



How to Boost Your Sales Using Tiered Loyalty Programs



When you add multiple tiers to your business' loyalty club, you have a golden opportunity to ramp up your sales. Not only do tiers let you offer more incentives to your loyal customers—they also let you reward customers based on how loyal they are. And if you do it right, that's a perfect recipe for increasing repeat business, while motivating your best customers to become strong brand advocates. So how can you make tiers work for your business? Keep these three tips in mind:



CREATE A LADDER OF TIERS

Create tiers that will encourage your customers to aim for the top by spending more per month or earning more points. The higher the level, the better the benefits—such as exclusive discounts, special privileges, or the ability to earn more points with every purchase.



SPREAD THE WORD

Once you have a plan for dividing club members into tiers, let them know both how to move up to a higher level and why it's worth it. Posting flyers at your business can be a great way to encourage club members to reach your higher tiers. You'll want to stress the specific benefits a customer can only enjoy in the higher tiers—and make sure to tell your customers exactly what they must do to get into each tier.



MAKE CUSTOMER EXPERIENCE A KEY BENEFIT

It's not all about discounts and perks! When it comes to getting customers to climb towards your club's highest level, customer experience is also a powerful tool. To make your top tier feel like an exclusive club, you can start by giving them a name that sounds impressive, or even by instructing your cashiers to acknowledge members of this tier at the checkout counter. To make an even bigger gesture, consider creating a separate menu or catalog just for your highest tier.