

Toys & SMB Loyalty Program

1. Overview

We are excited to announce the launch of a **new loyalty program for the Toys category in 2023**, specifically designed for **small-to-medium-sized business (SMB) customers**. This program is part of our broader strategy to enhance the visibility, profitability, and customer satisfaction within the Toys category. By offering specialized promotions, exclusive discounts, and a tiered rewards system, we aim to empower SMB customers to optimize their inventory, attract more foot traffic, and drive higher sales.

Key highlights of the program include:

- Special promotions tailored for **stores in Japan and France**.
- Enhanced loyalty benefits that reward **consistent purchasing** and **long-term partnerships**.
- **Additional marketing investment** in Toys to bolster program effectiveness and synergy.

Through this article, you will gain a comprehensive understanding of the program's objectives, its implementation details, and how SMB retailers can leverage these opportunities to grow their Toys-related business.

2. Program Objectives

1. **Increase SMB Engagement:** Offer incentives and rewards to encourage small-to-medium-sized businesses to stock and promote Toys more prominently.
 2. **Drive Category Growth:** Stimulate demand and sales in the Toys category by aligning promotions, marketing efforts, and loyalty benefits.
 3. **Geographical Expansion:** Focus on high-potential markets in **Japan and France**, leveraging localized promotions and partnerships.
 4. **Strengthen Brand Loyalty:** Encourage repeat purchases through tiered rewards, exclusive coupons, and marketing collateral support.
 5. **Improve Profit Margins:** Provide structured incentives that reduce cost pressures for SMBs, helping them achieve better profit margins on Toys.
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3. Program Highlights

The 2023 Toys loyalty program boasts several key features that make it particularly attractive to SMB customers:

1. **Tiered Rewards Structure**

- **Bronze Tier:** Ideal for new or low-volume buyers, offering a base discount on Toys purchases.
- **Silver Tier:** Designed for mid-level buyers, featuring higher discount percentages and occasional limited-edition product previews.
- **Gold Tier:** The highest level of rewards, offering the best discount rates, priority access to new launches, and dedicated account support.

2. **Point-Based System**

- SMB participants earn points on every Toys purchase.
- Points can be redeemed for additional discounts, special seasonal bundles, or marketing materials (such as store displays and digital banners).

3. **Seasonal Promotions**

- Exclusive holiday promotions aligned with popular shopping seasons.
- Limited-time offers for new releases in the Toys category, encouraging early adoption and repeat purchasing.

4. **Marketing and Merchandising Support**

- Access to co-branded marketing materials that highlight toys in promotional flyers, social media templates, and in-store displays.
- Training resources (e.g., webinars, digital guides) to help SMBs merchandise products effectively.

4. Eligibility and Enrollment

Eligibility Requirements:

1. Must be a registered SMB (criteria vary by region but generally align with standard small-to-medium enterprise definitions).
2. Must have an existing account with us or be in the process of creating one.
3. Must commit to stocking and promoting eligible Toys products for a minimum of one quarter.

Enrollment Process:

1. **Account Verification:** Ensure your business account meets the basic eligibility criteria.
2. **Application Submission:** Complete the online application form provided on the partner portal.
3. **Tier Assignment:** Once approved, you will be assigned a **Bronze**, **Silver**, or **Gold** tier based on your historical Toy sales and potential forecast.

4. **Orientation:** Receive a detailed guide outlining program benefits, points accrual, redemption procedures, and promotional schedules.
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5. Special Promotions for Japan and France

One of the focal points of the 2023 Toys loyalty program is the emphasis on **Japan** and **France**. These two markets have shown significant potential for growth in the Toys category, and we are dedicating additional resources to help SMBs in these regions thrive.

Promotions for Japan:

- **Localized Campaigns:** Targeting local holidays (e.g., Golden Week promotions).
- **Cultural Tie-ins:** Collaborations with popular local characters or themes that resonate strongly with Japanese consumers.
- **In-Country Support:** Dedicated in-country representatives for real-time assistance and merchant training.

Promotions for France:

- **Seasonal Events:** Special promotions around key French holidays and national events.
 - **Pop-Up Campaigns:** Opportunities to host pop-up toy showcases in high-traffic areas, co-funded by the loyalty program.
 - **Language Localization:** Marketing materials, store signage, and promotional offers in French to connect with local audiences authentically.
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6. Marketing Synergy and Spend Allocation

In conjunction with the loyalty program, our marketing department has earmarked **additional spend for the Toys category** to amplify program effectiveness. Here is how we will ensure strong synergy:

1. **Coordinated Messaging**
 - Our marketing teams will work closely with participating SMBs to ensure consistent brand messaging across channels (in-store, online, social media).
2. **Targeted Advertising**
 - We plan to run geo-targeted ads in Japan and France, highlighting the advantages of purchasing Toys through participating SMB stores.
3. **Collaborative Campaigns**
 - Cross-promotions with complementary categories (e.g., children's apparel, novelty gifts) to direct more footfall to the Toys section.

4. **Influencer Partnerships**

- Collaborations with popular parenting and lifestyle influencers to showcase featured toys, tying back to participating SMBs.

By aligning loyalty incentives with marketing initiatives, we ensure that customers see both the value in the Toys category and the tangible benefits of shopping through participating SMB stores.

7. Implementation Timeline

Phase	Timeline	Key Activities
Planning & Setup	Q1 2023	<ul style="list-style-type: none">- Finalize program structure and tier benefits- Prepare marketing materials and localized promotions for Japan and France
Soft Launch	Mid-Q2 2023	<ul style="list-style-type: none">- Open enrollment for selected SMBs- Test loyalty platform functionality with pilot participants- Gather initial feedback and refine processes
Full Launch	Q3 2023	<ul style="list-style-type: none">- Officially launch the program globally- Deploy marketing campaigns in all regions, especially Japan and France- Provide ongoing training and support
Review & Optimization	Q4 2023	<ul style="list-style-type: none">- Analyze program performance and sales data- Collect participant feedback for improvement- Adjust promotional offers and marketing spend as needed

Please note that exact dates may shift based on regional considerations and internal resource availability. Any changes will be communicated to all participants via the partner portal and email updates.

8. Measuring Success

To evaluate the effectiveness of the 2023 Toys loyalty program, we will track several performance indicators:

1. **Enrollment Rate:** Number of SMBs signing up for and actively using the program.

2. **Sales Uplift:** Increase in Toys category revenue among enrolled SMBs versus non-enrolled SMBs.
3. **Redemption Activity:** Frequency and value of points redeemed, indicating engagement levels.
4. **Customer Retention:** Duration that SMBs remain in the program and continue to purchase in the Toys category.
5. **Market Penetration:** Growth in market share for Toys in Japan and France.
6. **Return on Marketing Spend (ROMS):** Comparative analysis of marketing investment versus incremental revenue generated.

Regular reports will be provided to participating SMBs to help them measure their individual performance and adjust strategies accordingly.

9. Frequently Asked Questions (FAQ)

1. **What if I do not meet the minimum sales threshold for my tier?**
 - Your tier status will be reviewed quarterly. If you fail to meet the threshold, you may be reassigned to a lower tier. Conversely, you can be promoted to a higher tier if you exceed sales expectations.
 2. **Are there any fees associated with the loyalty program?**
 - Enrollment in the loyalty program is free. Certain premium promotions or marketing packages may involve shared costs, but these are always optional.
 3. **Can I enroll if I operate an online-only SMB store?**
 - Absolutely. The program is open to online-only SMBs as well, though certain promotions (e.g., in-store events) may be more relevant to physical retail locations.
 4. **How do I access the localized materials for Japan and France promotions?**
 - Once enrolled, you will find localized marketing collateral in the partner portal. You can customize these templates with your store's branding.
 5. **What is the validity period for points?**
 - Points are valid for 12 months from the date of accrual. Unused points expire after this period.
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10. Support and Contact Information

For additional details or assistance, please use the following resources:

- **Partner Portal:** Access your account, track points, and download marketing materials.
- **Help Center:** Browse tutorials, how-to videos, and submit support tickets.
- **Regional Contacts:**

- **Japan:** japan-support@toyloyaltyprogram.com
- **France:** france-support@toyloyaltyprogram.com
- **Global:** global-support@toyloyaltyprogram.com

We look forward to working closely with our SMB partners to make the 2023 Toys loyalty program a resounding success. By combining tiered rewards, special regional promotions, and additional marketing spend, we are confident this initiative will foster growth, boost sales, and strengthen customer loyalty for all participants.

If you have any further questions or need clarification regarding any aspect of the loyalty program, do not hesitate to reach out. Thank you for your continued partnership and enthusiasm in the Toys category.