

HOW TO CREATE YOUR POINTS/REWARDS SYSTEM

Audiences defined as:



USER:

Your fans/customers/clients who share your content



LEAD:

A potential new customer/client



NEW CLIENT/CUSTOMER:

A lead who becomes a client/customer

What makes ShareCentive a little different from our competitors is that we allow you (and therefore your business) to decide the best system to incent your users to share your content. Not every business works exactly the same, and not every business has the same budget and marketing requirements, so it's important for you to spend a little time choosing the right points and reward system for your users.

Keep in mind, what you decide for points and rewards doesn't have to stay the same for every campaign you run. You can change how many points you give and how many points it takes to receive a reward.

In order to make the right choice for your business, your users, and your potential new leads, there are a couple things you need to think about. We suggest working backwards from determining the value of a new client/customer.

Here are the steps you can take:

Determine the Lifetime Value (LTV) of a New Client/Customer.

Not every business model works the same way, obviously. If you run a car dealership, for example, you may not get more than one sale out of a person. But, that sale could be \$30k, depending on the car. In this case, you should determine the average amount of money a person spends with you and how that value impacts your bottom line.

On the other hand, you may have a dental practice. New clients may stick with you for years and years, so your clients' average LTV may be very high and meaningful to the health of your business.

Determine how much of that LTV to give back to your users.

Whatever the case, it's smart for you to put a dollar amount on how much a new client is worth to your business. Once you have that number in your head, decide what percent of that value you'd be willing to give back to the user who brought you that client.

In general, we suggest giving back about 1-2% of that LTV to the user who brings you a new client. So, for example if the LTV of a new client/customer is \$1k, then your reward will be \$10-20. If the LTV of a new client/customer is \$20k, your reward would be a much more substantial \$200-400.

The rewards the users can choose from can be whatever you choose, and what you think your customers will like the most. We suggest gift cards because they're easily transferable and can be sent online. However, that's up to you. You can also offer discounts on your services or products, or offer them for free.

Determine your points system.

Once you decide how much you can and want to spend, the next step is to determine a points system.

You can set up your points system to give points to users who generate leads and new clients/customers for you. If new clients/customers are highly valuable, then give users a lot of points for bringing you one. In general, we suggest rewarding new leads with fewer points. Once that lead becomes a customer, then your users will be rewarded with more points.

Within the rewards system, you can create multiple rewards with different point values. This will give the users different options for redeeming their points. You can have an unlimited amount of rewards you offer, but we advise you choose at least 5-10 different reward options so that users can determine what is the most attractive and entice them to share your content.

Some Examples:

100 points = \$500 gift card OR a free premium product/service from your business
75 points = \$250 gift card OR free product/service
50 points = \$100 gift card OR free product/service
25 points per new client/customer
10 points per new lead

500 points = \$500 gift card OR free premium product/service
100 points = \$100 gift card OR free product/service
50 points = \$50 gift card OR free product/service
20 points = \$10 gift card OR free product/service
20 points per new client/customer
5 points per new lead

100 points = \$50 gift card OR free product/service
75 points = \$25 gift card OR free product/service
40 points = \$10 gift card OR free product/service
10 points per new client/customer
5 points per new lead

You may also give your users options for how they'd like to spend their points.

500 Point Options:
\$100 Gift Card to your store
\$75 Gift card to Chili's
\$75 Gift card to Target
\$75 Worth of services at day spa
\$50 gift card to Target

300 point options:
Free product or service
\$50 gift card to Target
\$50 gift card to Chilis
\$50 gift card to Starbucks

100 point options:
\$20 gift card to Amazon
\$20 gift card to Walmart
\$20 gift card to local restaurant
\$20 gift card to Home Depot

You may also like to reward your users quickly, so they have gratification quickly:

20 points = \$10 gift card
20 points for new client/customer
5 points per new lead

Your business has an unlimited number of reward/point options you can present to your users. Determine the system that is best suited for your goals.

Make Rewards Attainable

Although it might be tempting to make the reward really difficult for your users to get, remember that they'll be much more likely to share your content if they believe they'll be rewarded. So, make your points system fair and helpful to both you and your users.

We suggest making it clear to your users exactly how your points and rewards system works. That way, there will be less chance of confusion and questions as you and your users move forward in your partnership.

Your users are doing you a favor. They're taking the time and the effort to talk about your business to their friends and family. So, give them the credit and respect they deserve.

Publish Content Consistently

In order for any of this to work, you need to give your fans/staff/clients content to share. People won't click on content they see over and over, so if you're relying on your users to share the same content all the time, you're doing yourself a disservice.

Give your business and your users the best possible chance of being rewarded with new leads and new clients/customers by consistently updating your content with offers, articles and blogs, or events.