7 Tips to Leverage Your Loyalty Program for the Holidays
The Industry’s Leading Customer Engagement Platform
Listrak delivers results.
Delight loyalty members with unexpected loyalty rewards delivered through email and SMS.

Surprise Loyalty Rewards

1,000 POINTS

Tim, thank you for being a Style Insider. As a token of how much we appreciate VIPs like you, we’ve dropped 1,000 points into your account — that’s enough for $10 off storewide.

We’ve done the math, your point balance is now 1200... ooh, how will you cash in?
Leverage customer and loyalty data to include dynamic points/rewards callouts within broadcast and triggered campaigns.

- For non-loyalty members, use a banner promoting loyalty signup.

Loyalty Status Banners
Encourage Loyalty Sign Up

With the influx of traffic, ensure you are promoting the value of your loyalty program to encourage acquisition and growth opportunities.

Tactics include:

- Strong signup offers
- Referral incentives
- Banners in broadcast campaigns, welcome series, and post purchase campaigns (dynamic content)
Early Access to Sales

• Give loyalty members early access to holiday sales and promotions.

• Send out exclusive notifications through email and SMS that enable them to shop before the general public, fostering a sense of importance and exclusivity.
Points Multiplier Days

- Designate specific days during the holiday season as “points multiplier” days for loyalty program members.
- Notify customers about these events through email and SMS to encourage increased shopping and point accumulation.
Referral Rewards

Encourage customers to refer friends and family to join the loyalty program by doubling or tripling the referral reward for both the existing member and the new member.
Thank-You Messages

• Express gratitude to loyalty program members for their continued support with heartfelt thank-you messages.

• Send an exclusive post-holiday offer to show your appreciation.
Conclusion

By incorporating these strategies into their email and SMS channels during the holiday season, retailers can foster stronger customer relationships, drive engagement, and maximize the impact of their loyalty programs.