



# bSmart Rewards

## Why use Loyalty Programs?

Managing a profitable business in this day and age requires smart spending of your marketing budget. A well-planned and executed marketing strategy can represent the difference between a strong growing business and bankruptcy. One of the most effective and inexpensive sales tools available to businesses today is a loyalty program. When loyalty programs are well designed and implemented, they can provide many benefits including increased profitability.

The foundation for any loyalty program consists of five key activities:



This cycle delivers the following six important benefits to your business:

1. Loyalty Programs provide insight into your customers and their spending habits– Although businesses see customers on a daily basis, they often do not really know who their customers are. They don't have important customer information such as who their most loyal and profitable customers are, and they often don't know why a customer comes into a business until they are at check-out. A good loyalty program allows a business to learn about their customer, which in turn allows them to tailor products, services, and promotions that can will to increased profitability and higher customer loyalty.
2. Loyalty Programs allow you to reward your more loyal and valued customers– Loyal customers are the lifeblood of any business; they not only account for a significant percent of total sales, but they also spread the brand by telling their friends and acquaintances. It is key that a business be able to identify and also reward these customers. Good loyalty programs such as bSmart Rewards allow a business to do this: develop loyal customers and ensure they remain faithful to the business for many years to come.
3. Loyalty Programs increase customer visits and spending– A well-designed loyalty program motivates customers to return to a business more frequently and increase their spending. In fact, a recent study by the Carlson Marketing Group demonstrates that customer behavior is significantly and postively impacted when a customer begins participating in a loyalty program. More often than not, a business's loyalty program (and its respective rewards) is one of the key differentiators when a customer chooses to go to a business instead of a competitor.
4. Loyalty Programs build awareness, customer appreciation and repeat business– Your business brand is one of your most important assets; a Loyalty program will help grow it. As word of mouth marketing becomes more and more important, a loyalty program can help build awareness around a brand and increase customer appreciation and satisfaction. When customers are able to redeem rewards at a business, they will be much more likely to share those positive experiences with their friends and family, therefore increasing your business awareness and brand.
5. Loyalty Programs allow a business to develop a stronger relationship with customers– Reaching your customers, potential or current, through print advertising, direct advertising, and other marketing methods can be very expensive and not very effective. Loyalty programs like bSmart Rewards provide the perfect platform for a business to not only to communicate with customers, but also listen to them. Best of all, bSmart Rewards allows a business to selectively target customers with customized (and free) messages.



# Compare bSmart Rewards with other marketing tools

Do you want to...	Loyalty Programs	Daily Deal Marketing	TV / Radio Advertising	Social Media Marketing
Reward your repeat (and loyal) customers?	✓	✗	✗	✗
Easily measure marketing ROI?	✓	✓	✗	✗
Two Way Communications with Customers?	✓	✗	✗	✓
Get to know your customers?	✓	✗	✗	✓
Keep marketing expenses low?	✓	✗	✗	✓
Increase Customer Satisfaction?	✓	✓	✗	✗

Unfortunately, limited resources and experience have made it very difficult for small and medium sized businesses to implement good loyalty programs that yield the right benefits. Typically Loyalty Programs have been limited to large, national companies, which are killing our local economies. That's where bSmart Rewards can change things. bSmart Rewards by local loyalty program can be implemented by one business or many. With bSmart Rewards a business can get all the benefits of a great loyalty program without the high expense and difficult implementation.