



# Building Local Loyalty

*Chris Wade,  
Director My Card Ltd.  
CEO, Action for Market Towns*

29-11-11

Town Centre Solutions



Promoting Vibrant and Viable Small Towns

[www.towns.org.uk](http://www.towns.org.uk)

# Building Local Loyalty



- ❑ Over view of Local Loyalty Options
- ❑ The My Card Solution

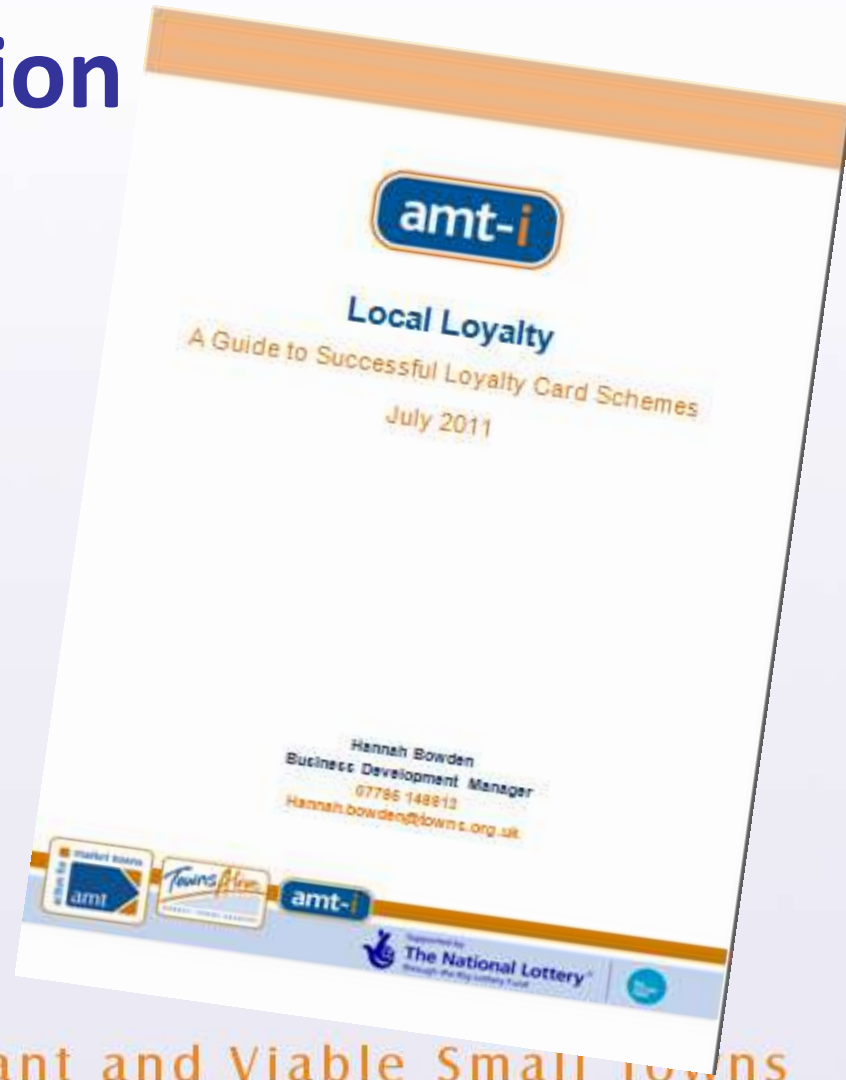


Promoting Vibrant and Viable Small Towns

[www.towns.org.uk](http://www.towns.org.uk)



# Choosing the Right Loyalty Option



Promoting Vibrant and Viable Small towns

[www.towns.org.uk](http://www.towns.org.uk)



*“A local loyalty scheme combines town wide promotions ...*

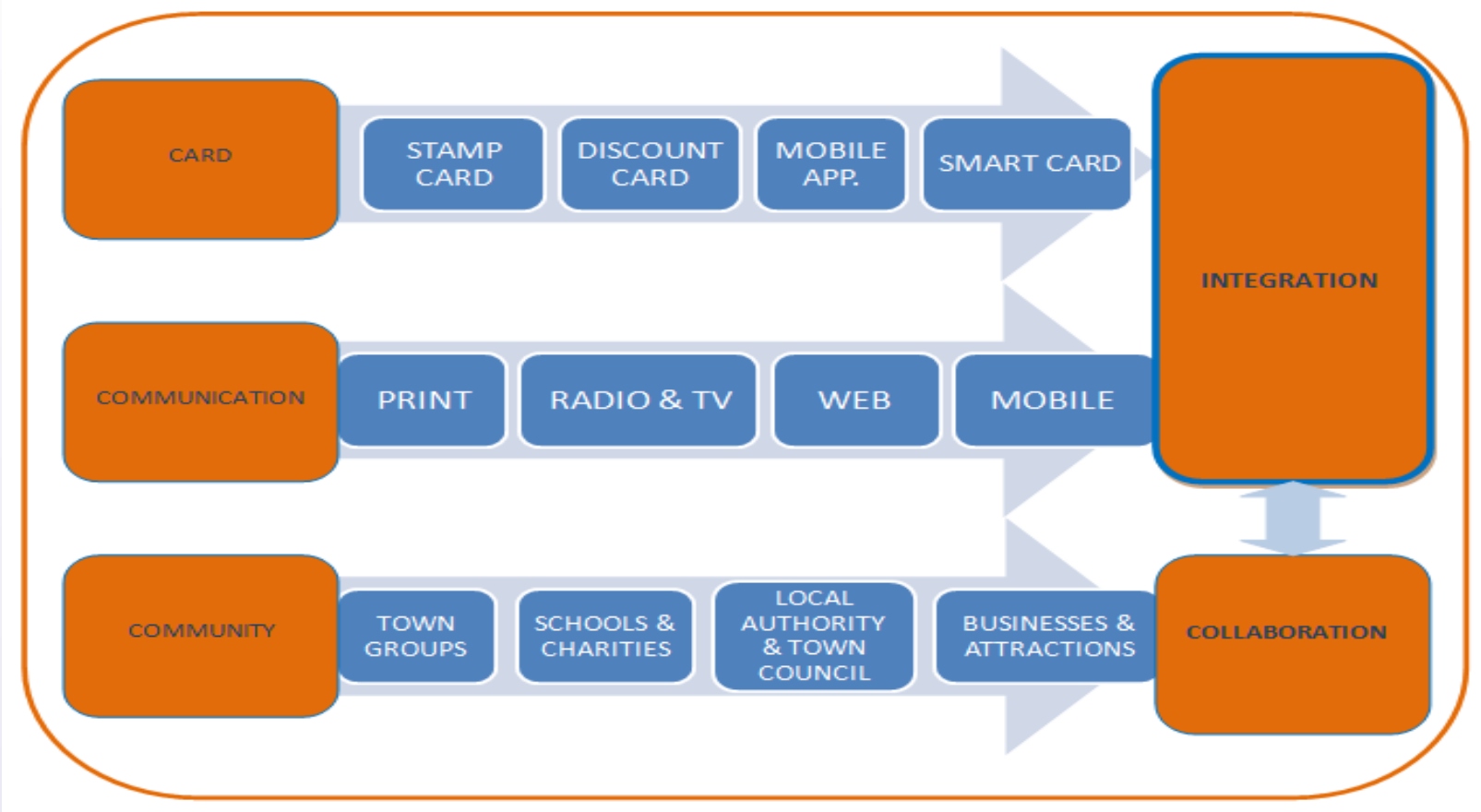
*...with a card that engages the cardholder and offers benefits in the form of rewards or rebates.”*



Promoting Vibrant and Viable Small Towns

[www.towns.org.uk](http://www.towns.org.uk)

# Simple or Sophisticated Cards at the Centre of Local Loyalty?



Promoting Vibrant and Viable Small Towns

# Playing Your Cards Right

## 'Show & Give' Card

- ✓ Easy to start
- ✓ Inclusive of all types of businesses e.g. markets
- ✓ Gets people talking
- x Can't track and reward repeat purchases
- x Limited income generating capability

## Smart Rebate Card

- ✓ Uses existing terminals
- ✓ Provides data for targeting & intelligence
- ✓ Income generation capability
- x Higher cost of card
- x Less well tested

# Promotional Success Factors

- ❑ A key person able to drive the project
- ❑ Face to face interaction with business owners
- ❑ Support from business owners
- ❑ A supportive business network or community partnership
- ❑ Demonstrable results
- ❑ Public sector support
- ❑ Fresh, attractive offers
- ❑ Good PR
- ❑ Income generation for sustainability
- ❑ Cross-marketing through different partners

Promoting Vibrant and Viable Small Towns



# *What do I look for in a Town Loyalty Programme?*

- Strengthens the notion of *'your town as a department store'*
- Puts money back in to the town and is self-financing
- Offers simplicity on the surface; sophistication behind the scenes
- And gives me free car parking please!

Promoting Vibrant and Viable Small Towns



[www.towns.org.uk](http://www.towns.org.uk)



# Local Loyalty: *What's in it for?....*

## A. Towns

- town partnerships or BIDs
- town councils and local authorities

## B. Local shoppers

- loyal customers
- 'unfaithful' residents

## C. Local retailers

- High Street, side street, village pub, farm shop....
- independents and multiples

Promoting Vibrant and Viable Small Towns



If you want your  
small towns to  
thrive...



Promoting Vibrant and Viable Small Towns

