

CHEATSHEET

Loyalty: Up close and personal

How to use **aspiration** and **exclusivity** to drive brand loyalty



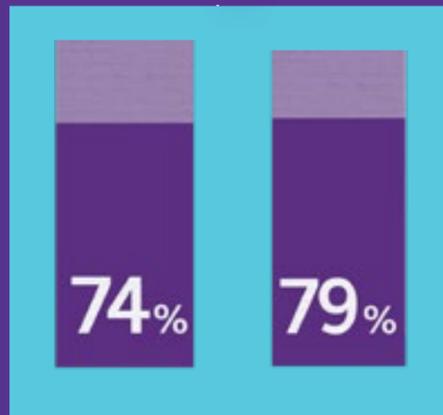
WHY

is aspiration and exclusivity important?

Humans are naturally wired to strive for more and for better. As we get closer to achieving a result, we accelerate our behavior to reach our goals.

Think of your loyalty program as a platform that inspires customers to reach for more by rewarding loyal behavior. Give customers the motivation to keep returning to your store for a superior experience.

74% of consumers said their loyalty is motivated by working towards a goal or reward



79% said being able to unlock exclusive benefits makes them loyal

Customers have come to expect VIP treatment from brands they show loyalty to. This is because exclusivity gives customers the feeling of status, which develops an emotional bond between brand and customer. Emotionally connected customers spend twice as much as those who are merely satisfied with a brand.

Financial vs. experiential



79%

of shoppers feel motivated by the opportunity to access financial incentives



66%

of consumers are motivated by experience-based rewards

While it's clear that financial incentives are important to customers, experience-based rewards are also key. Step up your loyalty program offering so it provides an experience that screams aspiration and exclusivity.



ACTION POINTS

Ways to create aspiration and exclusivity

Exclusive access



If your customers hurry to your site when you launch new products or go on sale, give your members early access to these events. Tell them they've got first-look to make them feel special.

Exclusive gifts



If you have at-risk customers who have only returned to your store once or twice, gift them a free product on their birthday or the anniversary of their sign-up. This will remind them of why they decided to shop with you in the first place.

Exclusive levels



Segment your loyalty program by adding tiers for loyalty members such as bronze, silver, and gold.

Always tease what other perks are given to those in the tier above, so customers get a sneak peek at what's on the horizon.

Showing what's available in the higher tiers encourages shoppers to keep spending so they can accumulate the points needed to reach higher levels.

Exclusive experiences



If you have customers who prefer experiences over items, you could:

- Enter them into a raffle for tickets to your next brand event whether it's an online talk or party
- Offer an online workshop or seminar they can watch for free i.e make-up tutorial
- First access to tickets for real-world events like retreats or workshops

Takeaways

Today's customers are goal-oriented and are driven to achieve the next result. They want their loyalty to feel valued and rewarded with benefits that more casual shoppers don't receive.

Use your loyalty program to make customers feel special. Provide exclusive benefits such as double points, free gifts or early access to sales and product drops. Create an authentic emotional bond with your customers and see your customer lifetime value increase.

 To learn more about creating aspiration and exclusivity with your loyalty program, download the full "Loyalty: Up close and personal" report.

