

Loyalty Program

7 Key Steps

1 Establish Program Budget
Max 1%-2% of Total Sales

2 Create Program Offer

3 Set Up Tracking Process
Manual vs. Electronic

4 Launch Details to Team

5 Launch Program to Clients
In-salon, email, social media, etc.

6 Provide Updates to Clients
Point status at each visit

7 Account/Accrue for Liability
Establish financial reserves for rewards



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