



DIGITAL LOYALTY PROGRAM LAUNCH CHECKLIST

Considering a digital loyalty program? Awesome choice! You're gearing up to offer a top-notch customer experience that's bound to boost your businesses success. With this detailed checklist, we've got you covered for a seamless and impactful rollout. Let's jump in....

1. Research and Planning

Identify your purpose: What is it that you want to achieve with this loyalty program - (e.g. increase repeat business, gather customer data, improve customer retention)?

Competitor analysis: Check out digital loyalty programs from competitors and identify the latest trends and practices.

Target audience: Understand the target audience for your loyalty program. Survey those customers and see what they're interested in.

2. Loyalty Program Design

Choose your program type: Decide whether it's a points system to reward spend, or a simple punch card-style platform to reward nominated purchases or visits (*Stamp Me* is a digital loyalty card, ideal for product, service or visit-based loyalty programs).

Define and determine rewards: Decide on the type of rewards (discounts, free products, services), at what intervals they'll be issued (i.e. signup rewards or interim rewards), and how they'll be redeemed (in-person, digitally, cashbacks etc).

Decide if you want to incorporate gamification elements: Gamification like Stamp Me's <u>Scratch & Win feature</u> is a great way to wow your customers and make your loyalty program stand out with a touch of fun.



3. Technical Setup

Find a loyalty software/platform: Choose a suitable software or platform to manage the program. Here are some features to consider when choosing your digital loyalty platform provider:

- User-friendly interface: Easily navigable for staff and customers
- **CRM system integration:** Integration capabilities for CRM systems
- Data analytics and reporting: Tools to efficiently track and assess program and member metrics
- Engagement campaigns: Create and manage campaigns for deeper customer connections
- Communication capabilities: Keep your customers engaged and up-to-date in real-time
- **Scalability:** Adapts to handle your growth, while maintaining its core simplicity

If you're looking some ideas for the highest rated top digital loyalty platform providers, <u>check out this article</u>.

Testing: Once you've signed up for your chosen platform, test it with your key staff to ensure it suits your chosen model and everyone understands how it works.

4. Operational Setup

Staff training: Equip your staff with the knowledge and tools to promote and manage the program. For more information on this step, <u>read this article</u>.

Integrations: It's a great idea to link your loyalty program system with your email platform so that you can easily grow your loyalty customer email list.



5. Marketing and Communication

Promotional materials: Create in-store signage, email campaigns, social media posts, etc.

Educate customers: Make sure customers understand the benefits, how to join, and how the program works ahead of the big launch.

Engagement strategy: Plan for ongoing engagement post-launch, like special promotions for members.

Optional:

Branding your program: Name your loyalty program something special to make it stand out from the competition.

6. Launch Your Loyalty Program

Spread the word and onboard: Announce the program's launch via your established channels (email, social media, in-store), and ensure a seamless sign-up experience.

Post-Launch Activities:

Regularly review metrics: If your digital loyalty provider provides data insights, it's essential to regularly <u>check metrics</u> for program success and <u>stay updated on industry trends</u> to refine your loyalty program.

Gather feedback: Continuously collect feedback to refine and improve the program. For tips on ways to refine your loyalty program, <u>this article</u> will come in handy.

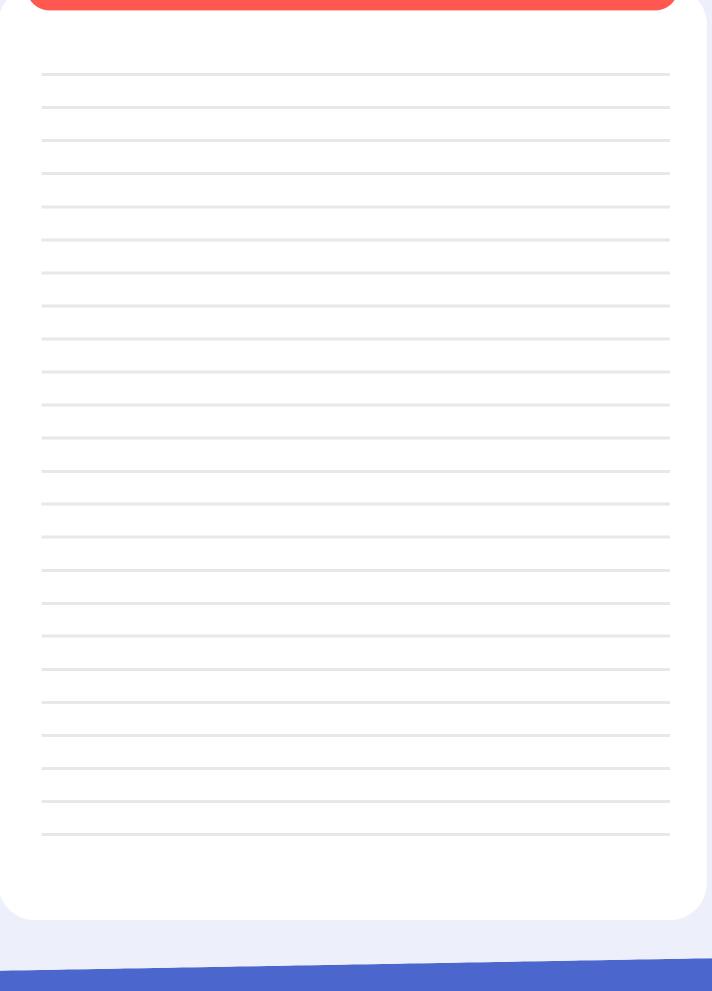


Communicate with members: Regularly update members about their loyalty status, and special promotions, or just send a message saying you miss them if you haven't seen them in a while.

Follow the steps above and launch your digital loyalty program with confidence. If you're looking a simple, straightforward and intuitive loyalty platform that is trusted by merchants globally, <u>try the Stamp Me platform for free</u>.



My Notes





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