

☺ smile.io

# How to brand your rewards program like a pro.



# Step 1: Give your program a name



What you decide to call your rewards program sets the tone for your new and returning customers. This first impression can make or break their decision to participate in your program, so you need to make sure you grab their attention right away!

One of the best ways to do this is by establishing an emotion that aligns with your brand and the products you sell.

If you sell men's grooming supplies, you could build your program around the idea of strength or masculinity with a name like "The Burly Brood." If you sell cosmetics, you might align your rewards program with femininity and beauty by calling it "Pretty Petals."

No matter what you sell, you need to understand your target demographic in order to craft a name that makes your members feel special.

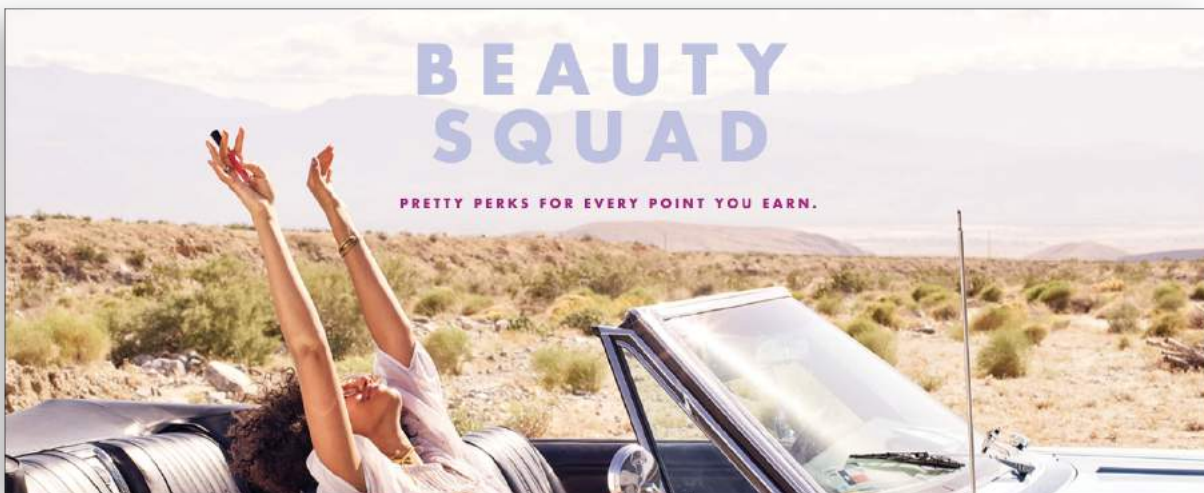


## Pro Tips:

- Start each word with the same letter so that it's easy to remember
- Incorporate your currency to create a unified brand
- Use humor to grab your customer's attention

## Program Name Examples

### e.l.f.'s Beauty Squad



**Why we love it:** clearly communicates a sense of community customers want to be part of.

### Northwest Guitar's Amplified Rewards



**Why we love it:** uses puns to easily relate their products and brand values to their program.

# Step 2: Name your rewards currency



If your program's name is the first thing your customers notice, your currency is definitely second!

Like your program name, your currency should establish an emotion and clearly communicate the value of joining. Avoid generic terms like “points” by aligning your currency with your brand's values and products. This will keep the focus on what makes your brand unique and set you apart from your less creative competitors.

Alliteration, puns, and humor are three other great ways to keep your program's currency top of mind. The easier your currency is to remember, the more likely your customers will be excited to earn it.



## Pro Tips:

- Refer to your program's name to connect your currency to your program
- Incorporate your brand values
- Make your customers laugh!

## Currency name examples

### Glow Recipe's Miles



**Why we love it:** directly relates to their brand and pays homage to their loyal customers all over the world.

### Catchin' Deers' Buck\$



**Why we love it:** plays on existing currencies and their target customers with humor.

# Step 3: Customize each of your program elements



While your program name and currency have a huge impact on your rewards experience, they can only carry it so far. In order to make your rewards program truly irresistible, it should be designed to reflect what makes your brand unique.

You can do this by using brand colors, photography, and icons that tell your brand story. We've made this extremely easy for Smile.io programs with our Smile UI.

Consisting of a launcher, customer panel, and cards, you have ample opportunities to tie every component of your program into your larger brand.

You can even customize your tier, rewards, and earning action icons to make your rewards program truly one of a kind.

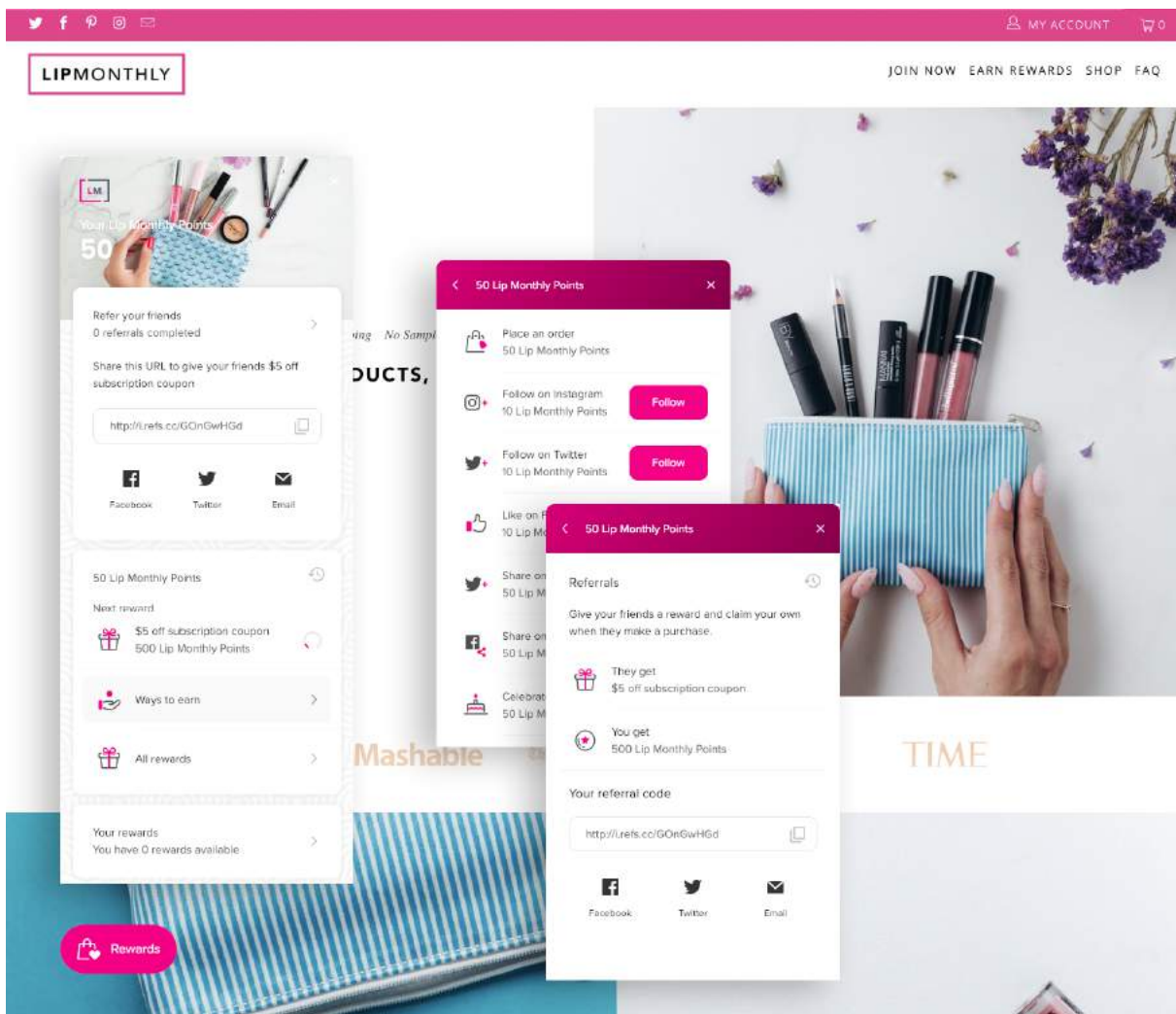


## Pro Tips:

- Emphasize a brand color
- Show customers what makes your brand special
- Take advantage of customization to make your program your own!

# Smile UI Examples

## Lip Monthly



**Why we love it:** uses consistent colors and brand photography to brand their rewards experience from head to toe.



# Arteza

**ARTEZA**

Support Rewards Log in Cart (0)

Pencils Markers Pens Paper Pads Canvas & Panels Paint Brushes Quilting Supplies Crafting Office Supplies Bundles Kids Gift Cards

## CRAFTING

Welcome to the **Arteza Club**

**Become an Artezani!**

Sticking with Arteza's motto of Art for Everyone, we developed the Arteza Club to reward artists for doing what they love - art. Earn points by buying your favorite supplies and then spend those points on more art materials!

[Become an Artezani!](#)

Already a member? [Sign in](#)

**Club Points**

Earn Club Points for purchases, reviews, referrals, and more! Then redeem your collected Club Points during check out.

- Ways to earn
- Ways to spend

**Spread the Love of Art**

Who doesn't love getting club priced art supplies? Refer a friend and earn rewards for you both! It's fast, it's easy, and they'll thank you for it!

- They get \$5 Off Discount
- You get 500 Club Points

**Club Standing**

We have divided our Club into three standings based on the quantity of supplies you use. You rise through each standing as you buy your favorite art supplies. The more you create, the more you're rewarded, and the higher Standing you achieve!

- Hobbyist Earn 0 Club Points in the last year
- Crafter Earn 1000 Club Points in the last year
- Artezani Earn 2500 Club Points in the last year

**Your Standing**

Hobbyist Achieved 24 days ago

800 Club Points to Crafter

**200 Club Points**

Artezani 2500 Club Points earned in the last 365 days

**Benefits**

- Featured on social media
- Entry Reward - \$10 Coupon Code
- Make a Purchase - 7 Club Points for every \$1 spent
- Celebrate a Birthday - 1000 Club Points
- Share on Facebook - 70 Club Points

**Full Spectrum Self Adhesive Vinyl Bundle**  
~~\$49.99~~ \$42.48  
 ☆☆☆☆☆ No reviews

**Colorists' Ultimate Sketching Bundle**  
~~\$39.99~~ \$33.98  
 ☆☆☆☆☆ No reviews

**Real Brush Pen Beginner Bundle**  
~~\$48.97~~ \$41.62  
 ★★★★★ 3 reviews

**Acrylic Painter Sta...**  
~~\$74.98~~ \$63.73  
 ★★★★★ 2 reviews

~~\$63.85~~ \$54.27  
 ★★★★★ 1 review

**Why we love it:** incorporates custom colorful icons to give their brand a distinct voice and personality.



# Step 4: Promote your program with email marketing



Although your customers might predominantly interact with your rewards program on your site, you also have a huge opportunity to encourage engagement through email. By incorporating many of your program's elements, you can translate your exciting onsite experience into emails and expand the reach of your rewards program.

Some program emails you can send your customers include:

- Birthday rewards
- Points balance
- Referral codes
- Points expiry
- And more!

Make sure your customers can identify your program immediately. This connection will strengthen your overall brand experience and add value to your email marketing campaigns.

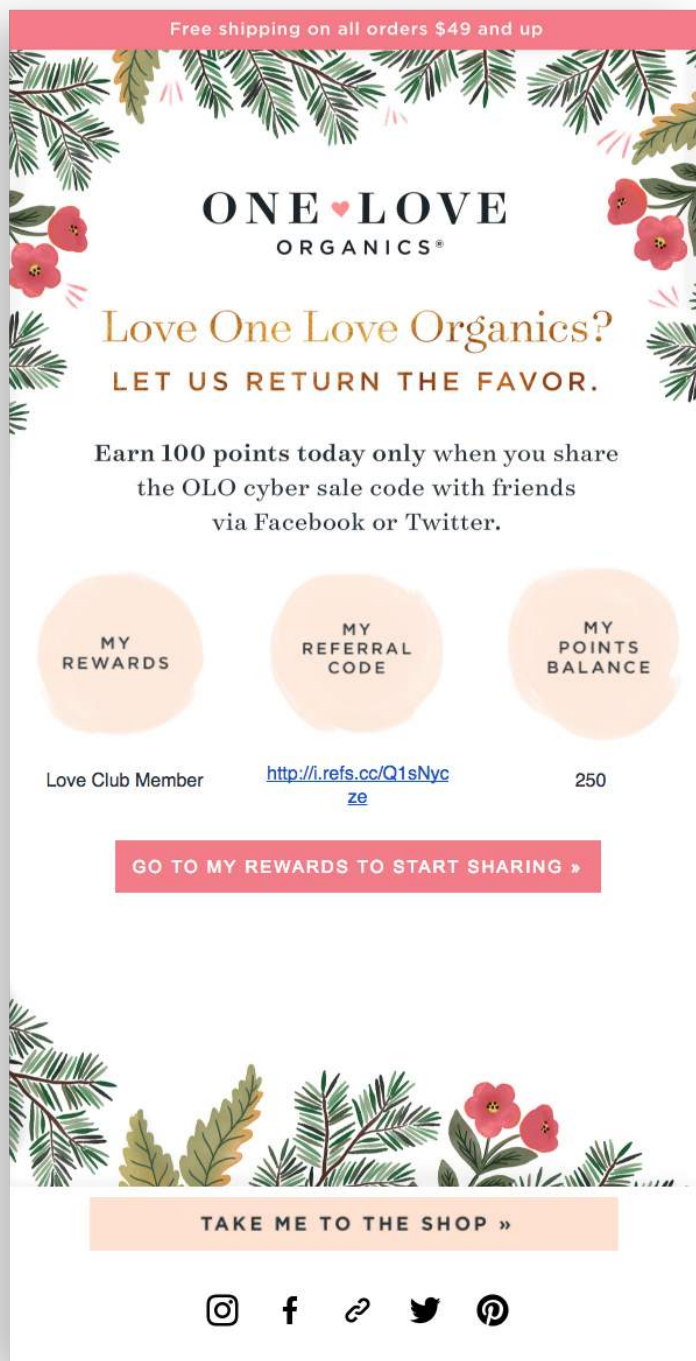


## Pro Tips:

- Remind customers how many points they have
- Show customers why being a member is valuable
- Keep your visuals on-brand

## Email marketing examples


### One Love Organics — Referral campaign



**Why we love it:** uses colors, shapes, and organization to create effective calls to action that direct the customer back to the rewards program.

## SweetLegs — Program launch

# SWEETLEGS™



## REWARDS

**Introducing *SweetLegs Rewards!***

We just want to say *thank you* for rockin' SweetLegs!  
Join our new ***SweetLegs Rewards*** and start earning points today.

**Spend More, Earn More.**


VIP LEVEL	SPEND	EARNED
Member	\$0-\$249	5 Points
Super Fan	\$250-\$499	9 Points
Rockin' Star	\$500-\$999	17 Points
Superstar	\$1000-\$1499	26 Points
Rock N Rolla!	\$1500-\$1999	35 Points
SweetLegs!	\$2000+	44 Points

\*Only SweetLegs purchases are eligible. [SEE OUR TERMS](#)


**Bonus Points!**  
Earn bonus points and PERKS as you rock us!

**Redeem anytime!**  
Redeeming points is easy, use our kiosk directly in-store or anytime!


**Become a Distributor!**  
Move up 10% quickly and earn points for every order!




So Many Ways To Earn Points.




**5+ POINTS**  
Every \$1 you spend




**250 POINTS**  
Create an Account




**500 POINTS**  
On your birthday!




**150 POINTS**  
With a review



**50 POINTS**  
Share on Facebook




**50 POINTS**  
Share On Instagram



**50 POINTS**  
Retweet via Twitter

**SIGN UP**

Already have a SweetLegs account? Log in [HERE](#) to start being rewarded!



**Why we love it:** perfectly branded to match the look and feel of their other marketing emails.

# Step 5: Build an effective explainer page



Last but certainly not least is an explainer page. This page is where customers can go to get all of the information they need about your program:

- What do they get for signing up?
- How can they earn points?
- How can they redeem them?

In these ways, your explainer page continues telling the story your customer panel starts. Keep them unified by using similar colors and imagery as you dive into more of the specifics of your program.




## Pro Tips:

- Keep it simple
- Have a clear call to action
- Make it visual

# Explainer page examples

## Spectrum Cosmetics



Reward yourself with  
**SPECTRUM**


We have a **memazing** rewards system in place and it's super simple to use!

Earn points on your account & receive money off to spend spend spend across our website.

*How does it work?*

Simply click the Rewards tab on the right hand side of our site.

Sign up or log in with your customer account and start earning!




*How can I earn points?*

Every time you make a purchase we will reward you with 4 points for every £1 spent!

Let us know your birthday and we'll send you 500 points!


Refer a fab friend and we'll send you 300 points and 15% off for them if they make a purchase.



*How do I spend my points?*

You will get a voucher code for the following amounts:

- Receive a £5 off voucher code when you earn 500 points.
- Receive a £10 off voucher code when you earn 1,000 points.
- Receive a £25 off voucher code when you earn 2,500 points.



HAPPY SHOPPING

**Why we love it:** keeps earning and spending rules simple to help customers understand how the program works.

# Klova



The landing page features a dark blue background with a circular logo at the top center containing the word 'SLEEP' and 'KLOVA' around a globe. Below the logo, the text reads 'Get rewarded while you sleep.' followed by a sub-headline 'Simply shop & share to earn points for sleep loyalty discounts, free gifts, and more!' and a 'Join the Rewards' button.

The second section is titled 'Give \$10. Get \$10.' and includes a photograph of a couple in bed. The text says 'Give the gift of restful sleep! Send \$10 to a friend to shop at Klova. When they make a purchase, you get \$10 to use on your next purchase.' with a 'Learn More' button.

The third section is 'Earn & redeem Klova Coins. They're as good as cash!' and shows two examples: 'EARN' (1 coin = \$1) and 'REDEEM' (20 coins = \$1).

The fourth section, 'Ways to Earn Your Rewards', lists four methods: 'SHARE ON SOCIAL MEDIA' (20 coins), 'CELEBRATE YOUR BIRTHDAY' (500 coins), 'MAKE A PURCHASE' (1 coin), and 'SIGNUP' (50 coins).

The final section is 'Redeem in 3 simple steps', with 'Step 1' highlighted as 'SIGNUP FOR AN ACCOUNT'. It includes a photo of a hand holding a smartphone and a 'Join the Rewards' button.


## Why we love it:


extremely dynamic with excellent use of brand colors.




# Noughty

## THE NOUGHTY List







15 POINTS  
WHEN YOU SIGN UP



EARN WITH EVERY  
PURCHASE



GIFT ON YOUR  
BIRTHDAY






FULL SIZE PRODUCTS  
REDEEMED FOR POINTS

### WELCOME TO THE NOUGHTY LIST

TURN EVERY POUND YOU SPEND INTO POINTS AND ACCESS A WORLD OF INSIDER-ONLY PERKS.

JOIN NOW
SIGN IN

	CHEEKY 	MISCHIEVOUS 	WICKED 
Points per purchase	£1 = 2 points	£1 = 3 points	£1 = 4 points
Free sample with first order	♥	♥	♥
Free full size products redeemable with points	♥	♥	♥
Money off coupons redeemable with points	♥	♥	♥
Birthday gift	♥	♥	♥
Free UK next day P&P redeemable with points	♥	♥	♥
Access to new products		♥	♥
Exclusive email content		♥	♥
Invites to VIP events			♥
Free range bundles redeemable with points			♥
Free Christmas gift			♥

#### HOW TO EARN POINTS

- Create an account = 15 POINTS
- Sign up for Newsletter = 35 POINTS

WAYS TO EARN

#### HOW TO REDEEM POINTS

Use your points to claim free Noughty products and access exclusive privileges.

Login in now and start redeeming.

WAYS TO SPEND

**Why we love it:** includes several clear call to action buttons encouraging customers to join.

# Contact Information.

sales@smile.io

1-855-699-9322

Visit us at [smile.io](https://smile.io)

## Author Information.

**Kirsten Burkard**

@kirstenburkard

