

How to ace **BFCM** with a new loyalty program

No program? No problem. Here's your step-by-step guide to start now, smash BFCM, and begin your revenue growth journey

1

GET A LOYALTY PROGRAM ASAP

Launch your new program in time for BFCM with the help of our dedicated Onboarding Managers. From setup to launch, our team will be with you at every step to help you convert this year's BFCM shoppers into long-term customers.

119

% more new loyalty program members enrolled during BFCM 2024 compared to a typical weekend

LoyaltyLion, 2025

2

SHOW YOUR CUSTOMERS AROUND

Launch with fanfare, a bonus points offer, and clear FAQs on how to earn points and redeem rewards, in order to drive enrollment early. Once members have points, they're much more likely to shop with you during BFCM.

66

% are more likely to visit stores where they have loyalty points/rewards to redeem during a sales period

LoyaltyLion, 2025

3

START GATHERING DATA

Learn how customers like to earn points and what rewards they love, through your LoyaltyLion dashboard. Why not plan to poll them during BFCM so you can tweak rewards to their preferences?

45

% more rewards were redeemed during BFCM 2024 compared to a typical weekend

LoyaltyLion, 2025

4

GET MORE EYES ON YOUR BFCM OFFERS

Incentivize newsletter signup, social follows, referrals, and more to increase hype as you announce your regular BFCM offers. Include members-only benefits or exclusive early access to sales to ramp up their AOV!

330

% more loyalty members signed up to newsletters during BFCM 2024 than on an average weekend

LoyaltyLion, 2025

5

AUTOMATE BFCM COMMS FLOWS

Start sending personalized SMS, email, and push notifications to encourage BFCM purchases via tailored incentives customers can't look away from. Got Klaviyo? We'll set up your flows for you during onboarding.

54

% say they are more likely to open emails from retail brands over a sales period

LoyaltyLion, 2025

6

NUDGE BFCM CUSTOMERS TO RETURN

Surprise and delight following BFCM by highlighting each member's available rewards to redeem urgently. Align points expiry dates with your January sales and you'll set yourself up for immediate, revenue-boosting wins in 2026!

85

% of consumers say a loyalty program influences their decision to repeat purchase from the same brand

LoyaltyLion, 2025

All the above can be done without a loyalty program, but you'll find it much harder and less efficient.

LoyaltyLion has launched over 10,000 revenue-boosting loyalty program, helping brands up their game every BFCM.

Interested? Visit loyaltylion.com/demo today