

Loyalty Program Promotion Checklist

7 Effective Strategies

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Send an email announcement

Maximize reach by leveraging contact information you already have on file



Make room on your website (and in your application)

Consider a website banner, CTA in the navigation, or carousel image, plus in-app links for current users



Build an explainer page on your website

Dedicate space to explain your program and increase adoption rates



Promote to customers at their happiest moments

Identify when and where customers are feeling the most positive towards your product



Reach customers through third-party apps

Add loyalty program promotion to your social media strategy to engage more mobile users



Make a customer's monthly invoice easier to justify

Remind users how they can save on their next bill with your loyalty program



Add subtle promotion with an email signature

Use each email as an opportunity to engage a variety of users