



# 10 Marketing Messages

for Successful Loyalty Program  
Engagement

**paytronix**

The Guest Engagement Company



# Marketing Messages for Successful Loyalty Program Engagement

Marketing campaigns can influence your loyalty program members to visit and spend more. Crafting compelling loyalty program messages requires attention to three things: format, relevance, and timeliness. When you send a guest the right message, over the right channel, at the right time, it's more likely to cut through the clutter and truly resonate. Using the proper approach to convey the information you want will maximize a message's impact. This guide will walk you through the basics of tried-and-true messages for successful loyalty program engagement.

## LEGEND



Email



SMS & Push/Pull Messaging



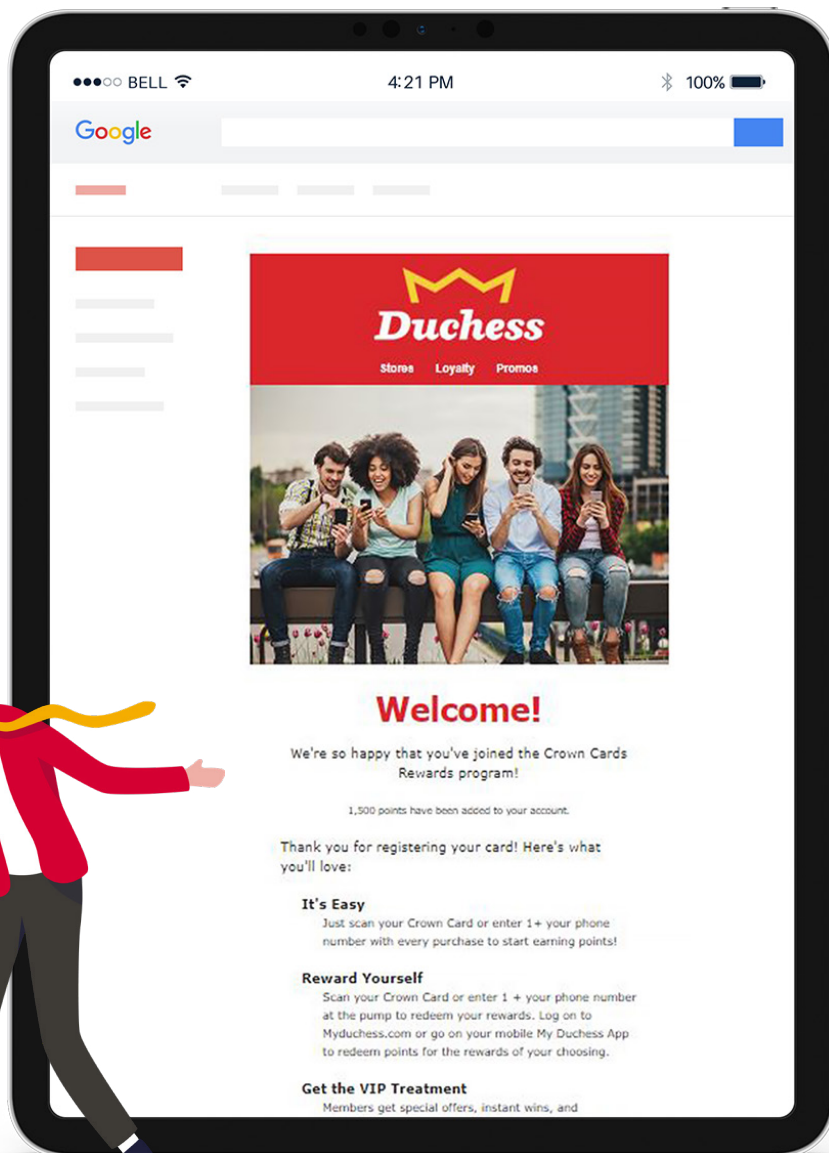
If it's green, absolutely use this type of messaging for your campaign. The message and medium are well-suited for each other.



If it's yellow, this type of message can be used with some caveats. It may not be the best, but it's not the worst.

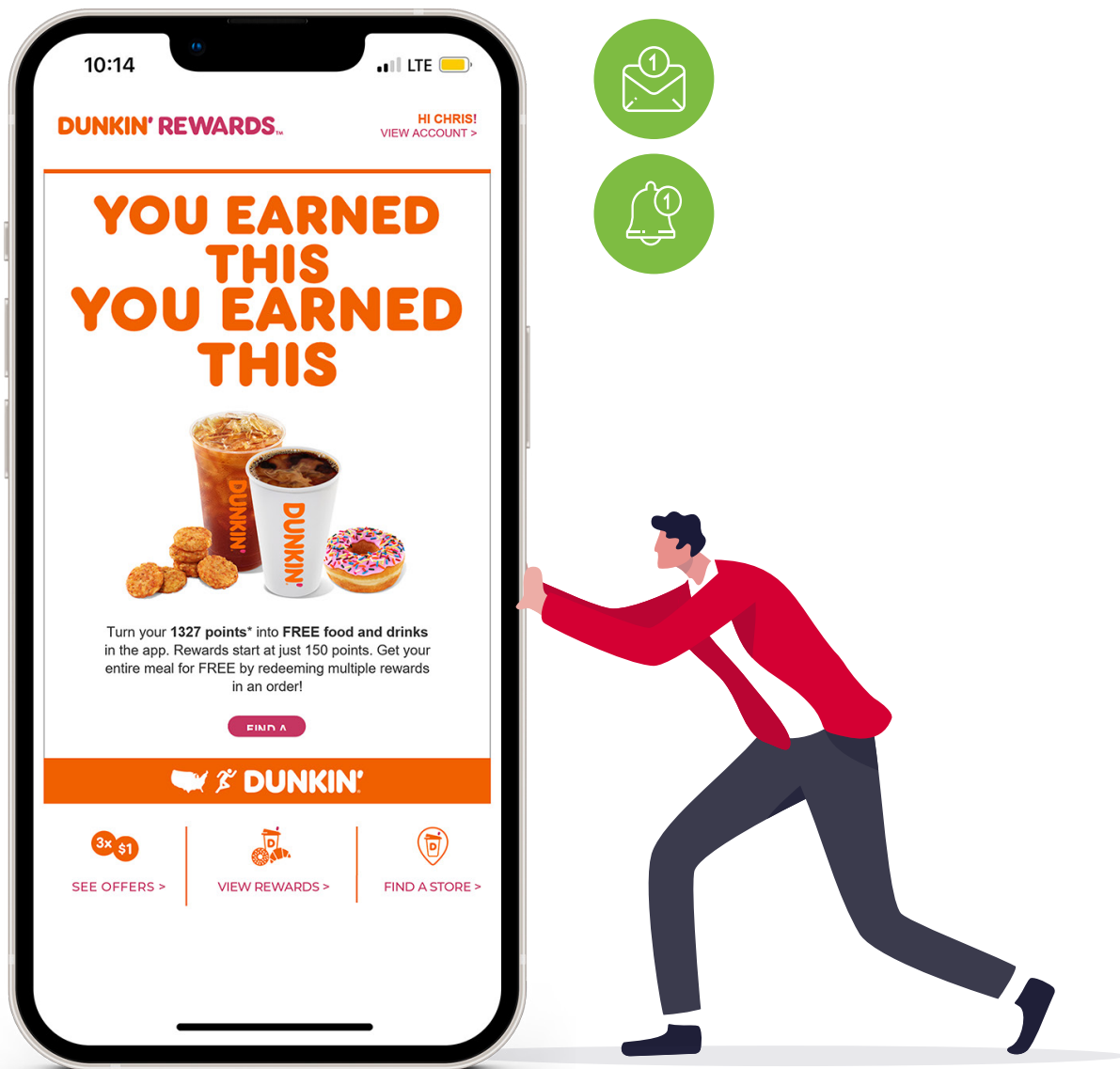
# 1 Welcome Message

The welcome message is an opportunity to give your guests comprehensive information about your loyalty program. Whether a guest signs up on the website, through QR code at the table, or by giving employees their information, there's a good chance they received a simplified explanation of the loyalty program. A welcome message provides the opportunity to tell them all the benefits they receive by being a member. Because this message may be dense, it's best suited for an email. If you want to welcome members by text message, referring them to an email or linking to a landing page works well.



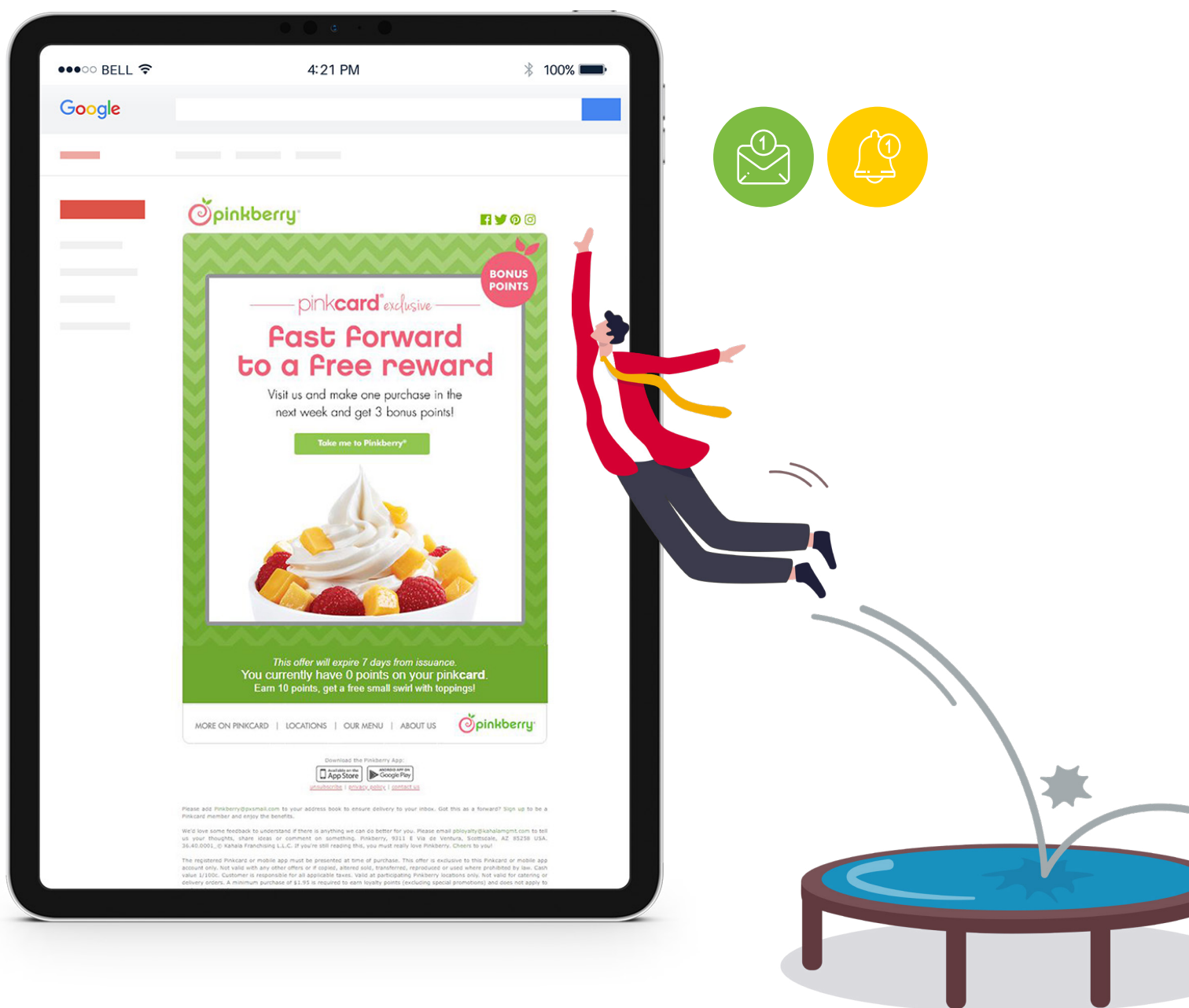
## 2 Registration Reward Reminder

Reminding guests about their registration reward is a great way to compel their next visit. Our data shows getting guests to their first reward quickly increases the chances they'll return. A popular item with high margins is ideal for this kind of offering. A high-margin item ensures your locations don't take a hit from freeloaders – those guests who show up for the free reward and stop engaging with loyalty thereafter.



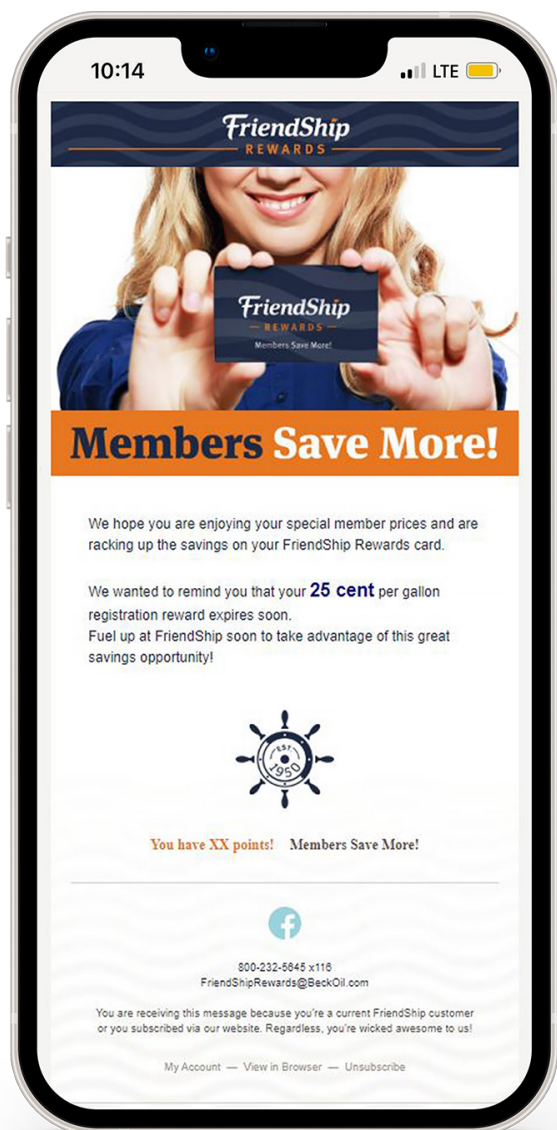
# 3 Bounce Back

This message is an option at any time in the guest life cycle, but it's often deployed when loyalty members are at risk of lapse. Because we find that guests become truly loyal at the fourth visit, bounce-backs can help get new members to that fourth visit. Emailing this offer enables you to provide a full explanation of the promotion. As bounce-back offers can benefit from a sense of urgency, limited-time offers work well here.



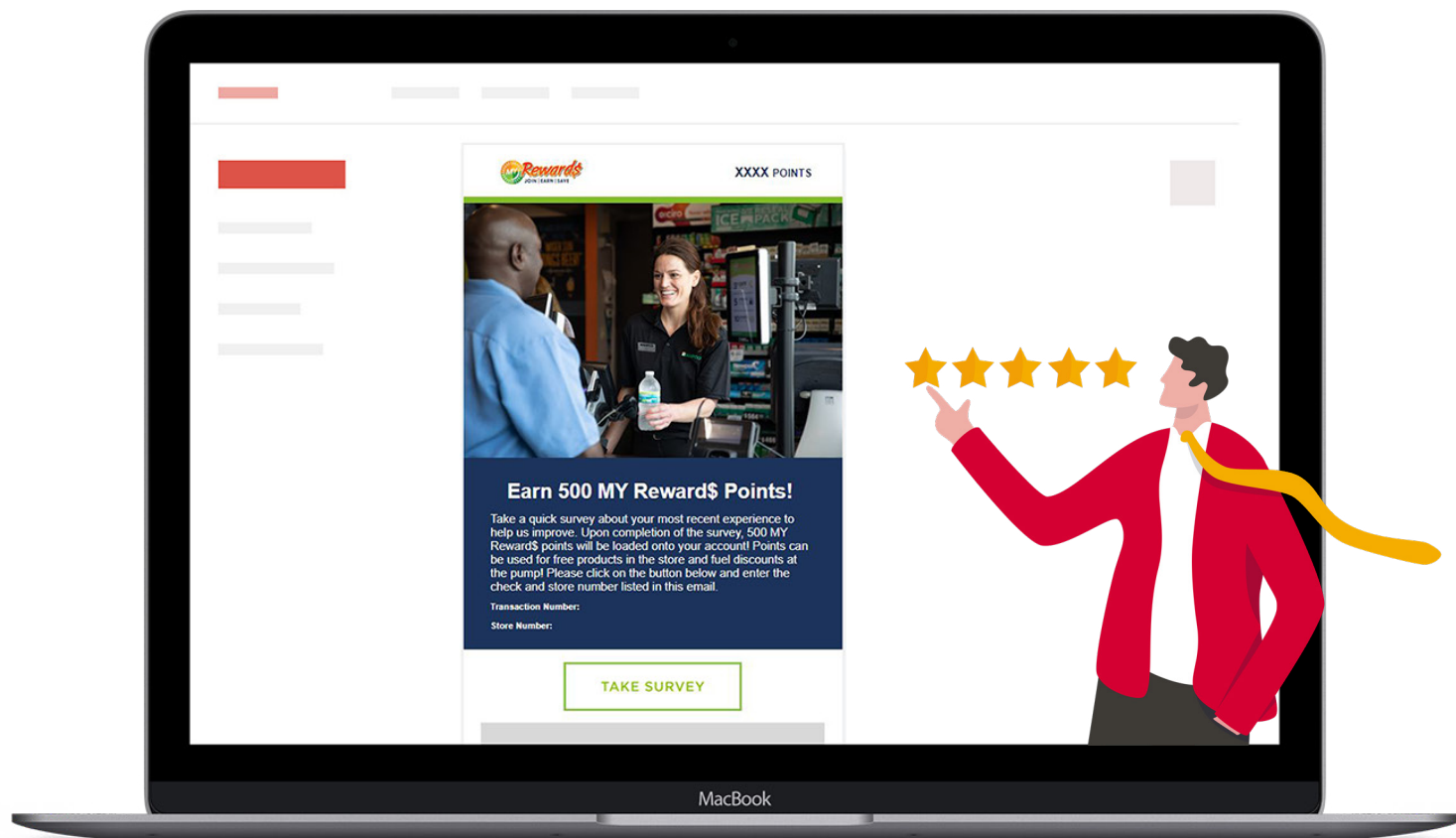
# 4 Notification of Expiring Registration Reward

Since a registration reward holds special value for new members, it's okay to overcommunicate. It's their introduction to your program and you want to ensure immediate engagement. Not getting to redeem a registration reward may raise doubts about the value of your program, so use all the ways you can to make sure they don't miss out.



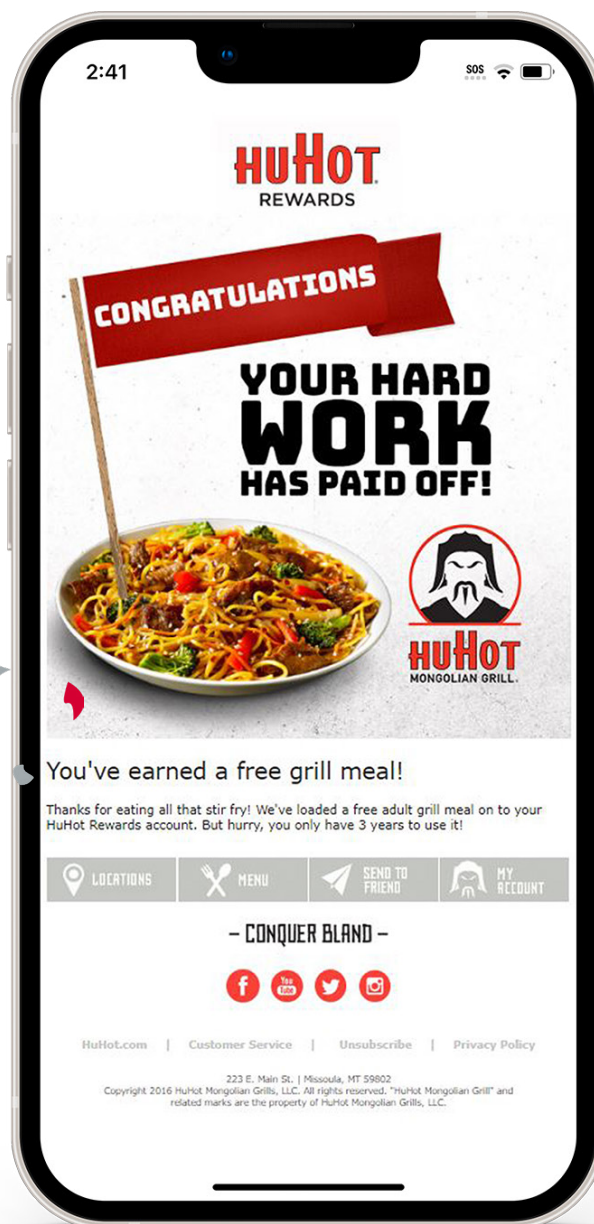
# 5 Post-Visit Thank You (with Survey)

When you send a thank-you message after a visit, it not only builds a relationship with that guest but also allows you to gather feedback and see results quickly. The surveys should be kept simple and can either include an incentive for completion or not. This message is best sent through email, as it tends to require more thorough communication between the questions asked and answered.



# 6 Reward Notification

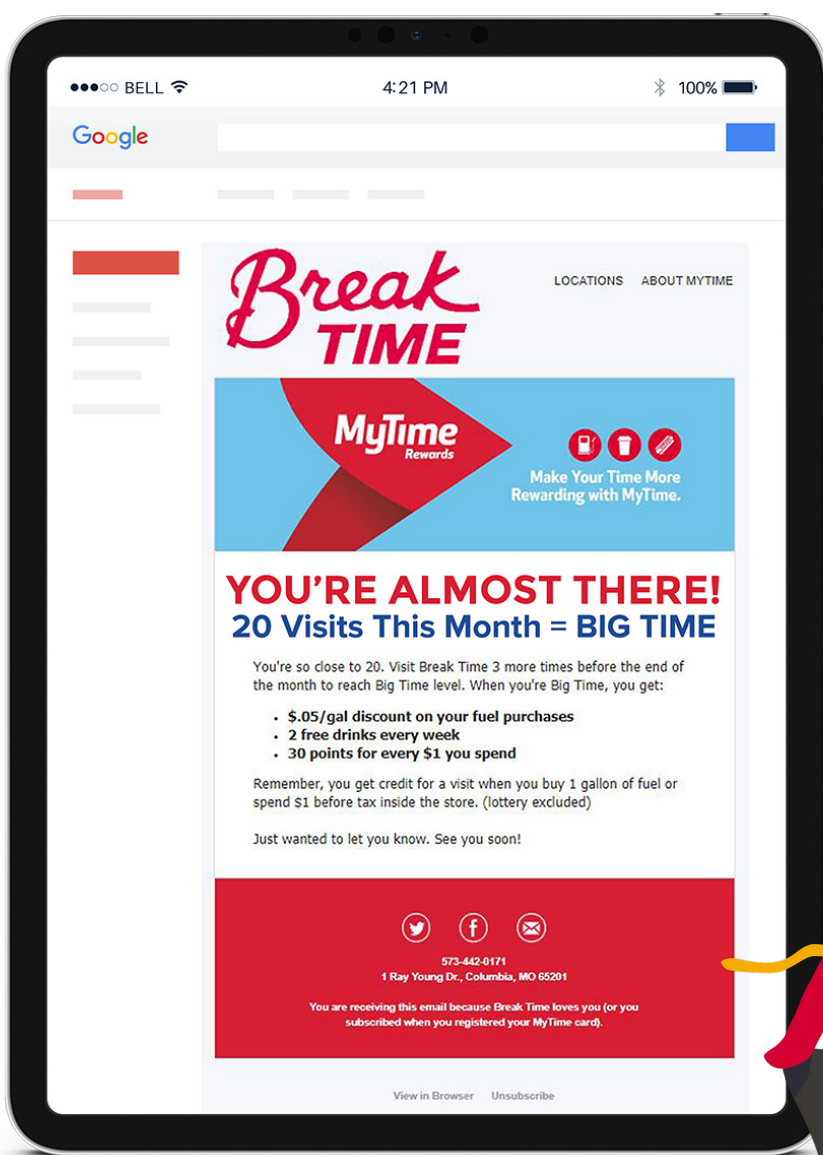
Your members love to see that their visits have paid off in the form of an earned reward, which is a cause for celebration. This message should congratulate the customer, state when the reward expires, and use imagery that accurately depicts what the customer is receiving. Email and text work equally well for these notifications.





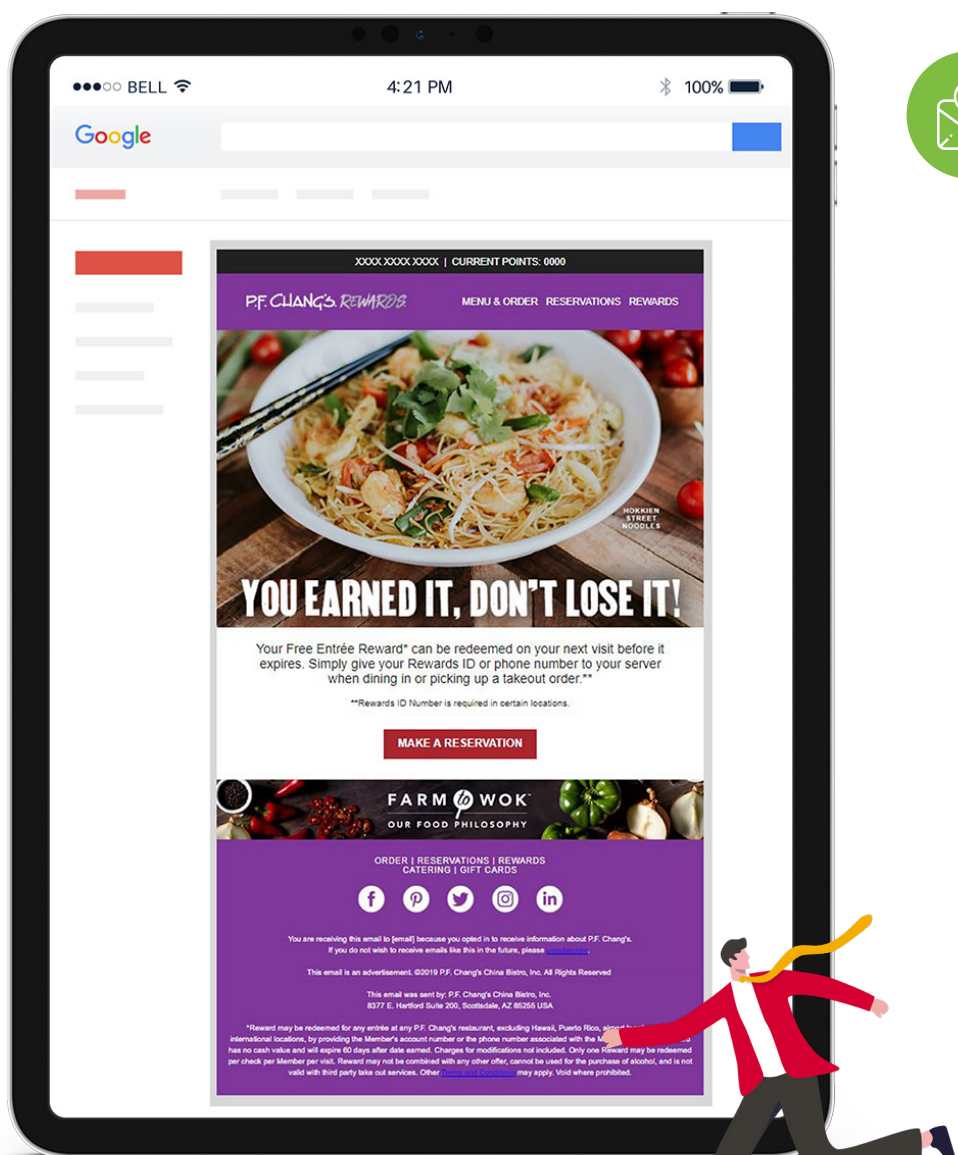
# 7 "Almost There"

This is a great way to motivate customers to accelerate their visit cadence and come in sooner to earn a reward. After defining what "almost there" means for your brand, you should reach out to guests when they are only one visit away. It's best to send this offer over e-mail and include images of the reward that will be received. The current point balance should also be included to help prevent guests from falling short of the goal.



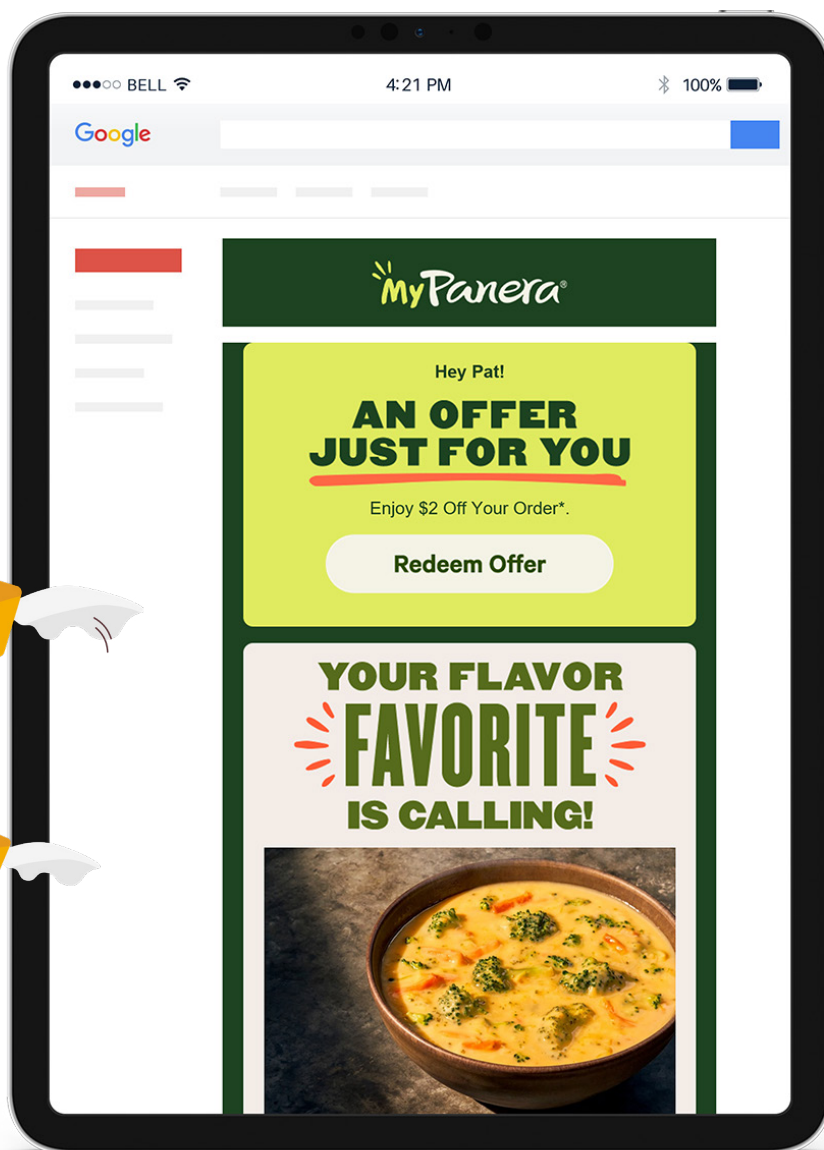
# 8 Reward Expiration Reminder

A well-timed reminder that a reward is about to expire can prompt a visit to one of your locations. For the message to be compelling, guests need to have enough time to change their behavior. Instead of sending it on the day the reward expires, you'll want to send it a few days in advance of expiration to give your customers time to plan their visit. This message should also include a call to action, such as making a reservation or checking their account balance.



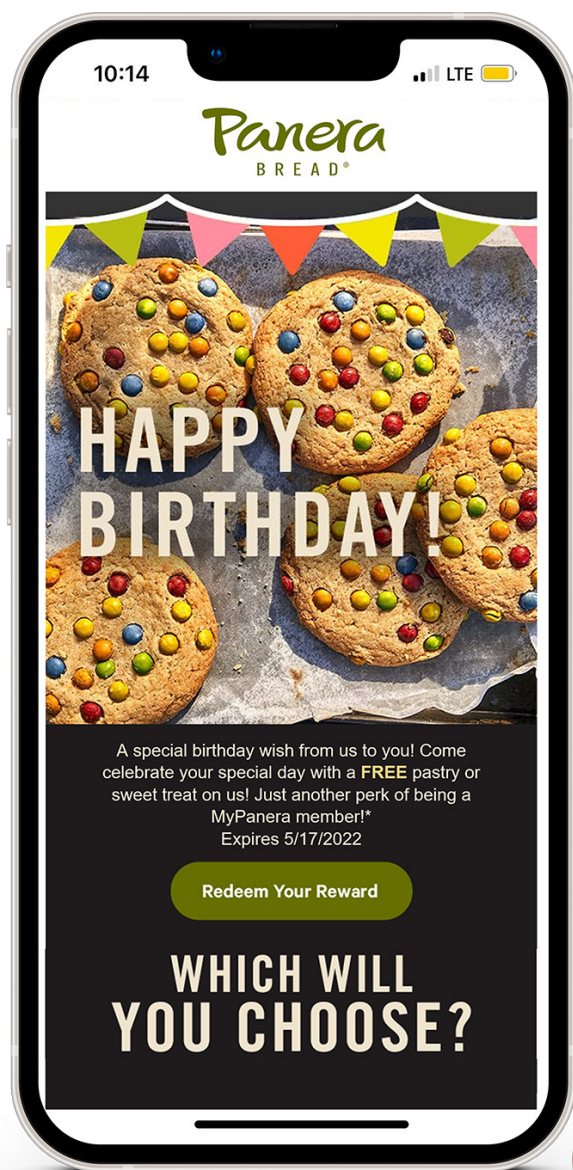
# 9 "We Miss You"

When done right, sending a message to your lapsed guests can bring them back for a visit. For maximum effectiveness, you should know each guest's visit cadence. Reaching out too early could result in sending an unnecessary offer, but if you wait too long, they might be gone for good. As it's less likely that lapsed guests have downloaded your app, the best method for win-backs is a progression of emails with tiered offers.



# 10 "Happy Birthday"

Birthday offers are a standard part of most guest engagement strategies, but they shouldn't be one size fits all. Consider a tiered structure that has a base offer for most guests and a more generous one for more active guests. Or, if your segmentation is up to par, consider personalizing the offer to give guests their favorite items for free. It's also a good idea to be flexible with the offer and give your guests ample time to come in. This message is best sent over email or text.



# You and Your Guest Will Love Paytronix Loyalty Programs

## Your guests will love being able to:

**Participate in fun and unique promotions and campaigns.** Enjoy a dynamic experience by participating in engaging challenges and promotions.

**Enjoy an improved experience.** Guests already love your food. Connect them to your brand with added benefits and promotions.

**Stay connected and never miss an opportunity.** Make it easy for guests to stay up to date through their preferred channel, whether online, in the app, through email, or SMS.

**Easily identify themselves.** Online or on-premises, your guests will have multiple opportunities and avenues to identify themselves and accrue rewards.

**Redeem points regardless of ordering preferences.** Your guests will be thrilled to redeem and accrue awards online, as well as on-premises.

**Have their experiences and opinions heard.** Surveys enable your guests to let you know their thoughts, fostering a deeper connection to your brand.

## You'll love having the tools to:

**Efficiently and effectively create campaigns.** Save time executing targeted campaigns and promotions that will increase your guests' CLV.

**Offer more than just discounts.** Increase your top line by attracting guests with nontraditional incentives, such as subscription programs and secret menus.

**Stay connected to your guests.** Create messages on a variety of channels, including SMS, emails, and push and pull notifications, from a centralized location.

**Acquire new guests.** Expand your program by offering an omni-channel approach to guest acquisition.

**Retain more guests.** By offering the same benefits for online and on-premises orders, your guests will be encouraged to enjoy your concept more often.

**Send targeted surveys based on POS activity.** Deploy the message, collect and analyze results, and view individual responses in one platform.

**With over 450 integrations, including over 40 integrations with POS systems alone, the Paytronix platform expands your ability to surprise and delight your customers.**

For more information, visit [www.paytronix.com](http://www.paytronix.com) or call **617-649-3300, ext. 5**. Or visit [www.paytronix.com/resources](http://www.paytronix.com/resources) for more tips on how to optimize your loyalty program communications to see greater returns.

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