



TIP: GET SOCIAL WITH INCENTIVES

1. Know Your audience: Understanding the psychographics and technographics of your audience is paramount. What are their triggers and inhibitors? What motivates them? How do they use social media? What sites are they participating in? How do they use mobile? From here you can choose the media for your message. Use data analytics and brand studies to ascertain your audience make-up. Many social networks offer full demographic packages you can use to help in your decision-making process.

2. Engage in the conversation: A conversation implies "two-way." Simply sending out promotional messages about your loyalty program is a disservice to your community. Listen to what customers are saying and respond to their comments. Think about how to use sites like Twitter and

PUTTING MORE NAMES ON THE MENU

A quick way to add quality names to your loyalty program database is to run a sweeps with a rock-solid match between the prize and the appropriate demographic.

New England franchisees Papa Gino's Pizzeria and D'Angelo Grilled Sandwiches are doing just that with a "Swipe and Score" Rewards Sweepstakes.

The winner gets eight VIP suite tickets to a baseball game at Boston's Fenway Park. The nine-week promo ends Sept. 5 and will build on the program's more than 200,000 members by requiring non-members to sign up in order to enter the sweeps.

To keep the momentum going, more than 5,000 prizes will be awarded, including weekly giveaways of Red Sox tickets, hats and T-shirts, and a year's worth of Papa Gino's pizza or D'Angelo lunches. An instant-win game will award loyalty program bonus points.

The sweeps can be entered at <http://papaginoangelorewards.com> or in-store, and members get entered when they use their cards at restaurant locations. Facebook and Twitter fans can also earn promotional codes during the sweepstakes.—PATRICIA ODELL



Facebook differently. Look to engage beyond traditional CRM.

3. Always add value: It starts with the product. What features does your product offer after the sale? Great packaging? An unexpected benefit? Beyond this, how are you helping to delight your customers beyond purchase? Offer tips, advice, ideas on how to use your product or better enjoy your category. YouTube is a great

vehicle for offering this kind of value.

4. Stand for something: Build strong relationships with organizations that share your core brand values. Use social media as a platform to do good. Consider using specialized campaign microsites, Flickr, YouTube, Facebook, etc. to share the great work being done by your employees and the greater organization to support your cause. Offer special loyalty incentives for those customers who also participate.

5. Humanize your brand: Your people are your brand. How are you enabling them to participate in service and loyalty programs post-purchase? Consider adopting a fairly open social media policy and encourage your staff to participate in the conversation.

6. Promote advocacy: Give your loyal customers something to share. Whether it's tips on Foursquare, QR Codes or a digital coupon, the right incentives can mobilize an army of brand advocates. Use your customers' favorite digital watering holes to build out these programs.—IAN MCGONNIGAL, senior vice president, client strategy and brand performance, Jack Morton Worldwide



IDEA TO STEAL PACKAGE DEAL

Putting a high-end premium in a cheap, no-frills package can defeat the whole purpose of a given campaign. Think about the context of the promotional item and make the effort to coordinate the package with the item. Apple recognizes just how important this is to creating a compelling consumer experience. Every product it sells is meticulously packaged in a way that matches the perceived value of the brand.

Branded merchandise company BDA put 2010 Bobblehead dolls of Seattle Mariners' baseball players in boxes printed with the dates for the next three games, along with the images of the dolls inside for giveaways during "Bobblehead Nights."

"The package a company chooses for a promotional product is one of the most overlooked facets of a campaign," says Jay Deutsch, CEO and co-founder of BDA. "Merchandise is really all about the whole presentation, and packaging sets the expectation for the recipient."—PO

