

How to Make Debit Reward Programs WORTH YOUR TIME



#1

USE BRANDED CARDS

When your reward participants use their card rewards to pay for gas or groceries or bring smiles to their children's faces with birthday presents, they'll think of your organization. Meaningful, personalized experiences endear reward recipients to your brand.



#2

USE DEBIT/PREPAID CARD REWARDS FOR SPIFS

When you want to fire up participants quickly—to increase sales of a new or specialty product, for instance—prepaid or debit card rewards will work best.



For a SPIF or a rebate, a debit card reward works better. A SPIF or rebate may only last three weeks to three months. For that reason, you want something that people can easily understand.

—STEVE DAMEROW, CEO OF INCENTIVE SOLUTIONS



#3

SET SPECIFIC GOALS

The effectiveness of prepaid and debit card rewards is diluted if participants believe they can receive them at some other, undefined point in the future for some equally undefined action.



#4

TRACK THE PROGRAM'S PERFORMANCE

With great communication and marketing strategies, along with detailed ROI planning and implementation, you can make sure your debit rewards are motivating participants and meeting your goals.



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