

## *Generating good relationships for customer loyalty*

Let's look at the great marketing tools that some retailers use:

- Loyalty card – loyalty program where you redeem for cash or merchandise based on your dollars spent.
- Newsletters with specials and online ordering ability.
- Free delivery to your door with minimum purchase.
- Coupons with newsletters to be used with minimum purchases.
- Bring your used ink cartridges in to the store for them to dispose of.
- Bin set up for donation of school supplies.
- Survey number for chance to win shopping spree for answering a few questions.

The loyalty card is great for shoppers like me who like to maximize their purchasing power. I love a bargain and getting discount coupons for my next purchases so I shop where I get the best price on things and get a return for my loyalty.

Newsletters with flyers let you know what you can wait a few days to buy. Most people I know don't consistently get flyers delivered to their homes anymore, so it's nice to quickly have a look online without having the extra paper to recycle.

Online ordering is a great tool for me because it saves me the time of driving to the store and hauling the purchases around. It is especially nice when the weather is more conducive to staying indoors.

Coupons are like tax free income if you use them. Who couldn't use an extra 10 or 15 dollars off?

Eco friendly options are great and when you don't have to make a special trip to drop off your used ink cartridges that makes it even better. Drop off the old stuff and then do your shopping. No fuss – no muss.

Setting up the school supply bin in the store is a win-win situation. It benefits the low income families who already have to pay school fees in September and have to stretch their dollars even further to get all of the supplies necessary for the school year. The donor can drop off the supplies without leaving the store. Customers are more likely to purchase supplies at that location (more sales for supplies). The vendor leaves a good impression with its customers when they show they care about the welfare of the community.

Not many people enjoy doing surveys but will do them if there is something in it for them. The store learns about customer shopping practices, how their associates are performing, and the lucky winner of the draw gets free shopping. The shopping spree is more cost effective, than hiring a company to do phone surveys and likely more productive.