



# Your Discount Program Marketing Guide

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Includes "5 Steps to Program Success" Framework





# 5 STEPS TO PROGRAM SUCCESS

With more than 35 years in the loyalty and discount space, we know what it takes to market membership programs.

Our **5 Steps to Program Success** framework has helped hundreds of Access clients, from enterprise-level organizations to small businesses, achieve high program usage and member engagement. It supports clients in delivering consistent and meaningful marketing touches to their audience across the entire customer journey. Each step of this framework works cohesively and effectively to keep your program top-of-mind for members and help them maximize their savings all year long.

- STEP 1** Your Program Launch Playbook (page 02)
- STEP 2** Access Email Marketing (page 03)
- STEP 3** Program Marketing Toolkits (page 07)
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**PRO TIP**

Some clients may not have the resources to implement all of these steps. If that is the case, **your best bet is to utilize Access Email Marketing.** Read on for more details.

## WHAT DOES SUCCESS LOOK LIKE?

	Clients Who Follow 5 Steps	Clients Who Don't
First Year Registration Rate	27 - 40%	1 - 5%
Average Monthly Usage*	6 - 25%*	0 - 2%

\* Total monthly redeems / registered members  
+ The higher average is generally for groups with smaller member counts.

## STEP 1

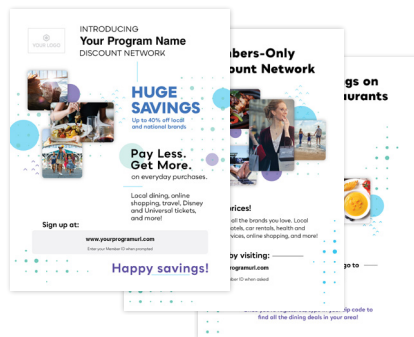
# YOUR PROGRAM LAUNCH PLAYBOOK

When launching a new and exciting benefit like your discount program, it's important to promote heavily and frequently the first three months. We have found that when new clients utilize their program launch playbook (listed below) along with our email welcome campaign, they achieve significantly higher sign-ups and redemptions than those who don't.

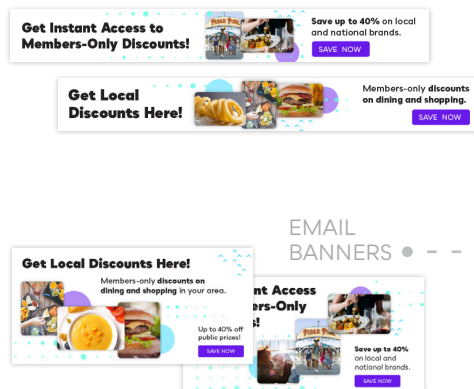
### What's Inside:

- Instructions on how to use assets
- Marketing copy
- Terms & conditions
- Web and email banners
- Social media content
- Digital and print flyers

### DIGITAL & PRINT FLYERS



### WEB BANNERS (5 SIZES)



### EMAIL BANNERS

### LAUNCH TOOLKIT



### EMAIL MESSAGING

Subject: B.I.G. ANNOUNCEMENT!

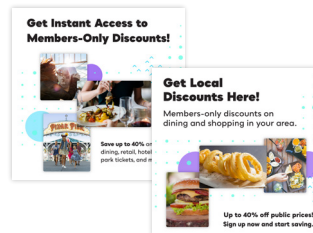
Here's the big news: We're launching [your program name here]! This private savings network is only offered to our members and can save you up to 40% on local restaurants, retail, services, online shopping, hotels, car rentals, and more. We've even got special rates on theme park tickets like Disney and Universal Studios!

To access your private discounts, all you need to do is register. It's fast and easy. Go to [your discount program url here] and enter your name, the member number we've provided, and email address when prompted.

After you register, you'll be able to access thousands of discounts right from your phone!

Happy savings!

### SOCIAL MEDIA



Our Email Marketing Program is designed to help build awareness for your discount program and keep it top-of-mind with members. Here are a few of the emails and campaigns we send to get your members signed up quickly and using the discounts regularly.\*

## NEW MEMBER SIGN-UP

### Welcome Email Campaign

This campaign includes a series of emails that introduces the discount program to your audience and invites them to sign up. Members may receive between 2 to 5 welcome emails depending on your program subscription. However, once they sign up, they will no longer receive additional welcome emails and will be transitioned into our ongoing weekly emails, which deliver local and online discounts and travel deals.

### PRO TIP

To increase the success of your email welcome campaign, it's important to give your audience a heads up before the emails are sent. You can utilize the marketing tools in your launch playbook to get the initial word out, so they know what's coming.



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With limited resources, the marketing services support has allowed us to promote the program more.

- Ryan G.  
Next Eleven

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\* The templates you see may not be the most current, since we are constantly looking for ways to improve and optimize. If interested, please check with your CSM to see if there are updated designs.



## ONGOING ENGAGEMENT

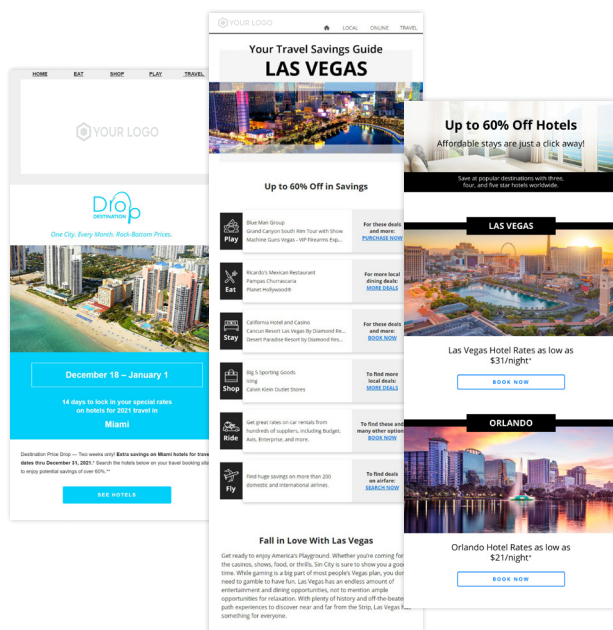
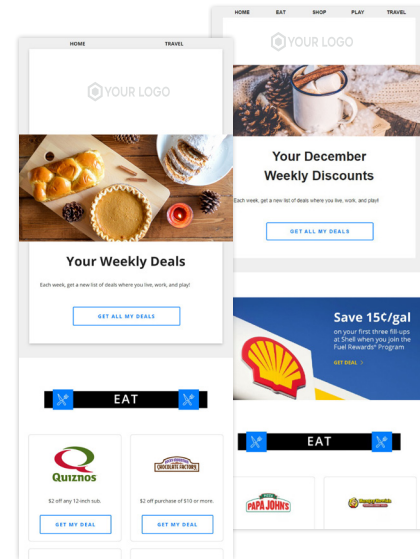
### Weekly Deal Emails

Each week, your members will receive an email that features a new mix of seasonal and popular discounts on local and online shopping, dining, services, entertainment, travel, and more!

### Weekly Travel Emails

Travel can be expensive, so we want to make sure your members are aware of the huge savings available to them. They may receive one or all of these emails based on their program subscription and level of engagement.

For example, if members book a hotel or purchase theme park tickets, they could receive a travel destination savings guide email for that specific location. This will show them even more ways to save when they're on vacation.



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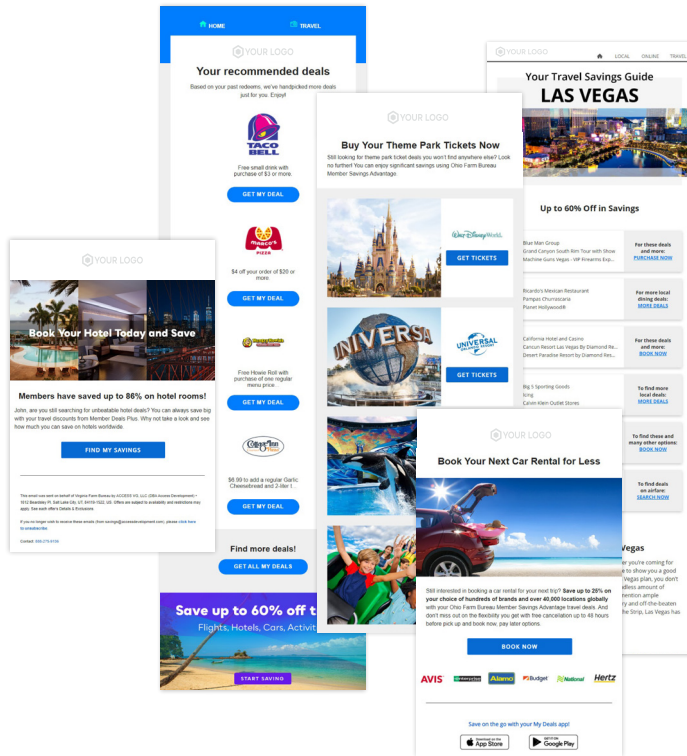
It was absolutely astounding how much money I saved when booking my travel reservations. Glad that I have access to such great deals!!

- Greg C.  
Member

”

## STEP 2

# ACCESS EMAIL MARKETING



## User-Driven Emails

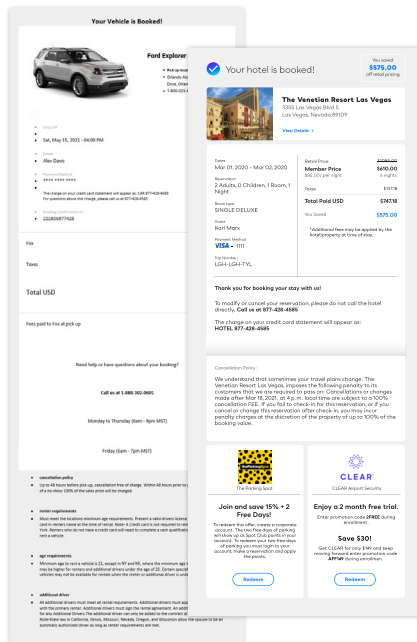
Our user-driven emails are highly personalized messages that are only delivered to members that have abandoned a search or shopping cart, booked a hotel or car rental, purchased theme park tickets, or redeemed a coupon.

**Post Hotel Booking:** Highlights car rentals, theme park tickets, activities, flights, and restaurants in the hotel's destination (if applicable).

**Post Theme Park Purchase:** Shows different hotel offers around a particular theme park.

**Abandoned Travel Search:** Invites members to come back and explore other hotel, car rental, and theme park ticket deals that may meet their needs.

**Local Deals Recommendation:** Highlights other offers in a member's location after they've redeemed a local deal.



## Transactional Emails

**Reservation:** Member receives reservation details via email for purchases like hotel, car rental, tickets, and airfare.

**Confirmation:** Outside of reservation details, a separate email may be delivered to confirm a transaction and/or special needs or requests associated with a prior transaction.

**Receipts:** Proof of purchase is sent via email for a variety of online purchases made within our program.

## ACCESS EMAIL MARKETING PROGRAM ELIGIBILITY

There are two ways Access Email participation is initiated: 1) clients provide us with a list of member emails that we then use to send a welcome series and ongoing communication 2) members sign up directly on the website with their email address, allowing us to start sending them emails. If you do give us your list up front, Access will run it through our email list verification process. This process identifies and verifies valid email addresses that are secure enough to send through our system.

## ACCESS SECURITY AND PRIVACY POLICY

Hundreds of client organizations trust us to send their discount program emails. They range from Fortune 500 companies to small businesses, and include top education associations, a large roadside assistance company, and several enterprise timeshare corporations. These clients know we take extra measures to keep their emails secure and safe. Here are a few ways we do that.

★ **Unsubscribing from Access emails does not opt users out of your organization's ongoing email communication.**

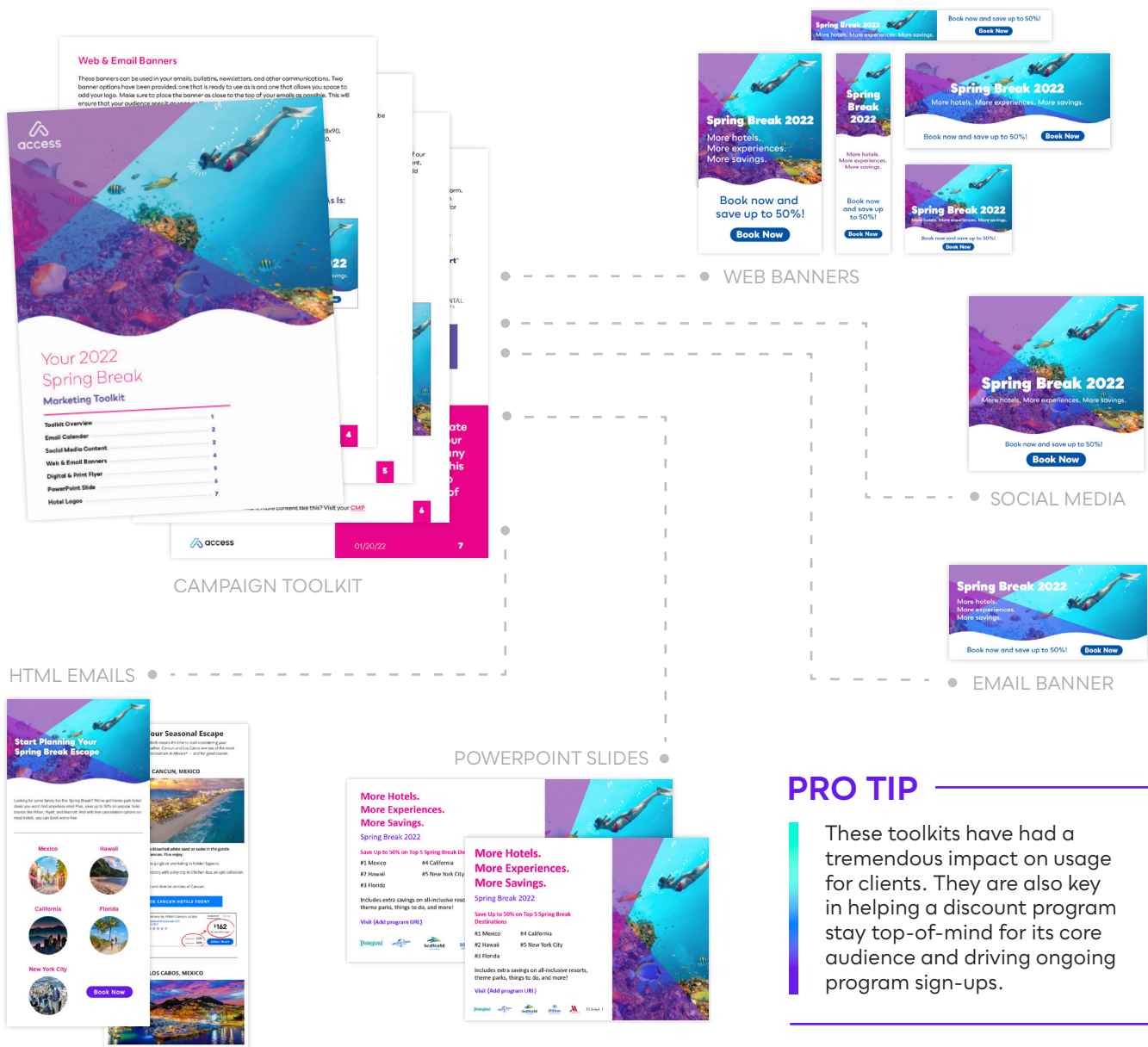
- Access only emails the addresses from the list provided by you in order to offer optimal email inbox deliverability rates.
- Access emails include privacy policy and terms and conditions to ensure content is seen as credible and trustworthy by both the recipient and the recipient's internet service provider (ISP).
- We are continually up to date with privacy compliance laws, including CAN-SPAM, GDPR, CCPA, CDPA, CPA, etc.

- We do not store member data on 3rd party emailing platforms.
- We do not use member emails to market any material, deals, or content outside of your discount program benefit.
- All emails include "unsubscribe" links that allow users to opt out of receiving ongoing communication. Our opt-out rate is .09%, well below the industry average.

# STEP 3

# PROGRAM MARKETING TOOLKITS

Each month, you'll find new marketing toolkits and assets on your Client Marketing Portal (CMP). When these tools are available, you'll be alerted through your weekly client email titled, "Today at Access." Otherwise, you can check your CMP often for updates. These program marketing toolkits are designed to help you promote different categories and themes related to your program including travel, hotels, car rentals, eat, play, shop, and theme park tickets. They also include content to support multiple marketing channels like social media, email, web, PowerPoint presentations, print, and more.



## PRO TIP

These toolkits have had a tremendous impact on usage for clients. They are also key in helping a discount program stay top-of-mind for its core audience and driving ongoing program sign-ups.

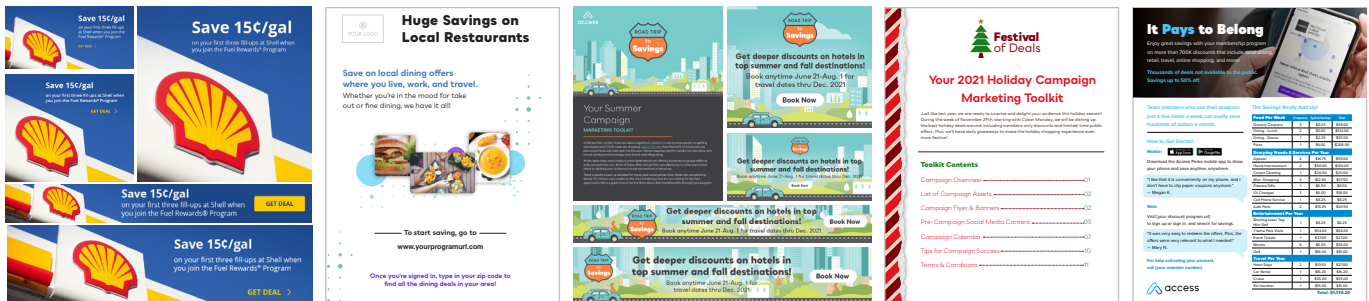
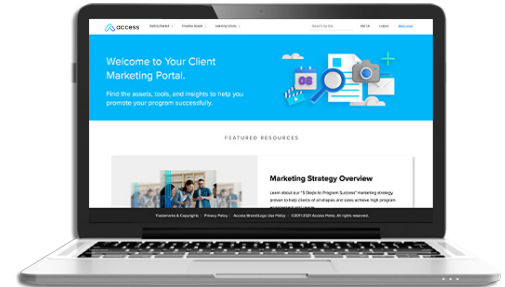


## STEP 3

# PROGRAM MARKETING TOOLKITS

## YOUR CLIENT MARKETING PORTAL

Our clients have access to a large private database of content and tools to help them market their discount programs. The Client Marketing Portal (CMP) doesn't cost you a thing and has a variety of downloadable and customizable marketing tools to support your marketing mix.



**8X** higher registration rates are seen by clients who utilize our marketing tools to promote their programs

## Benefits of Your CMP

- Plug and Play Marketing Tools
- Assets that can be Customized with Your Branding and URL
- New and Updated Content Every Month
- Assets for Every Category: Eat, Play, Shop, Travel, Hotels, Car Rentals, and Theme Parks

## Type of Assets Included

- Launch Playbooks
- Monthly Featured Merchants and Logos
- Promotional and Seasonal Campaign Toolkits
- HTML Emails
- Print/Digital Flyers
- Banner Ads
- Hotel and Car Rental
- Product Images for Mobile and Desktop
- Case Studies, and More

To get access to your portal, please reach out to your CSM.

STEP

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## 7 MONTHLY MARKETING TOUCHES

Members won't experience the value of their discount network if they don't see it. According to our member surveys, the number one reason members don't use their program is because they forget they have it. It's not top-of-mind. One member wrote, "We love the discounts but forget to use them." **To keep more people engaged and using your program, it's important to regularly promote it. Luckily, you have lots of tools on your CMP and our email marketing to help you do that!**



EMAIL



SOCIAL MEDIA



DIRECT MAIL



WEB BANNER



PRESENTATIONS



TEXT

Access does a great job hitting these touches via our Access Email Channel. But email doesn't reach every member. We recommend you utilize our monthly toolkits and marketing assets to promote on your other channels. This ensures that more of your member base has the opportunity to see and enjoy their benefits.

### PRO TIP

**The industry standard for marketers is to deliver at least 7 to 10 marketing touches in order to see a conversion.** For our clients, that conversion generally equates to an offer redemption, booking, or registration.

## STEP 5

# SEASONAL CAMPAIGNS

At least once a year, Access delivers a multi-channel seasonal marketing campaign, complete with festive and creative content, special offers, and giveaways. These events make a huge splash with our client organizations. For new clients, they add an extra level of excitement and FOMO to maximize and speed up program sign-ups and usage. For existing clients, these campaigns help re-engage members and reinforce strong relationships.

### CAMPAIGN TOOLKIT

### WEB BANNERS

### SOCIAL MEDIA

### EMAIL BANNER

### HTML EMAILS

### DIGITAL AND PRINTABLE FLYER

### SOCIAL MEDIA COPY

Maximize your budget for Yuletide shopping with our Festival of Deals weeklong savings event! Celebrate the season with top holiday offers on big ticket items like electronics, apparel, décor, gifts, travel, and more. Plus, enter to win mystery giveaways each day! Go to [digital flyer link] to learn more.

### EVENT CALENDAR

## PRO TIP

Before each seasonal campaign event, Access holds a webinar to show clients how the campaign works and how to use all of the assets. We want to make sure you're set up for success!



STEP 5

## SEASONAL CAMPAIGNS

Clients who participate in these campaigns see significant increases in their program usage. Below are a few stats from our 2021 Festival of Deals holiday campaign. If you would like to see the case study or case studies for other campaigns, please refer to your CMP under Learning Library. Your CSM can also assist you.



### Festival of Deals

Results for  
Participating  
Clients

Client #1

53%

50%

Client #2

27%

29%

Client #3

27%

9.1%

Results for  
Clients Who  
Didn't Participate

Client #1

- 19%

- 24%

Client #2

- 50%

- 20%

Client #3

- 73%

- 20%



We hope you achieve huge success using these tools. Feel free to ask questions or provide feedback to your CSM anytime. For assistance on getting things rolling, talk to your sales or client success rep today!

If you don't know who your sales or client success rep is, call our customer service number and they can find out for you at 1-877-408-2603.