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How to build a rewards program in **fitness apparel.**



Did you know that your fitness apparel brand is perfect for a rewards program?



HIGHLY SOCIAL

As fitness culture grows, more customers are sharing their health routines on social media, creating more opportunities for customers to engage with you online.



HIGH REPEAT PURCHASE RATE

“Athleisure” continues to increase in popularity as more people adopt a healthier lifestyle. This means customers are looking to expand their athletic wardrobe on a regular basis.



PRONE TO REFERRALS

When it comes to buying new workout clothes, customers are always looking for brands that are fashionable and high quality. With so many brands to choose from, a friend’s recommendation can go a long way.

Fitness apparel sales have increased by 42% over the past 7 years. Health and fitness are increasingly common topics, and this “rise of fitness” has led to a significant surge of social content. Athleisure also has more people choosing to wear fitness apparel for everyday use, firmly embedding it in day-to-day wardrobes.



Fitness apparel expected to pass **\$231.7** billion in sales by 2024.

With a stronger focus on the positive effects of an active lifestyle, more people want to look and feel good and the clothing they wear is a big piece of that.



Low Competition

High Competition

With so much user-generated content featuring fitness brands and apparel cropping up, competition has also increased and shows no signs of slowing down. This is why brand communities are so incredibly important. By creating more valuable forms of engagement through points, VIP tiers, and referrals, you eliminate the desire to shop with a competitor, keeping your brand at the top of everyone’s feed.



Congratulations!

Your brand is perfectly suited to capitalize on the benefits of a loyalty rewards program.

Program Strategy



Even though getting healthy is the main priority, fitness fashion is becoming increasingly important to customers. However, it's not enough to look good — it needs to be good quality, too.

One of the best ways to position your brand as a quality choice is to improve the value customers experience every time they engage with you. A rewards program gives you the tools you need to improve every transaction while also increasing the valuable ways they can interact with you. From social engagement to product reviews, you can use your program to strengthen your community and establish strong switching barriers that will keep your customers excited about your brand.

Not only will these actions encourage stronger emotional connections, but they'll also create valuable social proof. These types of user-generated content help demonstrate the quality and value of your brand over your competitors', which will encourage more first time shoppers to shop with your brand.

In these ways, your brand community becomes each shoppers' new "fitfam" that feels supported, welcomed, and valued with a shared sense of purpose and passion for fitness fashion.

Program Objectives



ACQUIRE

You already have some profitable customers, but it's always great to have more! Providing potential customers with a rewards program that offers clear value will separate your brand from your competitors. Getting more bang for your buck is always attractive, and demonstrates a commitment to excellent customer service.

RETAIN

Once you've got your customers hooked, it's important to ensure they stay there. Developing a rewards program that recognizes the longevity of your customer's spending habits is vital to keeping them engaged and satisfied with your products and services. Offering multiple ways to earn and redeem rewards will make your program more enticing, and keep more shoppers actively engaged.

NURTURE

Brand advocates are an essential tool for promoting your business, but they're not always easy to come by. Rewarding your customers for both sharing about their experiences with your products and referring friends to your business is an excellent way to develop a relationship with your key customer base. By actively investing in this relationship, you'll be building trust with your customers that can't be outbid by competitors who offer nothing more than a low price.

Outlining the purpose of your program will allow you to better track success and make valuable changes later on.

Let's talk fitness apparel specifics & recommendations



ENCOURAGE CUSTOMER REFERRALS

When it comes to buying fitness clothes online, some shoppers are still hesitant to try a new brand without knowing if the quality's good enough to get them through their next sweat sesh. Lower your brand's barrier to entry by rewarding existing community members for referring their friends. By rewarding both new and returning customers, you make your brand more valuable and increase their desire to stay engaged.



REWARD FOR SOCIAL SHARING

With so much fitness content on Instagram, Twitter, and Facebook, it's an easy decision to reward your customers for joining the conversation. You can make your customers feel like an important part of your community by rewarding them for following and engaging with your brand as part of their social fitness journey.



KEEP YOUR PROGRAM ON BRAND

One of the reasons customers are going to choose your brand is because of how your products look, and the same goes for your rewards program. Make your rewards program a holistic part of your brand and your customers' fitness experience by branding it to look and feel as good as you want your customers to feel when wearing your products.



REWARD FOR REVIEWS

There are many things that are hard to portray online, such as fabric quality, how things fit, and whether your leggings are actually “squat proof.” By rewarding your community members for sharing their own experience, it's easier for new shoppers to see the value of your products, increasing the chances of them trying your brand for the first time.

We've helped many fitness apparel brands grow their business with rewards, including these amazing programs:



PROGENEX



GAIAM



SHEFIT

Here is what your rewards program should reward points for:



MAKING PURCHASES

How does it work?

Customers will earn a certain number of points (or rewards currency) for every dollar they spend or transaction they complete.

Why is this effective?

This type of reward is effective because it encourages members to perform the most valuable action on your site - making a purchase! The amount of points you offer will vary depending on your margins and what your direct competitors are doing.

SOCIAL SHARING

How does it work?

Customers are rewarded points for subscribing to your social channels such as Facebook and Instagram. They are also awarded points for sharing your brand with their own social networks.

Why is this effective?

The fitness apparel industry is extremely visual. As a result, the best way to convince a shopper to choose your brand is to show them how beautiful and valuable your products are. When customers are rewarded for subscribing to your channels, it will not only increase the amount of your visual content they see but also encourage them to share it on their own channels, putting your brand in front of an entirely new audience who are also looking for their next gym outfit.

CUSTOMER REFERRALS

How does it work?

Current members are rewarded for sharing your store with friends and family. When they refer a friend, both your current customer and the person they are referring get a reward. This in turn rewards you with more sales and a new member to add to your growing brand community.

Why is this effective?

Most shoppers who have had a positive experience are willing to refer their friends but seldom do because they aren't given a reason to. Reward points for a referral and you will turn your existing customer base into your most effective marketing tool! Receiving a recommendation from a friend makes it much easier for a new customer to try a new brand online.

PRODUCT REVIEWS

How does it work?

Customers receive points for each product they review.

Why is this effective?

Rewarding customers for sharing their experiences with your products gets existing customers actively thinking about your brand while also building trust with new customers. Customers will always trust each other before they trust you, leading many shoppers to look to reviews for insight into whether your product is worth their money. If your best customers are positively promoting your products, these reviews become a very valuable acquisition tool!

Having multiple ways to earn rewards makes your program more engaging, which ultimately makes it more profitable.



Now for the fun part: redeeming rewards

GIFT CARDS/STORE CREDIT

How does it work?

Instead of offering your customers a straight discount like dollars or a percentage off, you can offer them a gift card or store credit for the same value.

Why is this effective?

This type of reward decreases the risk customers are taking when purchasing online. Offering future discounts will encourage customers to come back and shop with you in the future. These rewards are particularly good at encouraging customers to come back after buying a completely new fitness wardrobe. With additional store credit waiting for them, they'll be more likely to purchase additional high-end pieces from your store as opposed to someone else's.

PERKS

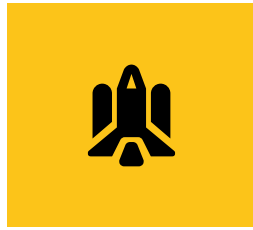
How does it work?

These rewards offer customers access to exclusive products and services that would be otherwise unavailable to them. Some examples include early access to sales, invites to insider events, and exclusive products reserved for program members.

Why is this effective?

These rewards work best within a tiered or customer group based program. Offering these rewards only to those customers in higher tiers is an excellent way to increase the exclusivity of your program and inspire increased spending.

A great way to leverage this type of reward would be to give your best customers early access to a new line of products. With a stronger presence on social media and an interest in getting the newest styles into their wardrobe, your most loyal customers will relish the opportunity to get something before everyone else. This will validate their decision to join your brand community and encourage them to continue choosing you first in the future.



Building a rewards program for luxury brands isn't rocket science



DEVELOP A PROGRAM STRATEGY

that places excellent value and customer service at the core of your program.



REWARD YOUR CUSTOMERS

for referring friends to your business to encourage the growth of your brand community.



PROVIDE MULTIPLE WAYS TO EARN REWARDS

focusing not only on dollars spent but on the complete experience.



REWARD FOR SOCIAL SHARING

to increase visibility for your brand.



INCENTIVIZE REFERRALS

to ensure your best customers are sharing your brand with their friends.



BRAND YOUR PROGRAM

so that it becomes an integral part of your outstanding customer experience.



REWARD FOR REVIEWS

to inspire trust and reinforce the quality of your products.



BUILD COMMUNITY

by rewarding customers with early access and perks that make your best customers feel elite.

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