Top 10 Checklist for Starting Your Own Loyalty Program:

Enhancing your company's brand experience, building loyalty & retaining your customers are vital components for any business ready to thrive. **Did you know increasing your customer retention by 5% increases your profitability by up to 95%?** We will leave that there for a moment.

But, where do you start? How do you plan, develop, design and implement an effective strategy? Don't you worry we have you covered!

☐ **Let's talk GOALS**
The first step in creating and enhancing your loyalty program is determining what you want to achieve. Do they reflect your business goals & culture? By identifying your goals and objectives, you can create a solid business case to ensure a high-level buy-in from all management levels!

☐ **SUCCESS can be hard to measure**
How are you keeping track of your success? Measuring success means determining your metrics and monitoring your numbers - how effective is your loyalty program? Monitor your program metrics, it is a great way to find your return on investment (plus you can make informed decisions on scaling up, down or pivoting.

☐ **WHO are you targeting?**
There is no way you can target your entire customer base. Customer relationships exist at different stages of maturing, and your approach, communication and rewards MUST reflect this. Easiest option? Segmentation. Target different groups followed by tailoring an approach to meet your business goals.

☐ **HOW much are you spending? $$$**
The loyalty program budget is central to success, yes, but it goes FAR beyond simply the cost of reward or discount. It is vital that you factor in the cost of development time and are aware of predictable or unpredictable expenses.

☐ **What is your TECH level?**
Loyalty programmes can be completely customisable but how are they going to integrate into your existing systems and database? What level of digitalisation is your company at? It is counterproductive to create a program that is at a higher/lower level than your own company.

☐ **What actions ADD value?**
Your business will gain direct value if it promotes customer engagement, referrals and reviews organically. What specific things can your business do to create value?

☐ **Let's chat EMOTION**
Triggered emotions = Long-lasting Loyalty. A loyalty program can stir positive emotions by supporting a cause aligned with your clients' views and beliefs, whether it is through gamification or personalised communication! A strong emotional connection is key to getting customers to pick your brand over your competitors.

☐ **INTEGRATION focused**
In our humble opinion, the best way to create a loyalty program is to integrate it with your existing systems. It can be cheaper, and your POS provider might have a loyalty provider 👀

☐ **Creating AWARENESS**
We have said it once, maybe twice but we will say it again (and again!) customers that are members of loyalty programs spend more than non-members... so it would be silly to not encourage enrolment across all customers' touch-points. I mean, how can a loyalty program help increase your sales if nobody knows about it?

☐ **Data. DATA. Data.**
Numbers without analytics mean jack. You need to observe, record, track and assess your data in order to evolve your strategies and approaches based on customer feedback and success metrics. Harbour this