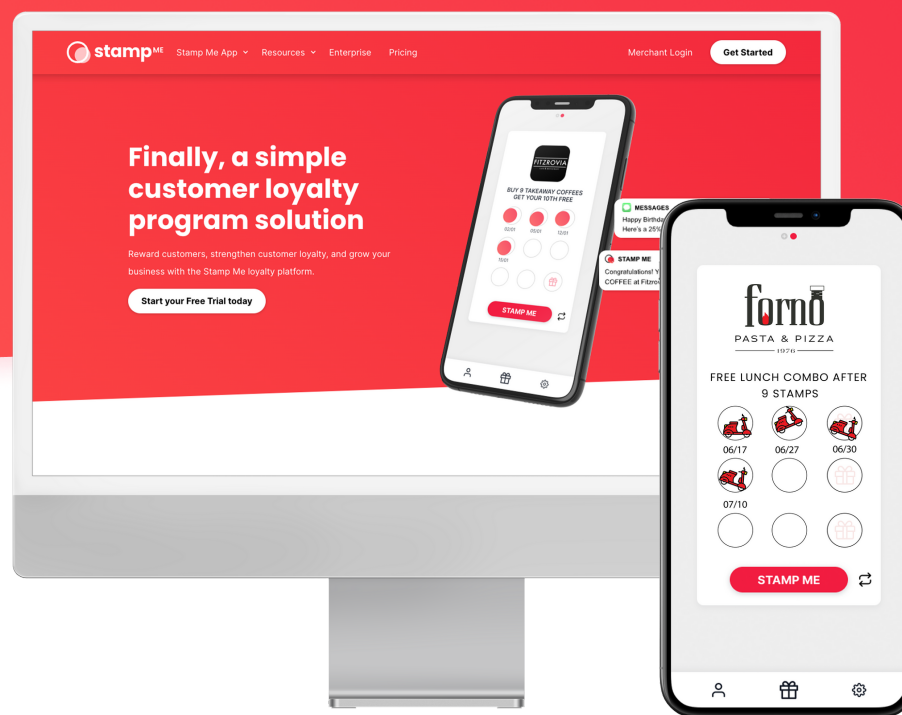


# MARKETING YOUR STAMP ME LOYALTY PLATFORM

## A How-To Guide



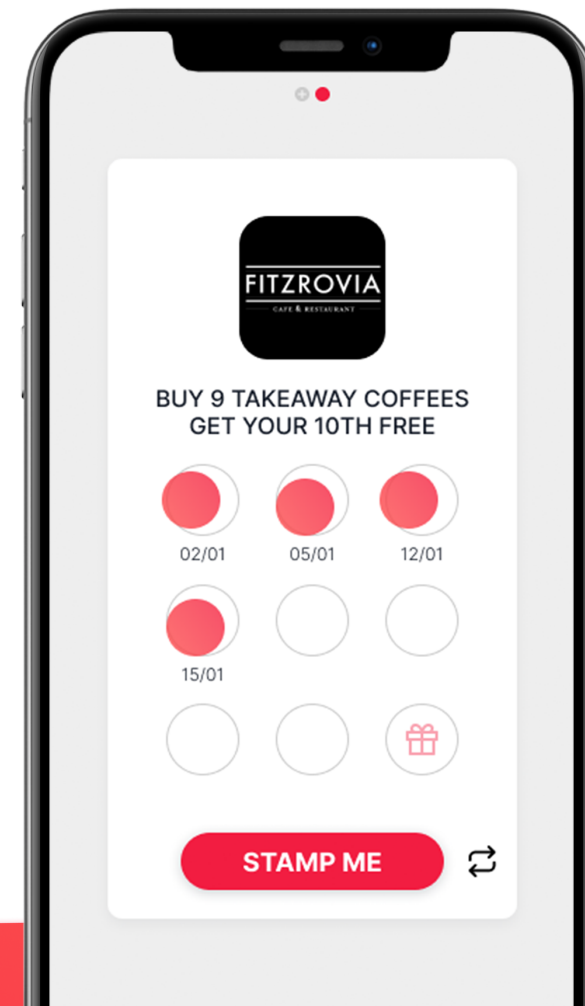
# CONGRATULATIONS ! YOU HAVE YOUR CUSTOMER RETENTION TOOL READY TO GO. NOW WHAT?

Well, you could have the most killer loyalty program in the world, but if no one knows about it, simply put – it will flop!

Marketing your loyalty program effectively is absolutely key to its success – but don't worry – with our handy templates, downloadable or copy/paste resources, you can do it quickly and easily with minimal effort required.

In the next few pages we'll show you exactly how to let the world know about your awesome new loyalty scheme - be that in-person or online via emails, social media and your website.

P.s. You will need to **download this document** in order for the hyperlinks to work.



# PROMOTING IN-STORE

Customers should be able to walk into your store and immediately know all about your loyalty program.

We provide you with soft copies of posters and other promotional materials in the folder with this guide, which you can print. If you would like hard copies, please contact us.

Here are some ideas how and where to display your marketing material:

- **Posters** – display our pre-designed posters at the point of sale (POS), around the venue, in the window, even in the toilets!
- **Printed join cards** – create join cards and leave a pile at the POS, insert them into tabletop display holders, or slip them into takeaway bags or packaging.
- **In-store or take away-menus** – use the Stamp Me logo, your join code or ready made banner to include on the design of your menus or any take-away materials.
- **Receipts** - add information about your loyalty program to the bottom of your receipts, including your Join Code so people can sign up by scanning it.

- **Display screens** - if you display your menu or promotions on a digital screen, how about adding a banner or dedicated screen about your loyalty program?

One of the most effective techniques to get people signed-up to your loyalty program in-store is by having a **sign-up reward which staff mention at check out**. For example:

*"Would you like a 20% discount off your purchase today? All you need to do is join our loyalty program app!"*

People rarely say no because there is an immediate incentive!



# PROMOTING ON YOUR WEBSITE

A dedicated blog post or page on your website is an ideal way to communicate to customers about your new program.

It becomes a great go-to resource for people to know how to sign up, and browse at their own leisure to learn more.

## PUBLISH A WEBPAGE

A permanent web page that can be found from the main navigation bar of the website or from the homepage, is a highly recommended promotional and informational tool.

The simpler the content here, the better. There are only really five things you need to include:

- What your offer is – i.e. “spend X, get a stamp”
- What the reward is – i.e. “earn X stamps, get Y”
- How customers can download the app and/or insert your QR join code. If customers have not downloaded the app when they scan your join code, it will take them to their app store. Use [this link for Android](#) and [this link for ios](#) (iphone).

- What your sign-up reward is (if you have one).
- A link to the [Stamp Me website](#) for more information and customer support.

You can find also some images to use in our [brand folder](#).



# PROMOTING ON YOUR WEBSITE

## WEBPAGE TEMPLATE

You may wish to copy and paste the below template to use for your new webpage – just change the information in the square brackets:

*Introducing our Stamp Me loyalty program – the new way to earn rewards every time you spend at [business name].*

*How does it work?*

*Get one stamp for every [\$10 spent]. Earn [5] stamps and get [a free coffee] – simple!*

*Download the Stamp Me app from the Google Play or Apple Store on your mobile and then scan the QR join code to [start earning rewards/ get a free X upon joining!].*

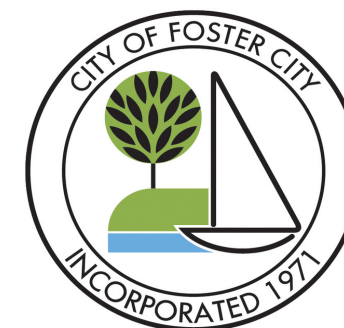
*[Don't forget to join our Birthday Club to get a free X on your special day!]*

*For more information see [www.stampme.com](http://www.stampme.com).*

Some examples of businesses promoting their Stamp Me loyalty program on their website:



[Miami Bakehouse](#)



[Foster City](#)



[Rustik Catering](#)



[Kinjo Sushi and Grill](#)

# PROMOTING ON YOUR WEBSITE

## PUBLISH A BLOG POST

A blog post is a great way to announce and include a little more information about your loyalty program within the blog/latest news section on your website. It's a good alternative to setting up a dedicated web page. However if you post to your blog often, a blog post may be harder to find on your website than a web page.

Here is a blog template you may wish to copy and paste. Make sure to change the information in the square brackets and delete the Birthday Club if you have not set it up. If you would like to set up the Birthday Club, please [contact us](#).

*Introducing our brand new digital Stamp Me loyalty program - the new way to earn rewards on your mobile phone every time you spend at [your business name]!*

*<h2> How does the [your business name] loyalty program work? </h2>*

*We want to show you a token of our appreciation, so that's why with every purchase made with us, you'll get rewarded. For every [\$10 spent] you will earn a stamp. Earn [X stamps] and get a free [XXXX]. It's that simple.*

*No complicated terms and conditions, [no expiry dates], just download the Stamp Me app from the Google Play Store or Apple Store [and scan our join QR code shown] to get earning. [And when you join, you'll even receive a free stamp/X to help you along the way/say thanks].*

*<h2> Birthday Club [if applicable] </h2>*

*We love birthdays! And there's nothing quite like the feeling of receiving a little gift on your special day. So that's why we're offering you [a free X] to enjoy on your very own birthday, if you're signed up to our loyalty program.*

*<h2> How does the Birthday Club work? </h2>*

*When you join our loyalty program on Stamp Me, a pop-up message will ask if you would like to join our Birthday Club. Enter your birth date and press save in order to automatically receive [a free X] to your Stamp Me app, [7 days before] your birthday. You'll then have [7 further days] in order to redeem your extra special gift.*

*It's our way of celebrating with you - happy birthday!*

*For more information see [www.stampme.com](http://www.stampme.com).*

# PROMOTING ON YOUR SOCIAL MEDIA

Social media is one of the easiest, if not the easiest way to announce your loyalty program and keep people updated about it.

Chances are your followers are already (or have the potential to be) your most loyal customers and brand advocates, therefore the perfect candidates for your loyalty program.

Here are some example social media campaigns you can run:

- **Share your loyalty program blog post or webpage** – a quick and easy way to notify the public and direct traffic to your website for further information.
- **Post an image** on Instagram, Twitter, LinkedIn or Facebook. Accompany your image with a caption about the loyalty program. It could be a picture of a coffee for example, along with something like “We’re delighted to announce the launch of our new loyalty program. Download the @Stamp Me app and for every \$10 spent you’ll get a digital stamp. Earn 8 stamps and get a coffee on us”.

- **Create a share competition** – customers repost your Instagram story and tag you, tag friends in your Facebook post or retweet your post on Twitter to spread the news about the program and earn themselves a free stamp or reward for doing so.
- **Do an Instagram or Facebook story** – show a video of a customer collecting a stamp or create a step-by-step guide from images.
- Create a **targeted ad on Facebook or Instagram** – create a paid advertisement and target people based on their location or their interests and demographics, depending on your business.
- Simply **write a post caption and link to the Stamp Me website** – a simple way to direct people to the Stamp Me website to see how it works.

*And remember - you should post to social media regularly, using a combination of the above campaigns, to make sure your audience take your messaging onboard!*

You can also find some images to use in our [brand folder](#).

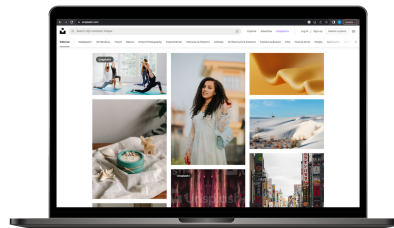
# SOCIAL MEDIA TOOLS

There are plenty of free or cost-effective social media tools and resources to help you with marketing on social media (and online). Here are just a few:

## FREE PHOTOS

If you are struggling to find or take good images to use on your social media, have a look at some license-free pictures on websites such as [Unsplash](#) or [Pexels](#).

You don't have to create an account and pictures are free to download.

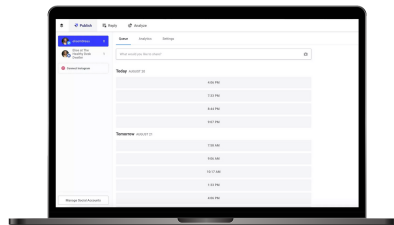


## SCHEDULING PROGRAMS

To ensure the message about your loyalty program is not missed, you should post about it regularly.

Social media scheduling tools are a lifesaver for busy business people. Set up months of intermittent social media posts in advance and then forget about them as they post automatically for you.

Have a look at programs such as [Buffer](#), [Hootsuite](#) and [Later](#) to see which would work best for you.



## STORY FRAMES

To make your Facebook or Instagram stories look more attractive, there are plenty of free apps available to help.

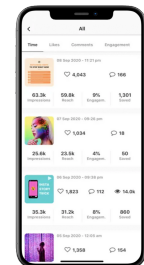
Frames, different text, collages and unique layouts can be achieved. Search for Unfold or Story Art on your app store.



## INSTAGRAM GRID PLANNING

Instagram is all about a visually aesthetic feed.

If you want to plan in advance and see how your gallery will look before posting, use an app such as [Preview](#).





# PROMOTING VIA EMAIL MARKETING

If you have a contact list on an email marketing platform such as MailChimp or Mailerlite, you can introduce your loyalty program via email. Stamp Me also has the ability to configure with most email marketing platforms so new loyalty program contacts are automatically synced to your subscribers list.

## EMAIL ANNOUNCEMENT

To announce your new loyalty program, you can use wording similar to the blog post template we have provided on page 6.

Make sure you include:

- 1** Information on the loyalty program offer, the terms and conditions and how customers can redeem their reward when they reach it
- 2** Instructions on how to download the Stamp Me app. Ideally link to Stamp Me on the Google Play or Apple Store
- 3** Include your Join Code for members to scan on-screen to join your offer



Did you know that the average open rate for email is **82%**? That makes it one of the **most effective marketing communication methods** out there!

## WELCOME EMAIL

If you have organised with us to automatically sync new loyalty customers to your email marketing platform, it's a great idea to send your customers a Welcome Email. Here is an example of a Welcome Email you could send.

Your loyalty program Welcome Email should:

- 1** Welcome and thank the member for joining
- 2** Provide details about the loyalty program offer, including how customers can redeem their reward when they reach it
- 3** Provide instructions on how to seek support about the loyalty program (either your contact details or a link to the Stamp Me website)



**WE'RE HERE TO HELP YOU GROW YOUR  
BUSINESS!**

**Have questions?**

**Schedule a call**

**Visit our Help Centre**