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## **Reward Your Customers**

**By Adrian Kennelly**

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The formula for success for any business is to get your customers to make repeat purchases. There are a number of factors involved for getting repeat customers: pricing, quality of products and services, excellent customer service etc. One of the best ways is to reward your customers for their repeat purchases. Here are three effective customer reward programs you could implement:

#### Number Of Purchases

This program is based on the number of purchases made by any customer. You could give away a free product or service to any customer that makes ten or more purchases. To make the program more effective you could require a set time period that all ten purchases must be made by.

#### Dollar Amount

You can require a certain dollar amount be spent before the customer receives a reward. Tell customers if they spend over \$50 in one month at your web site they get a 50% discount on their next purchase. You could also just reward one customer who spends the most every month with a bigger reward like a vacation.

#### Points System

Reward customers a point for every one-dollar they spend. Lets say customers can get a free computer for 300 points. That means customers will spend \$300 dollars on your products and services to get enough points to get the free computer. To push slower selling products or services just offer more points per dollar spent for those particular items.

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The kind of rewards you give should depend on what your business can afford. Cheaper rewards could be gift certificates, coupons, clothes, or movie passes. Expensive rewards could be jewelry, vacations, bed and breakfast gift certificates, electronics or computer equipment.

You may want to invest in a good database program to keep track of your rewards program. I also recommend contacting a legal professional for advice, set-up and the structure of your rewards program. I hope these ideas I've given you help make your business more successful.

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### **Airline Credit Cards - Are They Offering The Best Value?**

**By Joseph Kenny**

There are more reward credit cards around now than ever before. There are cash back credit cards, points cards and American Express even have a new nectar card out. One of the long running popular rewards has been the airline credit card. These are offered by many of the main card providers and they offer as their reward scheme the chance to collect airmiles as you spend. Airmiles are an extremely popular reward as they can be redeemed on major airlines for free or upgraded flights. However, the question customers have to keep asking themselves in this respect is whether or not they offer the best value.

Looking at airline credit cards as a whole, they typically reward you with one airmile per pound spent. This seems fair enough but when you look at airmile redemption prices, you can see that it costs thousands of airmiles for even the shortest flights. For the vast majority of customers, it will take literally years to spend enough on the card to redeem a free flight, even within the UK. Some customers will be able to add these miles to ones they also collect on flights and in this way build up miles faster.

If you compare this to other rewards however, you may be forced to ask yourself if they are worth the hassle. First, compare this type of reward with similar rewards for using say a cash back credit card. While it will depend on the specific circumstances of your card, it may well be the case that you would have got back enough cash to buy a flight out right before ever getting enough miles to claim a free one.

Also, if you are paying high interest on an outstanding balance then airmiles will be the last thing you

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should be thinking of. Rather you should consider getting a good balance transfer card that will allow you to switch your balance to it and enjoy a substantial interest free period on the balance. This will likely save you far more than any reward scheme will be worth to you. Also, you may want a card that gives you lower rates on purchases if you do not pay off your balance in full each month. As a general rule, if you don't pay off your entire balance in full each month, you should be more concerned with interest rates and balance transfer possibilities than reward schemes on credit cards you use.

Joe Kenny writes for the credit card comparison sites

and also



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