



CUSTOMER APPRECIATION EVENTS AND BIRTHDAYS

Keep your events simple, overcomplication can mean confusion for you, and your customers.

Have a plan and a budget and a goal for all events.

Listen to [this podcast series](#).

Ongoing ways to show customers appreciation (or wow and delight):

- Write personal thank you letters.
- Send holiday cards.
- Sneak in some free gifts with purchase as a surprise.
- Launch a customer loyalty program.
- Members have had great success showcasing or spotlighting customers on their social media accounts. Have your employees pick or create a form where customers can submit their own stories. Or simply snap a picture (with permission) and share it "Susan loves our xx wool because it's hand dyed" show Susan with her fav product.
- Send a physical card to customers on their birthday with a coupon valid for a week and something fun inside (sticker, quote card etc).
- Discount on your birthday - send a reminder to come in this week etc.

Events and promotions:

- Literally roll out the red carpet and host a "VIP" Themed night time event.
- Host a mixer at your shop or at a local cafe/restaurant
- Mail, email or handout a special coupon, gift cards or gift certificates to special clients. You can look at your loyalty program or just make sure a list with your team.
- Give your top spenders a special holiday gift, or invite to a lunch on you (or better yet - with you!).
- Host a holiday open house, holiday "first look" for your email subscribers first. Make it a big deal.
- Host a ticketed event - give out fantastic "goodie bags" for the ticketed event, have great snacks, create a sense of fomo (fear of missing out) with limited #
- Many members of the Inner Circle ask your suppliers to donate items for raffle/door prizes and have weekend long giveaways to celebrate your customers



- Host an event that will donate to a charity of choice.
- Give out free swag and merchandise with your branding on them - do this at random or with purchases of xx \$ or more.
- Create a reward program for different products or services you offer.
- Provide a free upgrade on a particular service you offer as a bonus for spending x or as a featured item