

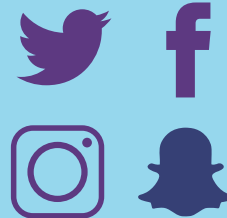
# 5 STEPS TO INSPIRE BRAND LOYALTY IN YOUR DISTRIBUTION CHANNEL PARTNERS



5.

## MAKE SURE YOU HAVE THE RIGHT DISTRIBUTION PARTNER.

Sometimes your channel partners just don't have the same values or goals as you. Save your time and money and decide when to cut ties.



4.

## ENGAGE AND EDUCATE.

Communicate with your partners. Engage through social media and the content on your website. Keep education fun and rewarding. Encourage participation in online training quizzes, daily trivia, etc.



3.

## TAILOR YOUR PROGRAM TO DIFFERENT TIERS OF DISTRIBUTORS.

Implement flexible online loyalty software that allows you to separate distributors into different "tiers". Direct sales promotions to them separately based on the groups and their qualifications.



2.

## GATHER CUSTOMER DATA TO DELIVER UNIQUE CONTENT!

Use a "master" record of each customer, including as much accurate info about them as you can collect, to create content and experiences the customer wants to see.



1.

## CREATE A CONSISTENT CONSUMER EXPERIENCE FROM START TO FINISH.

Incorporate your branding and values often to help your distributors build a connection to you.

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