

GUINNESS® LOYALTY SCHEMES

Brand loyalty deserves reward! Sustainable loyalty is the ultimate goal; essentially customer loyalty schemes are of importance as part of a coherent value proposition. If you reward your customers they will ideally reward you with their loyal patronage.



HOW IT WORKS:

Develop a stamp booklet that can be given to customers who frequent your Irish Pub. The design is up to your discretion - it could be a small business card size card, or a more elaborate booklet in which there could be information about your pub and also a section for loyalty stamps. A prize, be it a free pint of GUINNESS beer or GUINNESS merchandise could be awarded to those who complete their booklet. Please bear in mind, that in order to ensure return visits and to avoid irresponsible alcohol consumption, you should not set a time limit when implementing such loyalty schemes.

WHAT YOU NEED:

- A booklet and a stamp with your pub's name
- Decide on the prizes to be awarded
- Advertise this loyalty scheme around your pub to kick off word of mouth advertising

TOP TIP

A digital loyalty scheme could be a different spin on things. Why not send your customer base an SMS or e-mail with a code for redemption of a free GUINNESS upon their next visit?