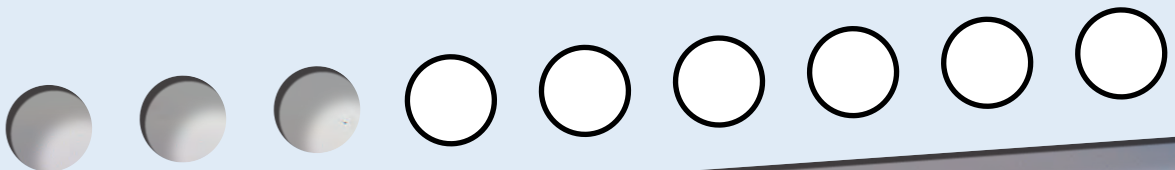


# CREATIVE CUSTOMER LOYALTY PROGRAMS

75%

**OF CONSUMERS WANT TO BE REWARDED  
FOR ENGAGEMENT BEYOND PURCHASE**  
– 2017 Customer Loyalty Statistics Study



# CREATIVE CUSTOMER LOYALTY PROGRAMS

Most customer loyalty programs are tied to sales—tally up a certain amount of purchases and you get something free or at an extra discount. Why not make yours about experiences? Have customers earn points for mentoring a beginner, buying a fishing license, or volunteering at an event. Pick activities that make for better fishing in your area or bring new people to the sport.

## R3 TIP

Looking to build your social media following? Develop rewards based on your customers' activity online. Gear reviews, fishing reports, or a brag board—every time they post to your social media page or share your posts they earn points toward exclusive discounts.

*75% of consumers want to be rewarded  
for engagement beyond purchase*

Source: 2017 Customer Loyalty Statistics Study



## IDEAS BEST SUITED FOR:

- Government Agencies
- Manufacturers
- Retailers

For more information on the 60 in 60 initiative, visit [www.rbff.org/60in60](http://www.rbff.org/60in60)