# Loyalty + Engagement Solutions

RewardStream brings a wealth of industry-leading experience into building relationship marketing programs that meet the unique needs of every client. Built on our robust Lifecycle Marketing Platform™ (LMP), our flexible programs encompass all the desired engagement elements you would expect from a world-class recommendation marketing solution, including the latest innovations in polls, surveys, dynamic promotions, referrals, multi-channel social recommendations, and social badges and other gamification techniques.

Motivate and track what matters

With the increased sophistication and reach of today's consumers, marketing programs need to de-emphasize price devotion and discounts in favor of offers that will reward your customers with recognition, elevated status, and/or preferential access to your products or services. This means encouraging customers to continue their engagement with you after the sale is complete by rewarding them for any number of actions. See the sidebar for some ideas!

Your Social Portal Gives You Real Time Insight into Members' Social Actions
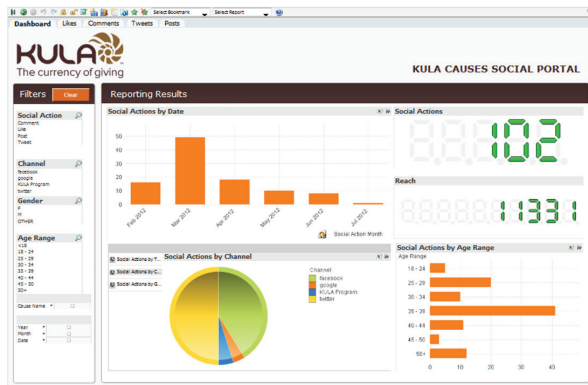
Get your customers talking

A recent Keller Fay study of US consumers showed that personal recommendations are the primary driver of consumer purchase decisions at every stage in the purchase cycle for every product category surveyed, and are more important than any other source of information, including advertising, in-store information, or consumer review websites[1].

Match the offer and the reward to the customer and the behavior

You need a flexible framework to match promotions, offers, and rewards to your customers and their behaviors. Every RewardStream relationship marketing program supports your unique reward needs, from points and virtual currencies to cash-back incentives and direct rewards.

Your customized catalog can include your own products or services, as well as external options such as gift cards, digital rewards, social badges, instant-win and sweepstakes contests, pre-paid debit cards, coupons, merchandise, experiential rewards, and charitable donating, among others.

It's a changing world, and those with the courage to try something new can reap rewards in the form of strong customer relationships in both the real and virtual worlds.

WHAT BEHAVIORS SHOULD YOU REWARD?

On your site

- Purchasing behavior (reward simply on dollars spent; add more with accelerators on recency, frequency, purchase thresholds)
- Review or rate products
- Signing up for a special service
- Purchasing products in a new category
- Responding to promotions
- Completing surveys, polls or quizzes

Social activity and advocacy

- Making a referral or recommendation
- Sharing on Facebook, Twitter, LinkedIn, and other social channels
- Likes on Facebook, follows on Twitter, pins on Pinterest, and so on

Community engagement

- Reading, submitting or watching content
- Asking or answering questions
- Engaging in conversations, whether using a social plug-in such as Facebook Comments or participating in an online discussion group

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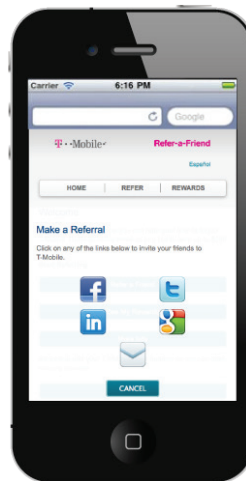
Social Loyalty

Social loyalty is about embracing the power your customers have over your brand. Whether they're making a purchase, redeeming a reward, making a donation or taking a quiz, you have the opportunity to amplify the value of that action and give your customer the opportunity to "socialize" it. Fun for them, valuable for you.

RewardStream extends your loyalty initiatives into the social sphere where many of those personal recommendations occur, allowing you to track, measure, and reward your customers' social interactions with your brand. It's time to catch up with the way your customers really engage with you, and recognize and reward them for their loyalty.

Going Mobile

Extending loyalty to embrace mobile devices can significantly enhance its success. Indeed, if you're targeting younger demographics, mobilizing social loyalty can mean many things, depending on your program. On a simpler scale, it may mean providing a mobile-optimized site or app that lets your customers refer friends, check point balances, and other such actions. A more robust initiative could include enabling check-in rewards, enhanced social sharing, or immediate access to coupons for in-store or online shopping. If your program has members entering on-pack codes on a website or scanning QR codes, make it easy for them do it on their mobile.

The social media ecosystem continuously evolves to mimic real-world personal interactions. There is opportunity for businesses to mix online and offline loyalty in their own unique ways. Companies that understand these nuances in the one-to-one, one-to-many, and many-to-one world can build engagement and social loyalty.

SETTING GOALS FOR A SOCIAL LOYALTY PROGRAM

- Increase brand engagement as measured by purchase frequency, size of orders, subscribers, visitors, return visits, contributors to conversations, ratings and review submissions, enlistments to social communities, and more.
- Acquire new customers through referrals, recommendations, advocacy, and social sharing.
- Reduce customer attrition rates by increasing customer lifespan and overall customer satisfaction.
- Increase brand awareness through social sharing and integrating your loyalty program with social communities.
- Increase engagement activities that relate to your brand or service. Do you sell wellness products? Then enhance your program with wellness activities, trackers, etc. Keep customers coming back for more than just your product.

1. Keller Fay, "The Power of Consumer-to-Consumer Recommendations" June 2012

ABOUT REWARDSTREAM

Since 1999, RewardStream has been a leading provider of viral marketing, social referral, social loyalty, traditional loyalty and engagement solutions for some of the world's most esteemed brands, including AT&T, Vitacost.com, Cisco, Invisalign, LendingTree, CAA , and T-Mobile.

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