

10 Ways to Promote Your Loyalty Program

This is an extra resource to go along with the original article:

[The SaaS Guide to Creating a Simple Loyalty Program](#)

1. Add a popup for your loyalty program on your site
2. Send an email invite to new customers
3. Create an ad on Facebook that targets your customers only
4. Create a landing page/mini-website for your loyalty program
5. Create a YouTube video about your loyalty program
6. Spread the news via a blog post
7. Share the blog post to your email subscribers
8. Create a Google AdWords campaign
9. Highlight customers who are a part of your loyalty program on your social media pages
10. Include a link to your loyalty program's landing page in your email signature