

# BEST MEMBERSHIP PROGRAM REWARDING LOYALTY, STRUCTURE & CLIENT RETENTION

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This category recognises the clinic or business that has created a successful, client-centric membership or loyalty program. It should foster community, enhance client retention, and demonstrate tangible benefits for both the business and the client.

## WHAT JUDGES ARE LOOKING FOR:



### **PROGRAM DESIGN:**

A well-structured membership with clear tiers, benefits, and value.



### **CLIENT UPTAKE:**

Evidence that clients see the value, with high opt-in or renewal rates.



### **RETENTION IMPACT:**

Demonstrated improvement in client lifetime value, appointment frequency, or loyalty.

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## WHAT JUDGES ARE LOOKING FOR CONTINUED:



### **BRAND ALIGNMENT:**

The program reflects the brand's tone, aesthetic, and values.



### **EASE OF USE:**

Seamless implementation for both staff and clients.



### **CHANNEL-SPECIFIC EXCELLENCE:**

Tailoring of content and message to suit the strengths of each channel.

## **TIPS FOR ENTRANTS:**

Include screenshots of materials, program brochures, and membership interface.

Use testimonials, statistics, or case studies to show how the program has helped grow your business.

If relevant, detail how the program integrates into your marketing or CRM tools