



## Retail

*Frequency Marketing Program for wine and spirits retailer*



## Beverages, & more!

### The Problem

Management wanted to develop an easy-to-use frequent buyer program to encourage customer loyalty.

### The Solution

Vaughan & Company developed a marketing plan for ClubBev!, a frequent buyer program offering immediate and tangible rewards. Using POS data, members were mailed monthly postcards relevant to past purchases. A concierge program recognized frequent customers at the store level. With rewards driven by transaction data, the club grew to 60,000 members in the first six months.