

July 14, 2009

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Value Your VIPs

Reward frequent customers with special offers

As you no doubt have noticed, many retail locations provide frequency programs for their regular or repeat customers. For instance, these companies may offer a "Buy 5 and get the 6th Free" promotion or "Spend \$100 and get \$5 Free off your next purchase." This is a great way to keep consumers coming back and to keep your business top-of-mind when those consumers are in need of your type of services. And, for a relatively low cost, you can make these customers feel special and that you value their business.



If you are thinking of implementing a customer loyalty program for your business, here are some general tips to follow:

- Commit to the program long-term, or be sure to inform customers of a specific expiration date
- Treat frequent customers as VIPs in your establishment
- Consider giving additional benefits such as special "members only" sections of your store
- Have a VIP section on your website with access to special services

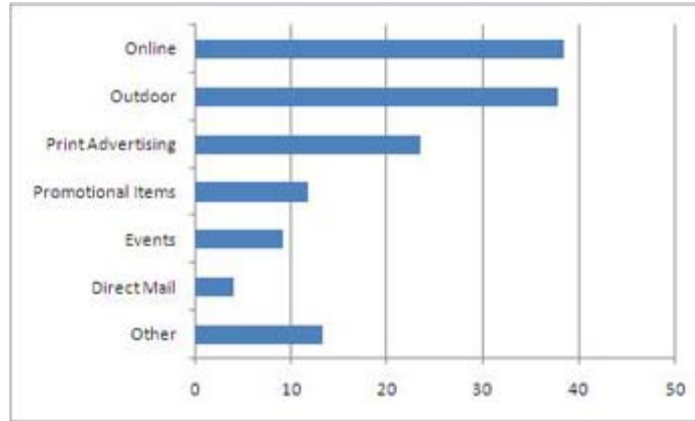
Also, realize that customers consider themselves to be special if they are members of your program or VIPs in some way (and even a simple frequency card can make them feel this way). Don't take them for granted when they reappear time after time at your door. Consumers have many options for spending their increasingly-limited dollars, and if they are not feeling valued for being loyal to you, they may leave if they find a better option.

[Here is a franchise operation](#) with an online "club" that benefits members by giving them discounts and coupons. Why not see how you can create a little bit of a VIP experience for your customers?

Question of the week

Last week...

We asked *"How is your marketing budget allocated?"* Here are the results:



This week's poll question: Does your company offer a loyalty program?
[Answer here.](#)

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