

Remember Rewards for the Holidays!

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There's no denying that customers will expect big dealer discounts during the busiest shopping days of the year like Black Friday. Although, don't forget these events can be the perfect times to use your rewards program to create unique and memorable customer experiences. So, what does a marketer do?

More Than Rewards is here to help! Here are six quick ideas you can use to appeal to new customers, increase loyalty, and stand out among the competition.

Black Friday Exclusives

We definitely understand that discounting might be unavoidable during the busiest shopping day of the year; some dealers don't even give any reward points on Black Friday. However, that doesn't mean you still can't integrate your loyalty program into the mix to show its importance.

For example — perhaps reserve your best deals for "rewards members only" if they show their reward cards. And if they aren't members, sign them up. Some dealers using this type of promotion have gained several hundred new reward members in one day! This method works for Christmas, New Years, Fourth of July, Memorial Day and other holiday promotions, too.

Small Business Saturday

American Express started this special day in 2010 to help consumers recognize the importance of local small businesses and to boost sales between Black Friday and Cyber Monday. Let your reward customers know you appreciate their continued loyalty by giving them double points or access to other exclusive offers in parts and service.

Rewards Member Monday

Since many dealers don't have a specific Cyber Monday sale, fill this day with exclusive promotions and benefits just for reward members. Maybe open an hour early just to members so they can get the best deals, express service, or a bike wash. Also, customers would definitely appreciate a "double point day" or other unique deals.

Early-Bird Breakfasts

For any big shopping or sales event, open your doors early to your top reward members for some food and socialization. Enjoying a nice pancake breakfast and hot coffee sure beats standing in line outside! Your customers will likely remember their unique experiences and tell their friends and family.

Text Marketing

People will potentially be receiving a hundred email offers during the holiday shopping season from many different businesses. Why not stand out among the crowd and also send a text like this to get customers' attention: *"Remember our Black Friday event for rewards members! And show this text and get 100 bonus points!"* This type of message is simple and effective because appeals to younger generations, creates excitement, and supports your rewards program.

Loyalty Has Its Benefits

Your loyalty program is not just another way to give discounts to your customers — it's an experience that can permeate every marketing and sales level of your dealership. Rewards programs work best (and work better for your bottom line) when they are more than just about "one point per dollar spent." (You may remember we covered this topic in our [Loyalty Program Marketing 101 blog](#).)

So, no matter what you do for big sales days like Black Friday, show reward customers the red carpet. Have exclusive parking, a fast rewards member check-out lane, exclusive bag stuffers, bonus point promotions, etc. Give new loyalty program members instant benefits like extra points for signing up, referral bonus offers, thank-you cards, complimentary refreshments, coupons for signing up to your text or email program — there are so many more ideas out there.

If you consistently show that you value your customers' loyalty, you are more likely to earn it. So, think of incorporating loyalty-building actions even during the most lucrative discount days. We recommend starting to think about how you can integrate these ideas and more for your next Black Friday, major sales event, or open house.
