



Cluby



Advertising displays and materials for your restaurant.

The materials help showcase your loyalty benefits and attract new members. Stylish stands and promotional materials are a perfect fit for the restaurant environment and easy to set up.

IN OUR EXPERIENCE, RESTAURANTS THAT DISPLAY LOYALTY PROGRAM MATERIALS IN THEIR RESTAURANT COLLECT SIGNIFICANTLY MORE MEMBERS COMPARED TO THOSE THAT DON'T PLACE THE MATERIALS VISIBLY.

ORDER DISPLAYS AND MATERIALS
FREE OF CHARGE FROM OUR WEBSITE:
www.cluby.com

Check
out helpful
tips

Cluby

Tips for building and maintaining loyalty campaigns

How to design effective loyalty campaigns:

1. CHOOSE PRODUCTS THAT ATTRACT CUSTOMERS

Design campaigns that appeal to as many of your customers as possible. Best-selling products often work best, as they are the most effective in attracting customers.

2. KEEP YOUR CAMPAIGNS UP TO DATE

Update your campaigns regularly. It's a good idea to always run at least 1-2 campaigns featuring your most popular products. You can support these with additional offers, such as promotions for soon-to-be discontinued items or deals that encourage upselling.

3. USE VISUAL APPEAL

An advertisement is significantly more effective when it includes a clear and appealing image of the product. A strong visual helps capture your customers' attention and draw them into the campaign.

4. SAVE TIME BY PLANNING YOUR CAMPAIGNS IN ADVANCE

Plan your campaign roadmaps in advance for the whole year or half a year at a time. This saves time and makes execution easier, as all that's left is publishing them at the right moment.

5. OFFER AN ATTRACTIVE JOINING BENEFIT

By far the most effective way to attract new members is to offer them a **-10% or -20% welcome benefit that applies to all products**. You can, if needed, limit certain products from the campaign benefit.

Once you've chosen your sign-up campaign from these two options, we'll provide you with ready-made campaign materials to help you get started quickly and easily.

The sign-up benefit is a way to thank your customer for sharing their information with you. This data helps you build a customer register, which you can use to communicate campaigns and share updates about your restaurant's events and new offerings.

USE READY-MADE MATERIALS



Effective Campaign Ideas

Leverage the most popular campaign themes in your own marketing.

These ideas deliver quick results in customer acquisition, retention, and spending.

Prices are example prices. Set the price point that best fits your business.



CAFÉS

JOINING REWARD



On their first purchase
Applies to all products

-20%



Coffee + sandwich
Choose a specialty coffee and a sandwich

7,5€



Second coffee
Buy one coffee, get the second one for half price

-50%



Smoothie
Regular-sized smoothie

3€



BARS & PUBS

JOINING REWARD



On their first purchase
Applies to all products

-20%



Draft drink
Beer, cider or long drink

5€



House wine bottle
Bottle of red, white or rosé wine

20€



Darts tai biljardi
1-tunnun vuoro

-50%



FAST CASUAL

JOINING REWARD



On their first purchase
Applies to all products

-20%



Burger or pizza meal
Applies to all meal options.

10€



With any meal purchase,
get a free dip:
Curry, garlic or chili.

0€



Draft drinks
With any purchase

1€



SERVING RESTAURANTS

JOINING REWARD



On their first purchase
Applies to all products

-20%



Pääruoka
Kaikki listan pääruoat

-10%



Main course
All main dishes on the menu

29€



Glass of sparkling wine
Bourgogne, France

5€



NIGHTCLUBS



House shot
Alcohol content below 22%

3€



Free entry
Every day.
Excludes special event nights.

0€



All draft drinks
Beer, cider, and long drink

4€



Sparkling wine bottle
or house wine bottle
Sparkling, white, red,
or rosé wine

19€

Send messages to your members when something exciting is happening at your restaurant.

Your customers have chosen to be notified when something interesting is happening at your restaurant. **The ideal communication frequency depends on the topic:** for example, a weekly reminder works well for lunch offers, while ongoing benefits only need to be highlighted once or twice a month.

The most important thing is that your messages are genuinely interesting – that way, they won't feel unnecessary or too frequent. It's always a good idea to announce events as soon as they're published and send a reminder as the date gets closer.



TIPS FOR MESSAGE TOPICS

NEW MENUS
AND DISHES

THEME WEEKS
AND SEASONAL
SPECIALS

CAMPAIGNS AND
SPECIAL OFFERS

EVENTS AND
SPECIAL EVENINGS



Build tailored membership and subscription cards for different communities

Membership cards help you retain your customers and attract **new ones—even outside your restaurant**. Subscription cards ensure steady, high-margin monthly revenue that supports your long-term business growth.

EXAMPLES OF MEMBERSHIP AND SUBSCRIPTION CARDS

FAN BENEFIT CARDS
FOR SPORTS CLUBS

BENEFIT CARDS FOR
COMPANIES AND
COMMUNITIES

VIP AND
STAFF CARDS

MONTHLY
SUBSCRIPTIONS:
COFFEE AND PORRIDGE CARDS

Publish your events and sell tickets through the app

Your customers are constantly looking for interesting events and enjoyable things to do. Events are a great way to strengthen customer relationships, and by selling tickets through the app, you can grow your loyalty database even more effectively.



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You can find more useful information
and tips on our website:

www.cluby.com