

5 steps to great content in a convenience store customer program

This document is a guide for creating the right content in your convenience store customer program. This program is centered around rewarding through loyalty cards (as opposed to points) and engaging through gamification.

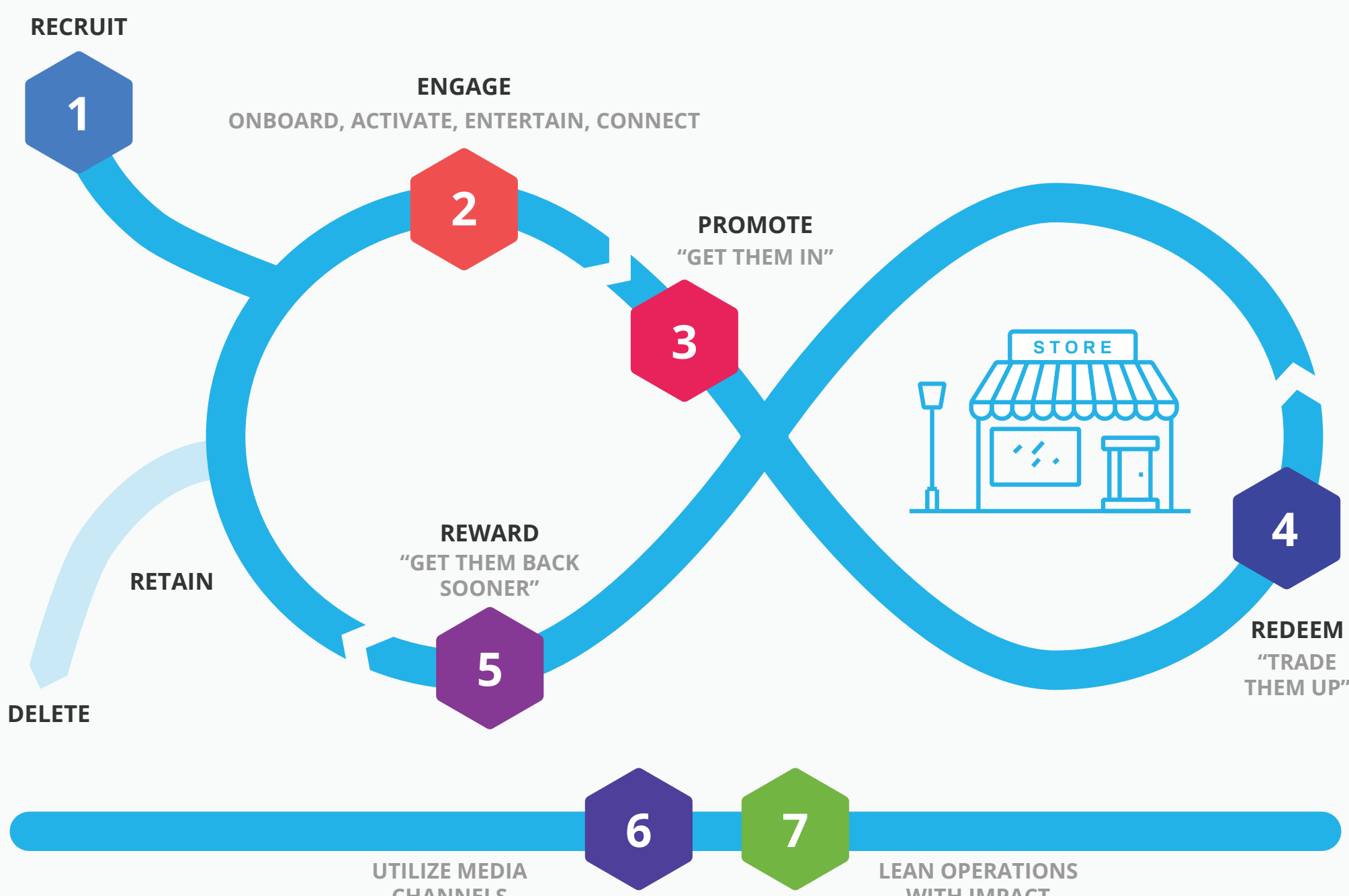
CUSTOMER CENTRIC

Identify your most valuable customers

When planning your content, make sure to keep customer focus. It is of critical importance to identify your MOST valuable customers and make 100% SURE they feel so truly rewarded, that they simply won't go anywhere else!

Customer connection cycle

Make sure to cover the 7 elements of the customer connection cycle:

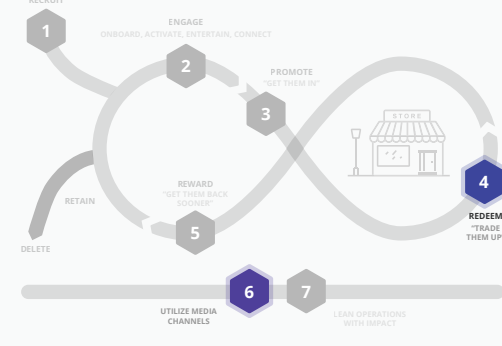


- 1 RECRUIT** to your customer program
- 2 ENGAGE** to truly connect and earn your customers attention
- 3 PROMOTE** your products in ways that stand out and drive traffic to store
- 4** Friction-less **REDEMPTION**, commercially attractive transactions
- 5 REWARD** in smart ways to get your customers back sooner
- 6** Utilise all media **CHANNELS** to build an even stronger own channel
- 7** Lean loyalty and campaign **OPERATIONS** with measurable business impact

Maintain a customer centric mindset when working on the 5 Steps to Great Content:

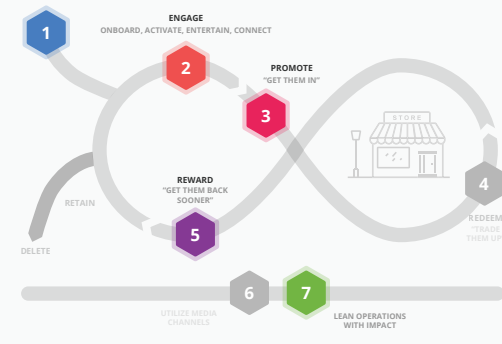
Identify your most valuable customers.
Communicate with customers throughout the customer connection cycle.

5 STEPS TO GREAT CONTENT



STEP 1: Channels and redemption

- > Before even launching your program, you need to set up a communication channel (eg. an app) and you need a plan for how to handle customers in store (eg. POS integration)
- > Read more about the different communication channels on liquidbarcodes.com/concepts/ - DISTRIBUTE section
- > Choose between one of our five redemption methods to set up your in store handling. Find your favourite method on liquidbarcodes.com/concepts/ - REDEEM section



STEP 2: Loyalty cards, coupons and push messages

- > **Loyalty cards:** Put great effort into making the loyalty cards to get it right the first time. Loyalty cards thrive on habit and you do not want to disturb customers once the habit has been established!
- > Inform about loyalty cards in store to drive app downloads.
- > For more inspiration on loyalty cards, see our separate guide on how to create loyalty cards.
- > **Coupons:** make sure to always have at least one or two good offers for your customer program members. Good offers drive app openings and make customers come to store.
- > Good offers should dominate the program, not free stuff or thin discounts.
- > Vary between the different game concepts to keep the excitement.
- > Daily, Weekly, and Monthly specials drive app openings by design.
- > Use thin discounts for branding. Example: If you want to showcase your new series of great, fresh food, but there is no room for deep discounts, distribute thin discounts as branding of these products. The aim is not to drive massive traffic, but to present your new products.
- > Make your coupons reusable using our coupon template functionality. Your campaign operations will become much more efficient.
- > Follow up coupons are issued immediately after store visit. Use offers on the same or similar products with limited time to expiration to be relevant and make customers come back sooner.
- > **Push messages:** notifications drive app openings! To get started easily, send broadcast push messages to all users.
- > You can send frequent push messages if you have good content.
- > It is a common misunderstanding that you have to economize on push messages!
- > For more inspiration on push messages, see our separate guide on segment by segment communication plan.



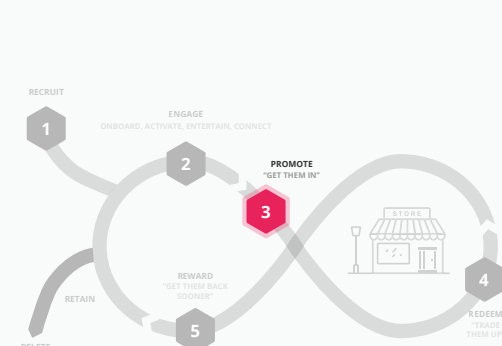
STEP 3: Gamification

- > Games and gamified coupons will greatly increase app openings: probability games (eg. Scratch card, Wheel of fortune or Slot machine), performance games (eg. Memory, Falling objects or Tap it), Hurry, Chicken, Happy hour, Share and care, VIP zone.
- > Vary between the different game concepts to keep the excitement.
- > Loyalty card stamps are great rewards: they are cheap, require few graphical elements and direct attention to the loyalty cards.
- > Make generic graphics so that you can reuse artworks for multiple campaigns. Many of the graphical elements are the same across many of our game concepts.
- > Use games to recruit to your app. Advertise your games in social media and stores.



STEP 4: Customer Journeys

- > There are certain periods during the customer life cycle where it is critical to communicate with customers. Use automation rules to communicate efficiently.
- > New customers: newly registered users are enthusiastic about the new app. Use the opportunity to showcase your app with exciting content. Collect data using surveys. Direct their attention towards the value drivers in your app, eg. your loyalty cards.
- > Customers in danger of deleting your app: send exciting content and special offers to customers that have not opened your app in 30, 60 or 90 days.
- > Add more rules – use your imagination and create communication rules for every point in the customer life cycle where you want to communicate with customers.
- > For more inspiration on segment specific communication, see our Segment by segment communication plan.



STEP 5: Personalization & segmented-coupons

- > When you have mastered the basics of the app, you can proceed to more advanced segmentation.
- > Purchase history is the key parameter to good personalization – customers' spending pattern is the most precise predictor of future behaviour.
- > We recommend creating a set of good offers and distributing these 1:1 based on big data analysis of receipt data.
- > Expect a period of trial and error and A/B testing to learn what offers and timing that trigger your customers.

MAKE AN IMPLEMENTATION PLAN!

Use this strategy tool to structure your efforts when launching your loyalty program. For each step above, identify the activities you want in your loyalty program and map them out in this implementation plan.

A good timeline for phase 1 is a quarterly plan that cover the next six quarters.

You will probably not be able to cover all 5 steps in phase 1, so focus on the first 2-3 steps.

Remember: you should spend 95% of your time on executing your strategy. By mapping out in this diagram, you know what to do and you know your is in line with strategy. That is motivating, keeps you focused and makes you more successful!

