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# How to build a rewards program in men's fashion.



# Did you know that your men's fashion brand is perfect for a rewards program?



## **HIGHLY VISUAL INDUSTRY**

Apparel is a super visual industry, and men's apparel is no exception!. With a rewards program, you can reward customers points for sharing your products on Facebook or Instagram, making social media an extremely valuable tool.



## **HIGH CUSTOMER LIFETIME VALUE**

Men tend to purchase quality items they don't have to replace every few months. However, once you've sold them on the quality of your brand they are sure to come back to your store for all their future purchases.



## **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.

You may know that the average person spends 15-25% of their discretionary income on apparel, but did you know that men actually spend a whopping 34% more on apparel each month than women do?

The reality is that male shoppers are most concerned with quality. As a result, they focus on purchasing

high quality items that they won't have to replace in 6 months. leading them to make less frequent purchases but ultimately buying more



**Low Competition**

**High Competition**

Since clothing is so inexpensive to ship, the apparel industry is highly competitive. Currently mens' fashion is not as competitive as women's, but that gap continues to close as low barriers to entry see competition increasing steadily.

This is why men's fashion brands need invest in communities. By creating more valuable engagement with points, VIP tiers, and referrals, you can continually show the value of your brand and products.



# Congratulations!

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

## Program Strategy



Even though the main focus of any fashion brand is how good the products look, the male customers they're selling to are more interested in the price-to-quality ratio they're offering.

One of the best ways to position your brand as a the 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 enriching the ways they can interact with you. From rewards for social engagement to points for 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' in your customer's words, which will encourage more first time shoppers to trust and shop with your brand.

In these ways, your brand community becomes a “brotherhood” of shoppers that feel supported, welcomed, and valued with a shared passion for looking good - at a reasonable price.

# 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 men's fashion specifics & recommendations



## ENCOURAGE CUSTOMER REFERRALS

It's hard to know from a picture whether a brand's products are good enough to get them comfortably through their next hike or video game session. By letting your existing customers affirm the quality of your products with referrals, you make your brand more valuable and trustworthy to potential customers. Combine that with rewards for both new and returning customers and you also increase everyone's desire to stay engaged.



## REWARD FOR SOCIAL SHARING

With a growing amount of men's fashion and apparel content on social media, 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 everyday life.



## 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' experience by branding it to look 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 feel, how things fit, and just how durable your clothes really are. By rewarding your community members for sharing their own experience with your products, it's easier to see the value of your brand. This increases the chances of shoppers trying your brand for the first time and helps them trust that you are by far their best choice.

**We've helped many men's fashion brands grow their business with rewards, including these amazing programs:**







# 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?**

Since men's fashion is such a visual industry the best way to convince a shopper to choose your brand is to show them how high quality and attractive your products are! Rewarding customers for subscribing to your channels will not only increase the amount of your 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 pieces to invest in.

## **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.

### **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. Rewarding points for referrals incentivizes your customers, turning them into your most effective marketing tool! Receiving a referral from a friend makes it much easier for a new customer to try a new brand online, rewarding you with more sales and a new member to add to your growing brand community.

## 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 does two things: it gets existing customers actively thinking about your brand, and also builds 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 high value items like a great pair of jeans or a new blazer. With additional store credit waiting for them, they'll be more likely to purchase additional quality pieces from your store as opposed to someone else's.

## PERKS

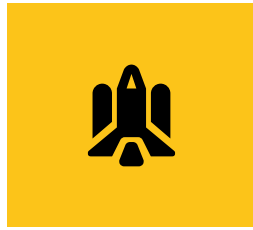
### How does it work?

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 when paired with a tiered VIP program. Since men are especially prone to enjoying the gamification of programs like these, offering specific perks to only your top tier customers is an excellent way to increase the exclusivity of your program and inspire additional 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 deals and best value, 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 men's fashion 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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