# Digital Loyalty Toolkit for Convenience Stores

**1. Loyalty Program Quick-Start Planner**

|  |  |  |  |
| --- | --- | --- | --- |
| Step | To-Do | Deadline | Complete? (✓) |
| Choose Program Type | Punch card, points-based, tiered, app-based |  |  |
| Identify Reward Ideas | Freebies, discounts, exclusive deals |  |  |
| Set Up Enrollment | Register, app, or at-pump sign-up process |  |  |
| Announce Program | In-store, social, text/email blast |  |  |
| Train Team | Scripts, demo, FAQ for staff |  |  |
| Track Results | Set up reporting, review after 30 days |  |  |

**2. Loyalty Program Comparison Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Program Type | Setup Difficulty | Customer Appeal | Digital Option | Notes |
| Punch Card | Easy | Moderate | Sometimes | Simple, manual |
| Points-Based | Moderate | High | Yes | Most popular, flexible |
| Tiered | Moderate | High | Yes | Drives higher spend |
| App-Based | Harder | Very High | Yes | Future-ready, data-rich |

**3. Reward Ideas Brainstorming Sheet**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Reward Type | Cost to You | Value to Customer | Easy to Deliver? | Notes |
| Free coffee/drink | Low | High | Yes |  |
| Fuel discounts | Medium | High | Yes |  |
| BOGO snacks | Low | Medium | Yes |  |
| Member-only deals | Variable | High | Yes |  |
| Digital scratch-off | Low | High | Yes (in-app) | Gamifies program |

**4. Customer Enrollment Script Bank**

* **At Checkout:**
“Would you like to earn rewards on today’s purchase? Our loyalty program is free and takes 10 seconds to join!”
* **At the Pump:**
“Scan this code and get instant rewards—plus discounts every time you fuel up.”
* **Social Media:**
“Join our Survival Stop Rewards—download our app, and start saving on every visit!”
* **App Prompt:**
“Create your free account now and unlock your first reward instantly.”

**5. Loyalty Data Tracking Template**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Metric | Week 1 | Week 2 | Week 3 | Week 4 | Notes |
| # New Signups |  |  |  |  |  |
| # Active Users |  |  |  |  |  |
| Total Points Redeemed |  |  |  |  |  |
| Repeat Visit Rate (%) |  |  |  |  |  |
| Best-Performing Reward |  |  |  |  |  |

**6. Digital Loyalty Promotion Checklist**

* [ ] Announce launch in-store and online
* [ ] Post simple “How it works” signs at entrance and register
* [ ] Offer instant reward for sign-up
* [ ] Email or text current customers to join
* [ ] Schedule first 2-week review to check sign-up numbers
* [ ] Highlight loyalty perks in social posts and stories

**7. Monthly Loyalty Program Review Log**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Month | Sign-Ups | Active Users | Top Reward | Lessons Learned/Next Steps |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |