



Growing Your Club. How to persuade customers to sign up

Your business growth depends on turning one-time customers into repeat customers and members of your loyalty club. Luckily there are many ways to succeed besides expensive media campaigns. Here are some best practices that we recommend.



PUT YOUR EMPLOYEES IN THE RACE!

Use surveys to find out what members think about your products or services, and use that info to help you make business decisions. Surveys are also a good way to collect positive reviews for your marketing and PR. Offer a reward for filling out the survey, and spread the word with pop-up messages, push notifications, welcome screens, and special offers.



MAKE YOUR JOINING GIFT IRRESISTIBLE

Your registration form is a way to gather information on your members and then create segments accordingly. When building your form, think about fields that can really help your business—from favorite location to food preferences to family pet. Set up animations to tag members according to their answers, and then show that segment relevant offers, welcome screens, etc.



SPLASH YOUR CLUB AROUND YOUR BUSINESS

Your members can use Forms to book appointments or tables and to reserve items in your store for later purchase. To make it even more convenient, members can save time by simply restoring the last information they entered in a form.