

CADILLAC CLUB *loyalty* PROGRAM

Use this as a loyalty program with your customers. A loyalty program is a **MUST** for every business. Loyalty Programs incentivize your clients to shop with **YOU** for **ALL** of their beauty needs. Women will look for reasons to shop somewhere they can accumulate “points” for their purchases. They will order more for themselves and as gifts, just to earn enough points to earn credit in your store. Your Cadillac Club Loyalty Program will offer extra perks to your exclusive customers, including additional discounts for your customers who are faithfully using a complete skincare collection. You can also add in additional requirements to fit your business needs, such as point expiration dates and time limits on product discounts.

{ **EX:** Skincare customers will receive 10% off all cosmetic items within 3 months of purchasing a full skincare collection or reordering skincare. }

You can occasionally throw out fun ways your clients can earn bonus points, for things like:

- Double Point Day, all orders placed that day get them **DOUBLE** points, **OR** you can offer double the points on specific products just for that day
- Reward them with extra points for posting a product testimony on facebook or participating in an event
- Extra points for purchasing gifts from you for a loved one's Birthday, Mother's Day or Christmas
- Extra points to be earned on **THEIR** Birthday
- Double Point Day for Referrals or Beauty Experience Package Enrollments

You can use all of the Cadillac Club tools to promote and track your customer's loyalty credit. The tracking sheet will include the things you need to track each client, and can be printed double sided. There are editable postcards you can customize with each customer's points to mail out, or you can text/email/message it as an image.