

INCENTIVE SOLUTIONS PRESENTS:

B2B LOYALTY

DON'T BE A COMMODITY SUPPLIER!

6 WAY TO PERSONALIZE B2B RELATIONSHIPS



1.) PERSONALIZED VALUE ADDS

B2B customers want to know: "What's in it for me?" Top notch product quality? Excellent service? It's up to you to educate and differentiate.

HINT: Everyone loves loyalty rewards. Try incorporating them into your marketing efforts!

2.) OMNICHANNEL COMMUNICATION

B2B customer expectations have been reshaped by their B2C experiences. Today's buyers expect customer-centric, omnichannel engagement

HINT: Modern customer loyalty programs provide one-stop digital hubs where customers can connect.



3.) INTERACTIVE BRAND EDUCATION



Who says B2B sales can't be fun? Providing reward points for interactive quizzes and trivia is a great way to help your B2B customers learn more about what makes you different.

HINT: Tell your brand's story every chance you get!

4.) RECOGNITION

Your customers are important. Treat them like they're one of a kind!

HINT: Segment your audience. Make sure you're investing your B2B loyalty rewards and recognition where they'll make the biggest difference!



5.) SHARE SOME FUN!



An effective B2B customer loyalty program makes interacting with your brand a can't miss proposition. Make sure that interfacing with your loyalty program is effortless and fun.

HINT: Elements of *Gamification* – points-scoring, leveling up, and other game like elements – will make your program irresistible.

6.) EXCHANGE FEEDBACK

The connectivity and relationship capital your loyalty program provides make it the perfect opportunity to build trust and create a two-way information exchange.

HINT: Over 88% of customers are willing to share marketing data in exchange for personalized offers.

