your business could offer free online delivery if customers earned a certain number of points, on their birthdays and anniversaries, above a certain cart amount or during specific time periods.

### LIMITED/EXCLUSIVE PRODUCTS

This is a great way to **create buzz** around the launch of new or seasonal items. Share teasers, create hashtags, produce videos and work with influencers to strengthen your offer. These work like a charm as they make old and new customers purchase from your business in a limited time gap.

### #10

