



# The Key to Repeat Business: Loyalty Programs

**L**oyalty programs are constructed marketing efforts that reward, and therefore encourage, loyal buying behavior. Building loyalty to your business or brand is important in reducing costs associated with acquiring new customers. Creating habits in your clients makes it easier for them to come back when they are comfortable and familiar with your services or products. When you reach out to those who know you from your database – it is a step in the right direction.

The beginning element of a customer loyalty program is your customer list. The list however unto itself is merely a list. In order to execute effectively in driving a loyalty program you need to know something about your customers and be prepared to make viable and relevant offers to them.

If your business is direct to the consumer and your list consists of only a mailing address and name, consider having additional data appended to your list such as age, income, home value, and lifestyle interests such as wine, fine food, golf, reading etc. The more you know about the individual and the commonalities among the most loyal customers the more effective your marketing can be.

Building loyalty in a business to business environment can create some additional challenges as individuals tend to change jobs with more frequency than their house. This can make it important to track the buying history from the business and the products or services they use. That way if you notice a change in buying pattern it can be a prompt for an additional action from a marketing standpoint.

Based on the data analysis you can determine how customers prefer to receive communications. This is important because you will be able to test various marketing messages, media, and offers to which generates the best response. Identifying the most loyal customers from a dollars spent or frequency standpoint is key, because you may want to provide them with exclusive offers others do not receive.

The knowledge you have in your database will help you determine, when and where to aim “that” promotion and to whom. Your database will allow you to talk with your audience, not as a “person” or a “number”. Instead, as an individual.

Loyalty Programs and Direct Marketing go hand in hand, and will put the following into place...

- Current customers will frequent more often
- Increase your awareness and attract new customers

- Strengthen customer loyalty from existing and new customers
- Increase your customer retention level, sales and more importantly PROFITS!



## QR Codes, a Barcode for Marketers

**Q**uick Response Codes (QR Codes) are barcodes that recently have become more prevalent in marketing. Through the use of smart phones and barcode readers marketers are able to encode web sites, product information, and short instructional videos into QR Codes.



In order to decode the data you need to download a reader or app to your smartphone that utilizes the camera. Check with your smart phone manufacturer about compatible barcode readers.

### Examples of QR Codes being used:

Google uses QR Codes for their Google Favorite Places maps. They generate a map of a location and encode a QR Code with the business' Place Page on Google.

Advertisers are using QR Codes in magazine ads to take you to either a web site or a product demonstration video.

In Japan McDonald's prints QR Codes on food wrappers to provide nutritional information.

BlackBerry uses a QR Code for BlackBerry Messenger, so information can be quickly exchanged by a scan.

PostMark is using QR Codes on the back of our business cards. The QR Code is a direct link to our LinkedIn pages. This way as we meet people they are able to quickly learn more about us.



See more about me, click on the QR Code or go to [www.linkedin.com/in/JonBowman](http://www.linkedin.com/in/JonBowman)



Not familiar with QR Codes? Go to [www.PostMarkQR.ws](http://www.PostMarkQR.ws)

Notes:

## Plan for Success

### Simple steps for direct marketing planning

**G**ood planning is a critical step in the process of executing a direct marketing project. While one of the most obvious steps, it is often overlooked for its importance.

Early in the planning the list needs to be a primary decision. Starting with the target audience and whether an internal data file will be used or an outside data source. Making decisions about data ultimately leads to the rest of the planning process.

Your marketing message should center on the perspective of the audience and quickly answer the question “What is in it for me?”. Getting that across will quickly gain interest in the piece. Ultimately, people are interested in capabilities, but letting them know the benefits early lets them see why they need your product or service.

Focusing on who your prospects are, where, why, when and how they become active buyers is key. Understanding this will allow you to model future marketing to either duplicate or test current methods.

Designing the piece needs to take into account two areas. You want to make sure the piece is eye pleasing, while not being “too busy” or too light on graphics. Additionally, pay attention to the specifications from the Post Office. Being surprised by extra fees or a non deliverable piece is something you want to avoid.

In today's world people are hit with many marketing messages, but not always multiple avenues for response. Be sure to provide your recipients multiple ways to respond—web, email, mail, or toll-free number.

Finally, consider what to do as a follow-up. How do you respond to those that take an action? Do you have a plan for additional communication with the prospects who do not respond?

### Did you know?

30+% of direct mail responders prefer to respond online to offers. Is your website prepared? Direct mail and the internet work very well together giving responders options for responding and gathering more information.

### Getting Connected

#### Email Addresses for Postmark, Inc.

General email for lists – [GreatService@PostMark.ws](mailto:GreatService@PostMark.ws)

Rhonda Cathey,  
VP Operations  
[RCathey@Postmark.ws](mailto:RCathey@Postmark.ws)

Jon Bowman,  
VP Business Development  
[JBowman@PostMark.ws](mailto:JBowman@PostMark.ws)

Steven Robertson,  
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