



Email Marketing Program to Leverage Customer Loyalty and Rewards Programs

Objective: To optimize a loyalty and rewards program using bulk email

Solution: Targeted emails were sent to the client with highlighted offers and deals

Summary: Hash Cash Custom Email Marketing programs are specifically targeted towards your customers for marketing, sales conversion and loyalty. Since this discussion is based on customer loyalty strategies, the discussion would be restricted within customer loyalty management. Our bulk emails target your customers with meticulously designed and strategized loyalty programs and benefits. This can be discount coupons, referral bonuses or vouchers depending on the client's preferred marketing collateral. Each email marketing campaign is set differently to augment the specific requirements of our clients. Thus, you can be rest assured that the right emails would hit the right customer group resulting in greater brand awareness, interaction and conversion. The concerned client opted for an email marketing exercise to optimize its loyalty and rewards program. The client specifically wanted to reach out to its patrons with exciting monthly, deals and offers.

Response: The response was surprisingly high with 6 out of 10 customers clicking on the email advertisement to view the offer unlike other email marketing campaigns where the success ratio is low!

Mode of promotion: The invites were sent out through emails

Activity: A large number of customers were invited through the emails and a significantly high response was achieved. The results reflected in the overall performance of the brand 3 months into the campaign

Overall Success: The overall success was high compared to a standard email marketing program since the targeted customers were sent meticulously designed marketing content to generate maximum interest and lead to ROI conversion.

