



Big Data on a Small Budget

How to build a loyalty marketing program in four easy steps

It's simpler than you think to gather valuable data about the people who shop at your business and turn them into loyal customers. And you don't need a massive marketing budget to do it—you just need Vicinity.

Vicinity makes cutting-edge loyalty marketing tools affordable for independent retailers. Once you subscribe to the service, we help you get up and running in four easy steps:



1 Build a smart database

Vicinity's CRM database collects data about your customers through your point of sale (POS) terminal. The CRM data is stored in the cloud and you access it online, through the Vicinity Dashboard.

Each time a customer makes a purchase, you can enter demographic or product information onscreen during the transaction. The customer simply taps their Vicinity card or gives you their phone number, which calls up their Vicinity account in the CRM database.

2 Segment customers to send the right message

The more you can segment customers into groups based on their demographics and behaviour, the easier it is to send them appealing offers that they want to redeem. You can use Vicinity to segment customers into groups based on purchasing history or status—new, at risk, inactive, or VIP. To send targeted messages, you select the specific customer group, enter an email subject line, write the body of the email, and send it out from your Vicinity Dashboard.

3 Post-sales engagement

Retailers that focus beyond the sale retain more customers because they provide an added level of service. You can use Vicinity to send out email or text messages after the sale to engage customers with order confirmations, shipping notifications, satisfaction surveys, product review requests, discount offers, or thank-you messages.

You can also message customers, automatically, when certain purchase thresholds are met. A tool like Vicinity AutoPilot segments your customer data for you, which makes it easy to send different messages to different customer groups. For example, you can use it to send your most loyal customers a special offer on their birthday.

4 Measure and monitor your results

The Vicinity Dashboard is an analytics portal that helps you monitor, extract and "marketize" customer data. It allows you to see how much revenue each customer generates for your business and displays useful graphs that help you track customer visits, loyalty program sign-ups, program referrals, and reward points or promotional redemptions.

All this information is actionable because you can log in and launch email and text campaigns from within the Vicinity Dashboard from any computer. So if you want to attract students with special "back to school" offers, or you want to win back customers who haven't visited in awhile with a special promotion, it's easy to do.

Get more marketing tips from Vicinity

Download our free Loyalty Marketing Playbook today at www.vicinitywelcome.ca or for more info call 1-844-284-2464.