



BEST PRACTICES

A new way to provide rewards is here with **Buy El Paso Rewards!** There are many benefits to using a customer loyalty program for your business (e.g., repeat business). Doing so can create a community of support, loyalty, and connections with your customers. Here are a few helpful tips when using the Buy El Paso Rewards program.

CREATE A PROMOTIONAL STRATEGY

1. Define a goal and target audience for each promotion. Considering your target audience and defining your goal can help your business build a successful promotion.
2. Provide details about your promotion.
 - A. Name of promotion.
 - B. Duration of promotion. We recommend updating your promotions every month. Keeping your promotions updated will keep your patrons interested in the products you have to offer.
 - C. Details of promotions. Example: Earn double points when you scan every third Thursday of the month.
3. Keep the promotion simple.
 - A. Develop promotions that are easy to understand and encourage participation.
4. Quality over quantity.
 - A. Create promotions that are beneficial to your customers. We recommend developing (2) promotions with at least (1) active promotion a month. Only one promotion can be active at a time.
5. Offer A Benefit for the Customer.
 - A. Entice your customer with exclusive ways to earn reward points that can be redeemed for Buy El Paso Reward prizes and discounts at your business discretion. Example: Reward your customers who have earned 1000 points with \$5 off a future purchase.

ENCOURAGE CUSTOMER INVOLVEMENT

1. Encourage participation in the Buy El Paso Rewards program.
 - A. Drive participation by reminding customers to scan the QR code when checking out or visiting your store.
 - B. Provide various ways of scanning the QR code (e.g., store counter, at your drive-thru window). Make sure your QR code is visible and printed legibly on white copy paper.
 - C. Encourage customers to follow your business on social media for more information on exclusive promotions and Buy El Paso Rewards information.

MESSAGING CUSTOMERS

1. Make sure to communicate with your customers consistently. Plan a weekly or bi-weekly calendar to help message your customers about promotions and store information.
2. Make sure only to message your customers at least once a week. Messaging them too often may overwhelm them and deter them from visiting your business.
3. Change your messaging periodically so your customers don't lose interest. Providing your customers with the latest store information or promotions can aid in building customer loyalty.
4. Remember to group message your customers when promoting a product or service to avoid the 20-message threshold.
5. Make sure to include your business name when messaging your customers. This will allow customers to get familiar with your name and differentiate promotions between different participating businesses.
 - A. Example: Hurry in now and earn double points when you visit. [Business Name]

UTILIZE BUY EL PASO REWARDS PROGRAM DATA

1. Check your business dashboard for analytics on your business weekly when you download your reports. Analyzing patterns (e.g., identify peak hours) will help you better understand customer behavior, what kind of promotions your business should have and when you should launch them, driving foot traffic and enhancing your customers' experience.