1. **Adding Financial Benefits**

-Frequency Programs - reward those who buy more

e.g. Emporium Mall offers the ticket of Horror house or House of Illusion after doing shopping of worth Rs.15000

e.g. Packages Mall recently gave qawwali night tickets of Rahat Fateh Ali Khan to those who did shopping of Rs.15000

-Club Marketing

e.g. Wedding halls inside Garrison area charges more money to non-club members. Same goes for Gymkhana and Oasis Golf and Aqua Resort.

1. **Frequency Programs - Reward Those Who Buy More:**
   * **Coffee Shop Loyalty Card:** Many coffee shops offer loyalty cards where customers receive a stamp or digital point for each purchase. After accumulating a certain number of stamps or points, customers receive a free drink or discount. This encourages repeat purchases and rewards loyal customers.
2. **Club Marketing:**
   * **Sephora Beauty Insider Program:** Sephora's Beauty Insider program offers customers various benefits, including access to exclusive events, birthday gifts, and personalized product recommendations based on purchase history. Customers can advance to higher tiers of membership by spending more, unlocking additional perks and rewards.
3. **Social Benefits:**
   * **Fitness Community Events:** Gyms and fitness studios often organize community events such as group workouts, wellness seminars, or social gatherings. These events provide social benefits by fostering a sense of belonging and camaraderie among members, strengthening their connection to the fitness community and the brand.
4. **Personalized Services:**
   * **Streaming Service Recommendations:** Streaming services like Spotify or Netflix use algorithms to analyze user preferences and viewing/listening habits. Based on this data, they provide personalized recommendations for movies, TV shows, or music playlists tailored to each user's tastes, enhancing the user experience and fostering loyalty.
5. **Structural Ties:**
   * **Frequent Flyer Programs:** Airlines establish structural ties with customers through frequent flyer programs, offering rewards such as free flights, upgrades, or lounge access based on the number of miles flown. These programs incentivize repeat business and foster long-term loyalty to the airline brand.
6. **Contracts:**
   * **Subscription Boxes:** Subscription box services, such as Birchbox (beauty products) or Blue Apron (meal kits), often require customers to sign up for monthly or annual subscriptions. By committing to a subscription contract, customers receive regular deliveries of curated products or meals, ensuring recurring revenue for the company.
7. **Lower Prices and Better Services:**
   * **Online Retailers:** E-commerce platforms like Amazon offer lower prices and better services compared to brick-and-mortar stores. They provide convenience, fast shipping, extensive product selection, and competitive pricing, attracting and retaining customers seeking value and efficiency in their shopping experience.