



# How To Sell for Customer Loyalty Programs

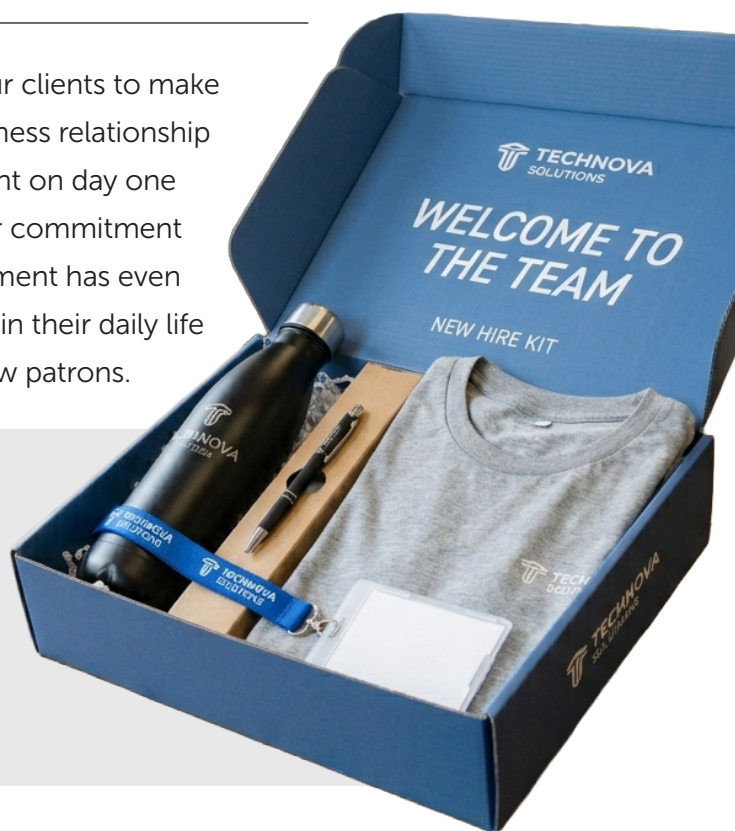
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Promotional products give brands a tangible way to reward and reinforce customer relationships long after a transaction is complete. We'll walk you through how to pitch these programs with confidence and how to make strategic product suggestions that drive ongoing revenue for both you and your clients.



## Welcome Kits

New customer and onboarding gifts are a great way for your clients to make a strong first impression and set the tone for a positive business relationship ahead. Explain how giving new customers branded gear right on day one will instantly reinforce business value and demonstrate their commitment to delighting customers – all before a purchase or commitment has even been made. Prioritize logoed merch that recipients can rep in their daily life to score even more impressions and bring in even more new patrons.



### Product Recommendations:

- Lanyards
- T-shirts
- Tote bags
- Water bottles
- Writing instruments

## Milestone Rewards

Incentivize continued customer loyalty by rewarding repeat engagement or special milestones like birthdays and sign-up anniversaries. For example, businesses can give customers punch cards that promise a free gift once it's completed. Or, companies can add "points" to customer accounts with each visit to be redeemed for branded gear at their choosing. This is a great opportunity to use the "Good, Better, Best" sales method, with affordable giveaways allotted for low-tier engagement thresholds and more premium products designated for frequent, high-spending customers or annual milestones.



### Product Recommendations:

- Backpacks
- Notebooks and journals
- Stainless steel tumblers
- Sweatshirts
- Tech accessories

## Surprise VIP Perks

Unannounced gifts and “thank you” moments will make your most loyal customers feel valued even when they’re not spending money. This is a savvy way for your clients to strengthen their relationships with their most high-value, long-term customers. These unexpected perks will go a long way in ensuring continued patronage and building a lasting, positive brand perception.

### Product Recommendations:

- Blankets
- Headwear
- Hoodies
- Socks
- Umbrellas



## Reengagement Touchpoints

Promo is a useful tool for clients to use to bring back inactive or at-risk customers. Position branded items as physical reminders that reconnect customers to your client’s brand – especially when they’re paired with surveys, discounts or special offers. Recommend small, low-cost products that can be added to direct mail campaigns and won’t break the bank, saving more room in the budget for thanking more current and loyal members.

### Product Recommendations:

- Flyers
- Greeting cards
- Lip balm
- Magnets
- Stickers

