

Loyalty Sign-up Guide

15 simple steps to encourage guests to sign up for your Loyalty Programme throughout the entire guest journey and increase guest retention.

Looking

-  Post regularly on your **social media** channels reminding viewers of your loyalty membership rewards (include videos, images).
-  Publish and promote **blog posts** promoting loyalty programme rewards, special offers, or success stories. Guests love proof that your programme is worth-while!
-  Be more visible online by partnering with travel **bloggers** and **influencers** to show loyalty perks.
-  Use **paid ads** to further promote your programme through social media and search engines.

Booking

-  Promote guest **reviews** and **testimonials** of your loyalty programme visibly on your website.
-  Employ an **easy one or two step enrolment process** with Profitroom Loyalty.
-  Utilise multiple sign-up **prompts** throughout your hotel's website (homepage, Booking Engine, Checkout).
-  Consistently **display** the **instant perks** of joining your loyalty programme and what guests can expect to receive during booking.

Stay

-  Highlight your loyalty programme **at check-in** with a **display** and have reception encourage sign-ups whenever possible.
-  Prominently offer **members only services** (separate check-in line, concierge service).
-  **Acknowledge** loyalty **status** as often as possible with check-in, concierge, and housekeeping staff.
-  Encourage **sharing** your stay **on social media** to promote the loyalty for a wider audience - display **branded hashtags** throughout your hotel.

Post Stay

-  Send personalised post-stay **thank you messages** via e-mail.
-  **Regularly send** segmented **emails** to loyalty participants with members only offers, birthday discounts, and special flash sales
-  Use targeted email marketing to **unenrolled** loyalty guests offering exclusive benefits.