

Customer loyalty programme

A customer loyalty programme is a specific marketing strategy that aims to strengthen customer loyalty and retention to a company or brand. These programmes offer customers incentives and rewards for their repeat purchases in order to keep them loyal to the company in the long term. The importance of a customer loyalty programme is to encourage repeat purchases, increase customer satisfaction and increase customer retention. This is achieved through various means, such as exclusive discounts, bonus points, personalised offers and birthday gifts. Examples of customer loyalty programmes include bonus cards in supermarkets, airline or coffee shop membership programmes and online shops that award points for the purchase of products that can later be converted into gifts or discounts.

Booking options

- | | | |
|----------------------|--|---|
| ✗ Demo booking tool* | ✗ Programmatic advertising | ✗ Marketing portals, Marketing automation platforms |
| ✓ Service provider | ✗ Self service tool, media buying platform | |

Media segment

- | | | |
|----------------|------------------------------------|----------------------|
| ✓ Internet | ✗ Out of home, digital out of home | ✗ Household, office |
| ✓ E-commerce | ✗ TV, cinema, moving image | ✗ Internet of Things |
| ✗ Social media | ✗ Radio, audio | |
| ✗ Mobile | ✓ One-to-One | |

Media type

- | | | |
|-----------|---------|------------|
| ✓ Digital | ✓ Print | ✓ Analogue |
|-----------|---------|------------|

Target group

- | | | |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✗ Business-to-Employee |
|------------------------|------------------------|------------------------|

Marketing objective

- | | | |
|---|------------------|------------------------|
| ✗ Brand awareness, increased audience reach | ✓ Customer care | ✗ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase | |

Customer Journey

- | | | |
|-----------------|-------------|------------|
| ✗ Awareness | ✗ Purchase | ✓ Advocacy |
| ✓ Consideration | ✓ Retention | |

Ad media

- | | | |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner | ✗ Google Business Profile | ✗ Roof objekt |
| ✗ Advertorial | ✓ Influencer | ✗ Sales talks |
| ✗ Annual report | ✓ Landing-page, microsite | ✓ Self service terminal |
| ✓ Appointment calender | ✓ Location Based Service | ✗ Shopping cart |
| ✓ Audio, radio spot, audio file | ✓ Mobile payment systems | ✗ Sign, labelling |
| ✓ Augmented Reality | ✓ Newsletter | ✗ Social media advert |
| ✓ Beach flag, flag, roll-up | ✗ Newspaper, magazine, periodical | ✗ Social media company page |
| ✗ Book, E-book | ✓ NFC | ✗ Social media posting |
| ✓ Brochure, flyer, inserts | ✓ Offer, quotation | ✗ Social media profile page |
| ✗ Catalogues, price lists | ✗ Office equipment | ✗ Sponsoring |
| ✓ Chat, chatbot | ✗ Office files | ✗ Spontaneous event |
| ✗ Company entries | ✗ Operating instruction, user manual | ✗ Structured company data records |
| ✗ Configurator | ✗ Passers-by addressing | ✓ Survey |
| ✗ Contact form | ✗ Petrol pump nozzle | ✓ Telephone and video call service |
| ✗ Content SEO-optimised | ✓ Postcard | ✗ Unboxing |
| ✓ Credit card | ✗ Poster, billboard, pillar | ✗ V-card |
| ✓ Customer card | ✓ Product live demo | ✓ Video spot, moving image |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling | ✗ Virtual Reality |
| ✓ Display stand, light box | ✓ Product sample | ✗ Virtual, voice assistant |
| ✓ E-mail, signature banner | ✗ Programmatic print | ✓ Vouchers, coupons, discount cards |
| ✗ E-paper | ✓ Promotional items | ✗ Web layer |
| ✓ Event | ✓ Push, text messages | ✗ White paper |
| ✗ Exhibition stand, event modules | ✗ Quality seal | ✓ WLAN for visitors |
| ✗ FAQ | ✓ QR code, link | |
| ✓ Games, competitions | ✗ Rental addresses, target group areas | |

Connected media channels

App (Brand, topic)
Call centre
Community
Consulting, support, training
Delivery
Email, email newsletter
Event
Extranet
Field sales force
Location-based service
Messenger
Metaverse
Online shop (Brand)

Out-of-home (OOH) point-of-sale
Point of sale (POS), Showroom
Print mailing
Product, service experience
Reviews, recommendations
SMS
Social media platforms
Website (Brand, topic)