

Day #6: How to treat your VIPs

Loyalty programs are the MVPs of customer retention, which is crucial when you're facing high customer acquisition costs for peak season this year. Yotpo research shows that, for 83% of global consumers, being a loyalty member influences their decision to buy from a brand again.

To make your loyalty program stand out, think beyond points. What experiences or exclusive perks can you provide for your customers, so they really feel like they're getting value from your brand?

Here are some ways to ensure that you're maximizing your loyalty and referrals program before, during, and after peak season:

- **Reward the actions you want your customers to take, whether it's uploading photos with customer reviews, following your brand on social, or subscribing to SMS.**
- **Offer exclusive BFCM rewards or double points to existing loyalty members.**
- **Incentivize referrals to lower your acquisition costs during BFCM and get more high-quality traffic.**

Treat your Black Friday customers like VIPs—and keep them coming back for more—with a loyalty program that delivers a true value exchange. By funneling shoppers into your program pre-BFCM, you'll be able to keep them engaged long after the deals expire. As an added bonus: when shoppers are more engaged with your program, your brand can collect more first-party data, which is a must in the age of consumer-first, privacy-first regulations.

Nosto users: Make sure you're leveraging Yotpo's ratings and reviews in your Product Recommendations' templates to make them more compelling. And, remember to demote products with low ratings. You can set up a global merchandising rule to ensure these are demoted on category pages, search pages, and (very soon!) product recommendations.

The screenshot shows a mobile website for 'SkinCare'. At the top, there's a hamburger menu icon, the brand name 'SkinCare', and a shopping cart icon. The main content area features a referral promotion. The background is a soft-focus image of a person's face and skin. The promotion text is as follows:

- Refer a Friend
- A Black Friday Special Treat
- GIVE \$20, GET \$20**
- Reward friends with \$20 off their first purchase of \$40, and get \$30 in points for each successful referral.
- Enter your friend's email address:
-
- Next** (button)
- At the bottom, there are social sharing icons for Email, Messages, Twitter, Facebook, WhatsApp, and Messenger.

