



# Love Your Customers with Loyalty Programs

<b>Type of Program</b>	<b>Description</b>	<b>Benefits</b>	<b>Examples</b>
<b>Membership or Clubs</b>	Discounts or rewards for people who sign up	Works well with regular customers who are also targeted by competitors	Supermarket “clubs” offering discounts and deals
<b>Free Reward after Multiple Purchases</b>	Something free after they make a certain number of purchases	Motivates customers to return	A spa that offers a free treatment after a customer’s 10th appointment
<b>Buy-Ahead Discounts</b>	Discount or freebie for buying multiple products or services in advance	Generates advance income; increases size of sale	12-month gym membership at cost of 10 months when paid up front
<b>Upgrades or Special Services</b>	A special treatment or better product offered at no extra charge	Fulfills the desire of customers to see themselves as valued	A hotel room upgrade in recognition of numerous visits
<b>Discounts after Purchase</b>	Discounts on future purchases given as reward after purchase	Encourages additional purchases and thanks customers	Online retailer giving customers a discount coupon code for their next purchase

