

OUR BEST TIPS ON

How To Build Your Loyalty Database



Idealpos Engage is a **full loyalty solution** for hospitality, retail and convenience. Combining the power and flexibility of Idealpos loyalty and the experience of marketing retention experts, Impact Data, our solution can help you **acquire, engage and retain your customers** to grow your business. All without you having to employ marketers, analysts or loyalty experts. We do it all for you out of the box!

The only thing we can't do is build your database, so we have come up with the best ideas to help you on your way.

Here's our best tips to build your loyalty database using our QR code:

- ☐ **Train, educate and reward** your staff for signing up members. They are the heart of your business and need to be at the centre of your loyalty program
- ☐ **Sign-up page** on your website
- ☐ Printed on your **menus**
- ☐ **Socials campaign** - use the tile we supply or create your own
- ☐ **Staff rewards program** - can you create a leaderboard for the staff that sign up the most customers and reward them accordingly
- ☐ **Customer POS displays** - we will supply you assets to use
- ☐ **Digital displays and POS lock screens** - we will supply you assets to use

- ☐ **Kiosk** – talk to Idealpos about loading the signup on to your kiosk
- ☐ **Signage** around venue, especially in bathrooms
- ☐ **Business cards** with the QR code to hand out at local events
- ☐ Guests at **functions**
- ☐ Talk to your **Guest WiFi partner** about customers being able to opt in
- ☐ **Online/Takeaway** menu
- ☐ **Print QR code** on pizza boxes, coffee cups, coasters, take-away bags etc.
- ☐ Staff **badges** or even **uniforms**
- ☐ **Social Media Tile** in the communications of the sporting clubs you sponsor
- ☐ **Local papers**, social media pages and traders associations around your business or that you are involved in
- ☐ Print on **receipts**
- ☐ Drop off your menu in their **letterbox** with a QR code
- ☐ **Ice buckets, table numbers** and other table **hardware**
- ☐ Printed on **blocks** and scattered around **bar display**
- ☐ And a **bonus** one that we don't even know is possible but would be super cool, is if you could get something that burned it into your toasties with a stencil that could work on your flat iron toaster!



**Need more help with
Idealpos Engage?**

Email: sales@idealpos.co

Get in touch 