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Loyalty Card Program “How Does This Make Your Business Profitably Interesting by [James Blee](#)

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The concept of a loyalty card program has been evolved from the aspect of optimal marketing gains for a brand or a company. This is a perfect means of making a client feel special through privileged purchasing experiences. Ordinarily this looks like a credit or a debit card. It has the name and logo of the issuing company with a strip and a barcode at the back of it. You have to sign on the blank strip just like debit or credit card you own and you are ready to get started on a unique experience.

Here are some of the advantages packed within a loyalty card program.

• Attractive discounts

• Special offers of purchases

• Gifts and prizes to be won

• Personalized intimation about seasonal sale dates

• Personalized wishes on special occasions like birthdays and anniversaries

• Rewards points accumulation with every purchase

• Points redemption with additional free gifts and purchase discounts

These are some of the basic advantages that are clubbed when you have access to a loyalty card program. In some brand flagship stores this card is issued to customers making purchases of a certain amount only. However as part of a marketing drive in a competitive market there are many other companies that choose to offer the same for any amount of first time purchases by a customer. This marketing strategy has always worked well for companies “small and medium alike as well as for large and established brands all times.

The use of loyalty card program has always ensured a return of customers to brands that have given them the feel of privileged shopping experience. Attractive designs of the cards have also given customers a unique and pleasure feel as patrons for the brand; this has always brought them back. And of course the promise of standards discounts each time works effectively.

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[James Blee](#) - About Author:

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