Market Your Program

The more you promote your rewards program the more effective it will be. Make sure your customers and employees know about the program and the reward they can earn.

Tell your Customers
Promote your reward program in multiple ways to reach the greatest number of current and potential customers. This includes:

> **In store Signage**: Create signage at the point of sale or around your store.

> **Store Website**: Display a message promoting your rewards program on your main page with a link to the program rules. This ensures customers have a way of learning about any rules and disclaimers of how the program and reward redemption works.

> **Store Facebook Page**: Promote your rewards program and encourage customers who have earned rewards to like your business.

> **Emails to customers**: Use Silver email marketing to send out a blast email to your existing customers promoting your new reward program.

Train Employees
Make sure your employees will be able to answer any questions your customers ask about the reward or how the program works. Your employees can help promote your program as well.

- Train all employees on how customers earn rewards, what the reward is and any program rules

- Provide a cheat sheet and leave it near the point of sale so employees can refer to it if needed

- Encourage employees to assign customers to tickets and capture email addresses.

- Turn on the Customer prompt at the POS so that employees are prompted to assign a customer to every non-credit card ticket at the end of the transaction (turn this prompt on at the POS under POS Settings)

- Encourage employees to emphasize when a customer is close to earning a reward. The customer progress will be displayed on screen for the employee to see. This will incent the customer to come back sooner.