



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 [Scratch & Win feature](#) 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 for some ideas for the highest rated top digital loyalty platform providers, [check out this article](#).

- **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, [read this article](#).
- **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 check metrics for program success and stay updated on industry trends 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, this article 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 for a simple, straightforward and intuitive loyalty platform that is trusted by merchants globally, [try the Stamp Me platform for free.](#)

