

You don't need to fish for customers you already have!

Research shows that it costs up to eight times more to acquire a new customer than to keep an existing customer coming back. Yet many merchants continue to over spend on campaigns to attract new business and under spend on securing and building value with their existing customer base.

- 🎣 Reward cards boost shopping frequency
- 🎣 Customers earn points toward merchandise, service and/or dollar value rewards
- 🎣 Place your brand in your customer's wallet
- 🎣 Identify your best customers

Increasingly feature-rich programs allow merchants to track purchase frequency, dollars spent and customer demographic information that may be mined to create a variety of targeted marketing campaigns.

Points for Purchases:

1. Decide what point value to assign to customer purchases.

- \$1 = 1 point (recommended)
- \$1 = 10 points (or other amount)
- 1 purchase = 50 points (or other amount)

Award Levels & Redemptions:

2. Determine what rewards to give your customers when a specific point level is reached. Rewards may be products, services, discounts, or dollar value added to your gift or loyalty cards.



Loyalty Programs

What bait will you use?

Open Rewards:

The main feature of this program is that there are no preset reward levels at all. Points are added to the card or redeemed in any amount. This will provide you with the flexibility to continuously adjust rewards and reward levels without making changes in the POS system. An open reward program is appropriate when rewards and point values are frequently changed to keep customers engaged and motivated.



Multi-Level Rewards Program:

You can create several different reward levels *(up to 9) of increasing value that customers may receive by accumulating sufficient points. Each time an Award Level is reached, the printer will print a message that the cardholder is eligible to redeem an award at that time. The cardholder has the option to not redeem an award and continue accumulating points toward a higher-level award.

Auto-Rewards:

The Simple, Customer-Friendly Reward Program

A single point level triggers an automatic dollar value reward added to the card.
\$1 = 1 point, 50 points = \$5 reward
(equivalent to a 10% discount for repeat customers)

With Auto Rewards, customers are continuously motivated to return because they have dollars or points (or both) on their cards at all times. Values may be changed at any time and will immediately apply to all active and inactive cards.



Countless marketing opportunities

Loyalty Receipt:

Your POS terminal will print a receipt which shows:

- Amount of the customer's purchase
- Current point balance
- Dollar value available for future purchases if Auto-reward level is met



Reports: A variety of program reports are provided that present total loyalty points earned, redemptions, voids, balance inquiries and all other transaction activity. Your gift card software can help you identify and track your loyal customers, allowing you to compile mailing lists or target customers for an email blast wishing them "Happy Birthday" or notifying them of an upcoming store event.

HAPPY BIRTHDAY!

HAPPY ANNIVERSARY!

HAPPY HOLIDAYS!

THANK YOU!

Plastic Cards:

Let North Country Business Products design your loyalty card. Our Graphic Art Specialist will work with you to utilize your own logo and custom color choices to provide you with a card that represents your own personalized style.



Marketing Your Cards:

North Country Business Products offers a full line of Point-of-Purchase materials to help you promote your loyalty and gift card programs. If you're looking for a more personalized touch, we can customize your marketing materials to match your cards.



Now that you have them...

*Your only job is to **KEEP** them!*

*Call us today about a Loyalty Program
that is right for you!*



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