

# Marketing Your Perkville Rewards Program



Keep Customers Engaged Before & After Launch

PART

2



Perkville

# Marketing After Launch

You did it – your rewards program is live, your customers are racking up points and you’re seeing retention and referrals grow every day.

## Now, you need to adjust your strategy to account for your new goals:

- Getting your customers signed up for your rewards program
- Keeping them interested in earning points
- Making your rewards program work for your business

Luckily, there are some automatic processes already happening that help out with this. For example, Perkvilla has heavily tested their email marketing strategies to make sure that they keep your customers engaged with your rewards program.

There are also a handful of easy tactics that you can incorporate into your marketing and business strategy to increase customer engagement and adoption. Pick a few that hit on your most important goals and see what happens.

### Emails from Perkvilla

We email your customers when they receive points and when they reach certain point thresholds. We’ll never email them unnecessarily.

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## Switch up your bonus awards every two months

Time commitment: **20 minutes**

Difficulty level: **5 / 10**

Goal: Keep your customers engaged.

If you have a frequency, promotion and / or time bonus set up (or even if you don’t), you should revisit the timing and details around your bonuses to see if they’re accomplishing their purpose. Are customers coming in during off-peak hours? Is retention increasing? Are customers referring more people during your slow months? If you aren’t seeing the spike in numbers that you’re hoping for, try mixing up your bonuses.

Whenever you set up a new bonus, announce it on social media and in your email newsletter. You can even have a small poster at the front of your business letting people know about the new bonuses.

It always helps to follow some best practices for your time, frequency and promotion bonuses as well.

## **Pair bonuses with seasonality, sales, off-peak hours and other opportunities for growth.**

If there's ever a time in your day that seems slower than usual, you should incentivize your customers to come in for bonus points during that time. You can also create a time bonus during a sale that you're hosting to get more people through the door and clear out your inventory. Seasons can also have an effect on your bonuses. If you're seeing your numbers drop around the holidays, add a frequency bonus to get people coming in more often.

### **Pro tip**

You know your customers best. Depending on your business, you may notice that these numbers are too ambitious for your customers. Think about how often some of your regulars come in each week and base your bonuses off of that.

## **Award for something that they're already doing (taking a class, spending money, etc.)**

It doesn't make sense to pair your least-used earning activity with a frequency bonus. If people aren't booking appointments every week anyways, trying to get them to come in twice a week isn't going to work.

## **Make your rewards program work for you.**

You can tailor your bonuses to help you reach specific goals. If you're looking to up your referrals during a particular month, host a promotion bonus for anyone who refers a friend during that time. If you're more focused on retention, host a frequency bonus to keep your customers coming back several times a week.

## 2

# Send new members a blurb about the rewards program

Time commitment: **30 minutes - 1 hour**

Difficulty level: **4 / 10**

Goal: Get new customers to sign up.

When a new customer comes into your business, do you automatically add them to your regular email correspondence, such as a newsletter or nurture campaign? If so, you can easily add an email into one of your campaigns that welcomes your new customer to your business, with a little blurb about your rewards program.

Add a paragraph or two to your welcome newsletter that explains what your rewards program is, how your new customer can earn points and what they can redeem those points for. We recommend emphasizing that they \*automatically\* earn points for things they already do, but that they're welcome to capitalize on more points through referrals, social media posts and bonuses.

Finish up the blurb by letting them know that they can join right away by clicking on your rewards program link. They also should have received an email from Perkrville when they completed their first earning activity, so remind them to check their inbox for that as well.

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# Email marketing

Time commitment: **1-2 hours each newsletter**

Difficulty level: **5 / 10**

Goal: Keep your rewards program top-of-mind for your customers.

While the brunt of your email marketing should occur before your program launches, you'll want to remind your customers about your rewards program every once in a while. Every couple of months, be sure to send targeted newsletters specifically about your rewards program to educate your new customers and remind your past ones about the benefits of joining.

On top of that, changes in your rewards program (mixing up bonuses, adding promotions, new redemption opportunities) are best communicated through email, especially if you have a specific goal in mind for those changes, such as increased retention or referrals. Add a blurb to your usual newsletter about any updates in your rewards program, and what they mean for your customers.

## Email Idea #1: Customer Spotlight

### Subject Lines

*[Name] won a [reward] with [his/her] points, and so can you*  
*Our rewards program makes [reward] possible*  
*Here's what [# of points] points can do for you*

One way to keep your customers interested in your rewards program is to show off how they can benefit from racking up points. You can accomplish this by telling the story of a customer who earned enough points to reach a goal of theirs, whether that be a free year at your gym, a discount for yoga teacher training, a voucher for a facial they've always wanted or anything else that you've noticed.

Include quotes from the spotlighted customer (you can turn this into a testimonial later) and a link to a more detailed blog post about their journey to redemption. This will help your customers and clients see what they too could gain from your rewards program. Plus it'll prompt them to complete more earning activities to hit their goals.

## Email Idea #2: Get Pending Users Activated

### Subject Lines

*Start earning points towards [reward you offer]*  
*A [reward you offer] is just [point value] away*

This email will go out to all of those customers of yours who have been invited to join your rewards program – and have even received points – but haven't yet set up their Perkville account.

In the email, let your pending customers know what they're missing: redemption opportunities, point bonuses they could be earning and earning activities that they may not realize can help them earn points. Remind them that they've already racked up points (perhaps unbeknownst to them) and that those points are just waiting to be claimed.

## Email Blurb

Your newsletter is the perfect time to remind your customers about the benefits and opportunities available with your rewards program. Keep a 1-2 sentence blurb about your rewards program in your usual newsletter.

### Switch up the content every month or so to include:

- Overview of what it is your rewards program does
- New opportunities with the frequency, time and promotion bonus
- Customer stories of earning awesome rewards
- Reminder to sign up if they haven't already

By keeping your rewards program involved in your email communication, you can keep it front of mind for your new and old customers.



## Pro tip

To get a quick list of your pending customers, run a Customer Report in Perkville. You'll be emailed a CSV which you can sort by Pending. Those addresses are your list for this email.



## Social media campaigns

Time commitment: **1 hour**

Difficulty level: **3 / 10**

Goal: Show off new earning opportunities. Bring in new customers.

Much like your newsletters, your social media accounts are great marketing tools for getting new, old and pending customers to use your rewards program and help you accomplish your retention, referral and revenue goals.

Use the below templates for specific announcements, reminders and opportunities as they relate to changes and updates you're making in your rewards program. Keep to a regular posting schedule, where posts about your rewards program make up 5-10% of your overall social media output. Posting about your rewards program once or twice a week – plus extra during certain promotional periods – can help keep your customers informed and interested in what's happening with your program.

Switch out the bolded terms for details specific to your rewards program, and get posting!

## Bonus Updates

Every week, publish a post on your social media accounts about the bonuses you're offering at your business. If you're hosting more than one bonus, post more than once a week.

Need some best practices for bonuses? Head back to page 3.



Want **[number]** x your usual points? Come in during the hours of **[hours specified in your time bonus]** for a **[class / coffee / training session / massage / spa treatment]** and you'll get **[double / triple]** the points!



Bonus alert! Come in during **[hours specified in your time bonus]** for **[number]** x the #Perkville points.



We're offering **[double / triple]** points for the whole month of **[month]**. Refer your friends during **[month]** to rack up even more Perkville points!



Refer your friends during **[month]** to rack up **[double / triple]** #Perkville points!



Who's close to receiving their frequency bonus this month? Come in **[x]** times for a chance to earn **[double / triple]** the points. You can check out your progress on Perkville.



Who's close to receiving their frequency bonus this month? Come in **[x]** times for a chance to earn **[double / triple]** the #Perkville points.

## Redemption Opportunities

Once a month, show off some of the great rewards that your customers can earn with their points. Pair these posts with a photo or graphic to get your customers excited about your rewards.



For **[number of points]**, you can get **[reward you offer]**. Head over to your Perkville account to see what you can do at **[your business]** to get closer to that reward!



For **[number of points]**, you can get **[reward you offer]**. Head over to #Perkville to see how close you are.

## Reminders for Your Rewards Program

Once every two weeks, write a post reminding your customers to sign up for your rewards program if they have not already.



Have you signed up for our rewards program yet? You can earn points for **[short list of earning activities]**, and more! Cash those points in for some awesome rewards from **[your business]**.



Have you signed up for our @perkvilleinc rewards program yet? You can earn points toward some awesome rewards from **@[your Twitter handle]**.

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## Mix up your Facebook photo campaigns

Time commitment: **30 minutes**

Difficulty level: **3 / 10**

Goal: Incentivize your customers to post about your company on social.

If you're not seeing your customers post as many photos on Facebook as you'd like, try mixing up the hashtag and types of photos that you're asking them to post. Switch out your hashtag every couple of months and capitalize on pop culture, holidays and seasons whenever you can.

Make sure that your hashtag sounds like it's coming from your customer. Use "I" and "my" instead of "you" and "your."

When telling your customers what types of photos to post, let them make it about themselves – not just photos of an empty yoga classroom or the latest coffee drink at your cafe. Have them take photos showcasing an experience, such as themselves receiving an alteration from one of your teachers or taking a sip of their coffee. Adding a human element to their photos will help others in their social networks identify with the experience and increase the likelihood that they'll come into your business.

### Pro tip

Have your customers post photos doing something complementary to your business but still part of their every day. For yoga studios, have them take a picture meditating with #imeditatewith[**yourstudio**]. For coffee shops, have them take a pre-coffee selfie with #needmy[**yourcafe**]fix.

### Pro tip

Once you've developed a library of photos from your campaign, use them in your social media to give your customers the spotlight and to show off their experiences at your business. Just be sure to ask their permission first.

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## Blog about your members' accomplishments with Perkville

Time commitment: **30 minutes - 1 hour**

Difficulty level: **5 / 10**

Goal: Tell a story about your rewards program.

If you have a blog tied to your business, use some of your content marketing to show off the success stories of your customers and your rewards program.

While blogging may seem like a time-consuming marketing technique, chances are your customers would be willing to tell their story themselves, given the opportunity. Ask them if they'd like to participate in an interview about their experience earning enough points to redeem such a large prize. The harder the prize is to obtain, the more interesting the story!

To keep things simple, send your customers a set of questions over email that they can answer easily. Once you've received their answers, format your blog post, title it, add a photo of that customer and hit publish.

### Pro tip

Try running a social media advocate report in Perkville to see who's already amped on your rewards program. If they've cashed in a large number of points recently, reach out to them about a feature.

Start out with these questions, and add to them as you do more and more of these testimonials.

Tell us a little about yourself.

How long have you been a customer of **[your business]**?

What have been your goals with **[your business]** from the time you started until now?

When and why did you decide to go for the Perkville reward of **[the reward they earned]**?

What helped motivate you to keep going toward that goal?

How did **[your business]** help out? Did you feel supported?

Did you have anyone else helping you out and rooting you on?

Keep your blog post in a Q&A format or use your customer's answers to craft a story around their experience. Once the post is live, share out on social media and in your email newsletter.



## Keep your rewards program top of mind at your business

Time commitment: **30 minutes - 1 hour**

Difficulty level: **5 / 10**

Goal: Use your business's location to market your rewards program.

Some of your customers aren't going to check their email or your social accounts – and that's okay. Displaying information about your rewards program in your business itself can help you stay top of mind for those customers who spend less time in front of a computer or smartphone.

### Put your rewards program on the TVs in your business

If you have one of those television advertising programs in your business, include a shout out to your rewards program in your programming. You can also add your program information to any slideshow that you have running on those TVs. If you own a gym or fitness studio, you can work with an advertising company to run a ticker along the bottom of your television screens with information about your gym and your rewards program.

## Post about your rewards program on your bulletin board

The simplest (and cheapest) way to showcase your rewards program at your business's location is to put up flyers or posters detailing what your rewards program is and how your members can earn points. You can either frame this flier and place it in a well-trafficked area or simply pin it to your community bulletin board.

Alternatively, you can create take-home postcards or flyers for your customers to grab as they're heading out the door.

## Keep a laminated description of your rewards program at your front desk

Whether you have a main cash register or a front desk, keep a reminder of your rewards program where your customers are handing you cash or their credit card.

You can use one of the flyer templates we've created on our blog, or simply add a blurb to any existing literature you have at your register. The important thing is that your staff knows how to talk about your rewards program and encourage your customers – new and old – to sign up and take advantage of it.

### Pro tip

We created some flyers for just this. Head to our [blog](#) for flyers on how Perkvile works and for announcing your rewards program.

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## Now get marketing!

Your rewards program is specifically designed to increase your customer engagement, retention and referrals. All you need to do is spread the word and get your customers excited about earning points. These tips are helpful no matter how new or old your rewards program is – try a few and see what happens.

## Need some more help?

Feel free to reach out to your Customer Success representative or email [support@perkville.com](mailto:support@perkville.com) for more tips and advice on marketing your rewards program.

[Schedule a consultation](#)