LOYALTY & GIFT CARD MARKETING IDEAS

VIP/Yearly Membership Program
Sell a number of cards at a set price with a special deal for those card holders.
For Example: Sell 500 cards at $50.00. That is $25,000 in your till upfront. Give those card holders 40%- 50% cash back on Monday nights. This will ensure busy Monday nights with repeat customers. Sell it every year.

Rewards for Return
Reward a customer 20% of his bill to ensure a return visit. Give customer card at the time of purchase and tell them to register the card to receive 20% cash back.

Prepaid Bonus
Load $20.00 in rewards when a customer purchases a $100.00 gift card for themselves or someone else. This strategy is a huge money maker for the business and yet offers a much higher return to the customer than leaving money in the bank.

Upgrading Average Ticket
For example, if the average ticket is $25.00. When your customer purchases $25.00, offer them a $25.00 reward for an additional $15.00. This will put $40.00 in your till instead of $25.00 and ensure a much quicker return visit.

Fundraising
Use your cards for those non-profit organizations that come for donations. Offer them to sell cards pre-loaded with $20 or $25. They can sell them for $20.00 and you keep $10.00 and give them $10.00.
Offer them 5% of the sales generated from those cards.

Business Card
As an owner, carry with you some pre-loaded cards of $5- $10. Hand out to people in the community as an invitation to visit your establishment.

Contest for Cash
For your employees, run a contest. Give each employee a number of cards pre-loaded with an appetizer. Reward those who get the most customers registered.

Run your own Groupon type offer – Gift card becomes rewards card
Sell $50 gift cards for $35. Once customer has used original balance on card, he now starts enjoying the rewards side of the card. Put this in the newspaper or email/text your customers!

Special Event
Run special promotions!! Instead of your daily 5%-10% cash back, offer 25%-50% cash back on Tuesday nights. This is instead of 50% off in the paper or coupon books. MUCH more effective and you have FULL CONTROL!

REMEMBER: **Never let a customer leave without a cash balance on his card as an incentive or trigger for a return visit**.