Blog 1D – A loyalty program that works

It is my belief that discounting your green fees is not a good practice for your brand. On the other hand, having a great loyalty program that rewards repeat customers is a fabulous marketing tool that improves your brand and keeps customers coming back time and time again for the added value that they receive.

You do have to be careful when creating a loyalty program. It needs to be something that is easy for the guests. Punch cards are not a great way to go as people lose them or forget them. People don’t want to carry another card in their wallet. Your customers do want to see how they are doing towards earning the additional value. It should be fun and somewhat interactive to keep your customers engaged.

In today’s world everyone is carrying a cell phone with them so that is the easy way to engage your customer with a loyalty program. It is convenient and simple. Exactly what they want and need to ensure that they will use the program and return to your business often. Many huge businesses such as 7-11 and Starbucks have started loyalty programs via an app. Perhaps it is something you should investigate for your business.

In 2017 I decided that I wanted a loyalty app for The Ranch. I literally searched the world looking for a company who had what I was looking for with no luck. I partnered with a top app builder and created my own app from scratch. It is all done through cell phones so no integration is required with any POS system. It has worked exactly as I had envisioned it would. Our customers love it and it has helped our business grow in many ways. It generates new customers for us and keeps other customers playing The Ranch more often. Every dollar they spend at The Ranch earns points that in turn can get redeemed for rewards such as free golf, merchandise, Food & Beverages and much more.

Through the first 3.5 seasons of using the loyalty app we have over 9000 users of the app. Those users have spent just under $6 million at The Ranch. I don’t think offering a punch card would have generated that type of loyalty and success!

Thinking outside the box and creating a loyalty program can help grow your business as well!