

Joy

**BFCM  
LOYALTY  
PLAYBOOK**

**5 QUICK WINS FOR LASTING PROFIT**

# ABOUT THIS PLAYBOOK

BFCM is the busiest and most expensive shopping season of the year. Brands spend heavily on ads and discounts, only to see many of those new customers vanish once the sales end.

Loyalty changes the outcome. Instead of chasing one-time shoppers, you turn BFCM into the start of stronger relationships. With the right campaigns, customers return, spend more, and remain connected to your brand long after the holiday rush.

This playbook shows you how. Inside, you will find loyalty insights and five quick campaigns you can launch in minutes. Each campaign uses proven loyalty tools - points, referrals, VIP tiers, milestones, and automation to help you:

- + Capture BFCM sales more effectively
- + Turn short-term costs into long-term profit
- + Build a loyal customer base that keeps paying off

# AFTER READING THIS EBOOK, YOU WILL UNDERSTAND

- + Why loyalty is the key to winning customers during BFCM, not just discounts
- + Which loyalty campaigns work best for driving both sales and retention
- + How to launch five ready-to-go campaigns in just a few minutes
- + How automation can save time and increase customer engagement



# ABOUT JOY LOYALTY

Joy Loyalty is a Shopify-native retention platform built for customer loyalty experiences, offering a scalable solution that is easy to integrate and effortless to run.

It's scalable, simple to integrate, and built to run seamlessly in the background, delivering a measurable impact.

What sets Joy apart is how it makes loyalty part of the shopping journey, not an afterthought. With more than 30 touchpoints across the journey, from the cart drawer to checkout, Joy keeps loyalty always visible and effortless to use. Customers can redeem rewards seamlessly, enjoy personalized recognition, and experience the same program online and in-store through full Shopify POS integration.

With Joy, loyalty is not just a feature. It becomes part of your brand experience.

Joy Loyalty empowers clients like:

**Vinamilk**  
EST 1976

**PAULA'S CHOICE**  
SKINCARE

★★★ **LEVENTS**

**SwitchBot**

**korean**  
SKINCARE

**LYNK**  
FRAGRANCES

**NovaPRO**

**STATE PROPERTY**  
FINE JEWELLERY

**ACRYSTY CO.**

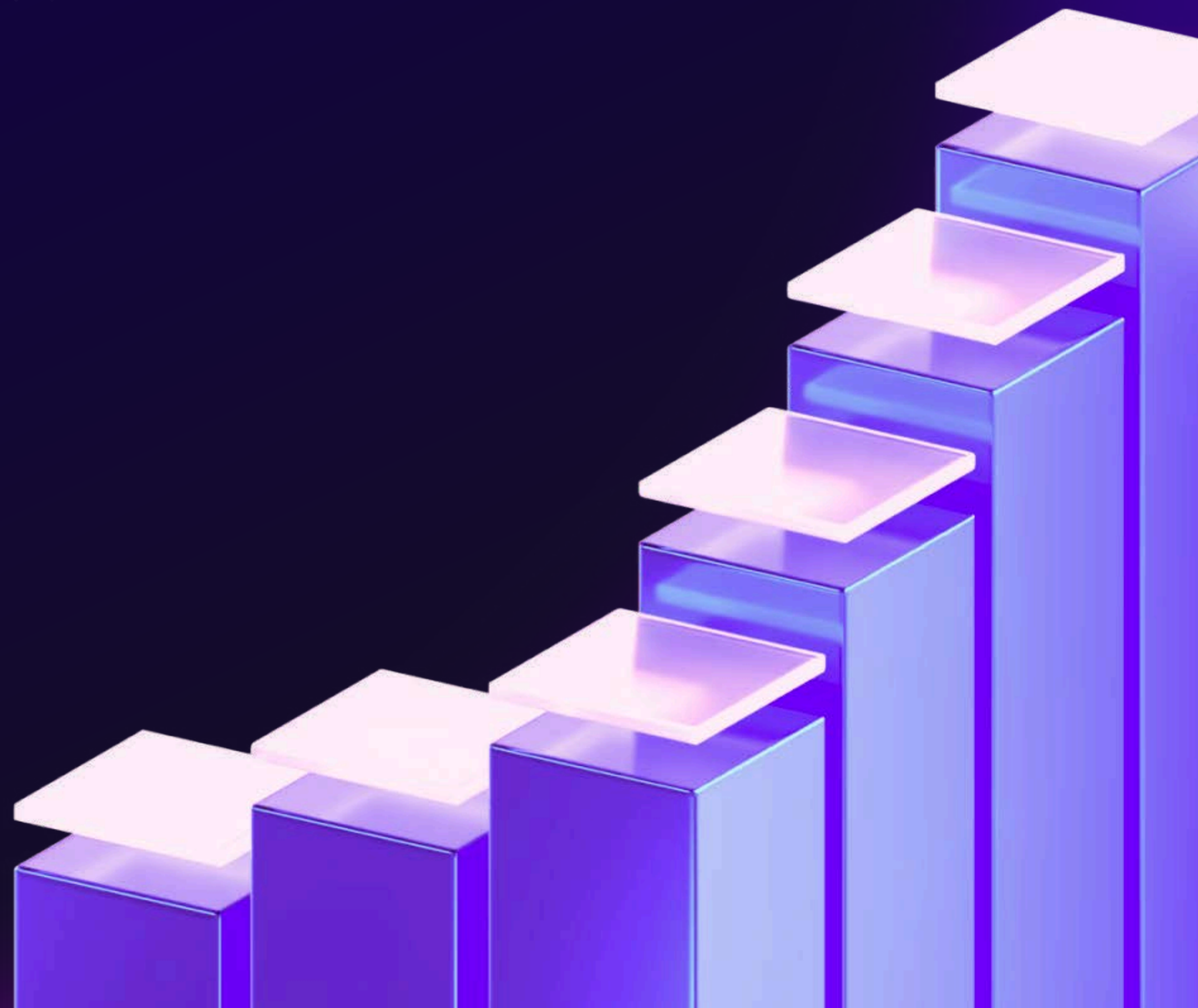
**SINGULARU**

*allbirds*

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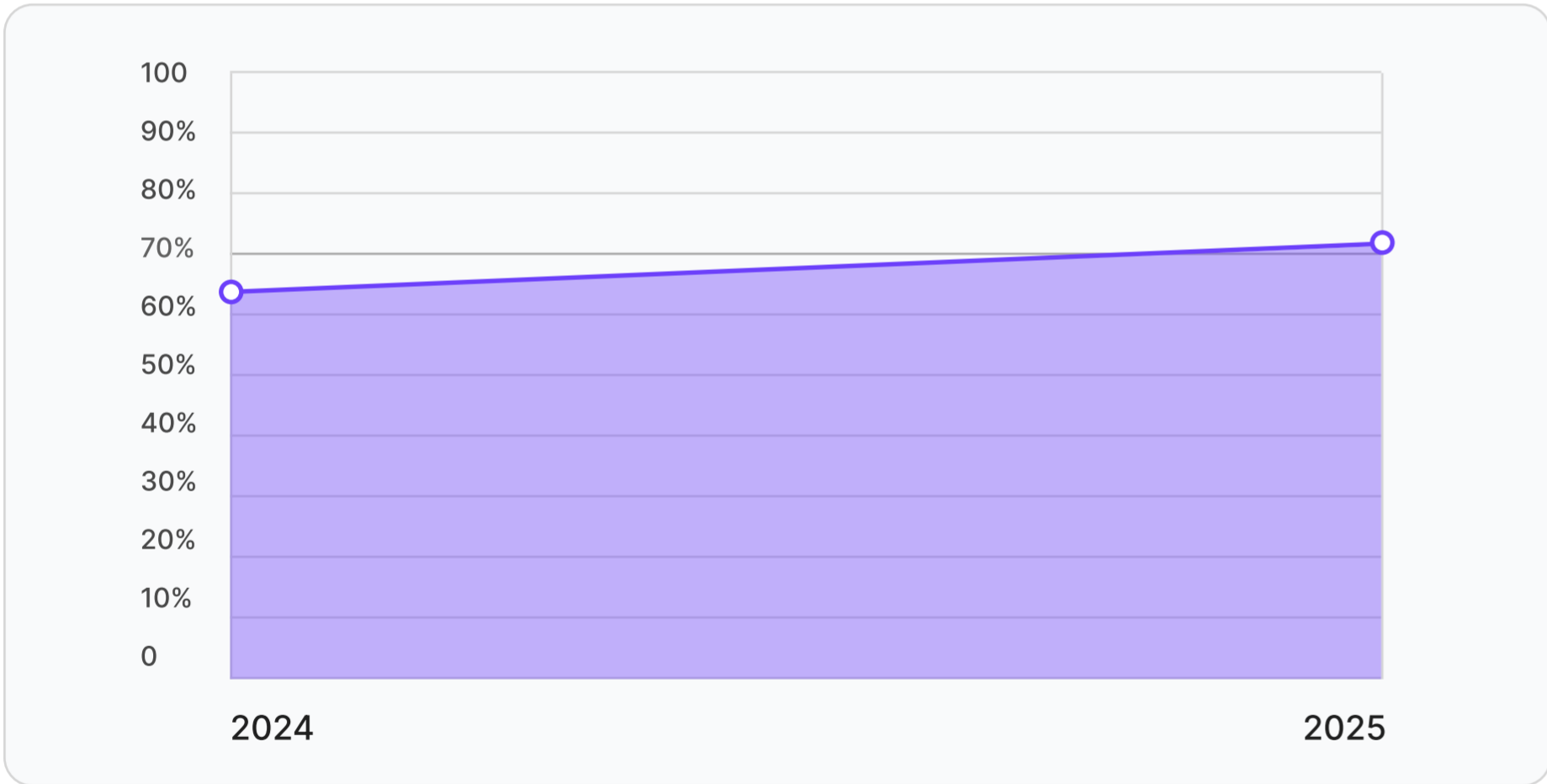
# LOYALTY TRENDS IN BFCM 2025



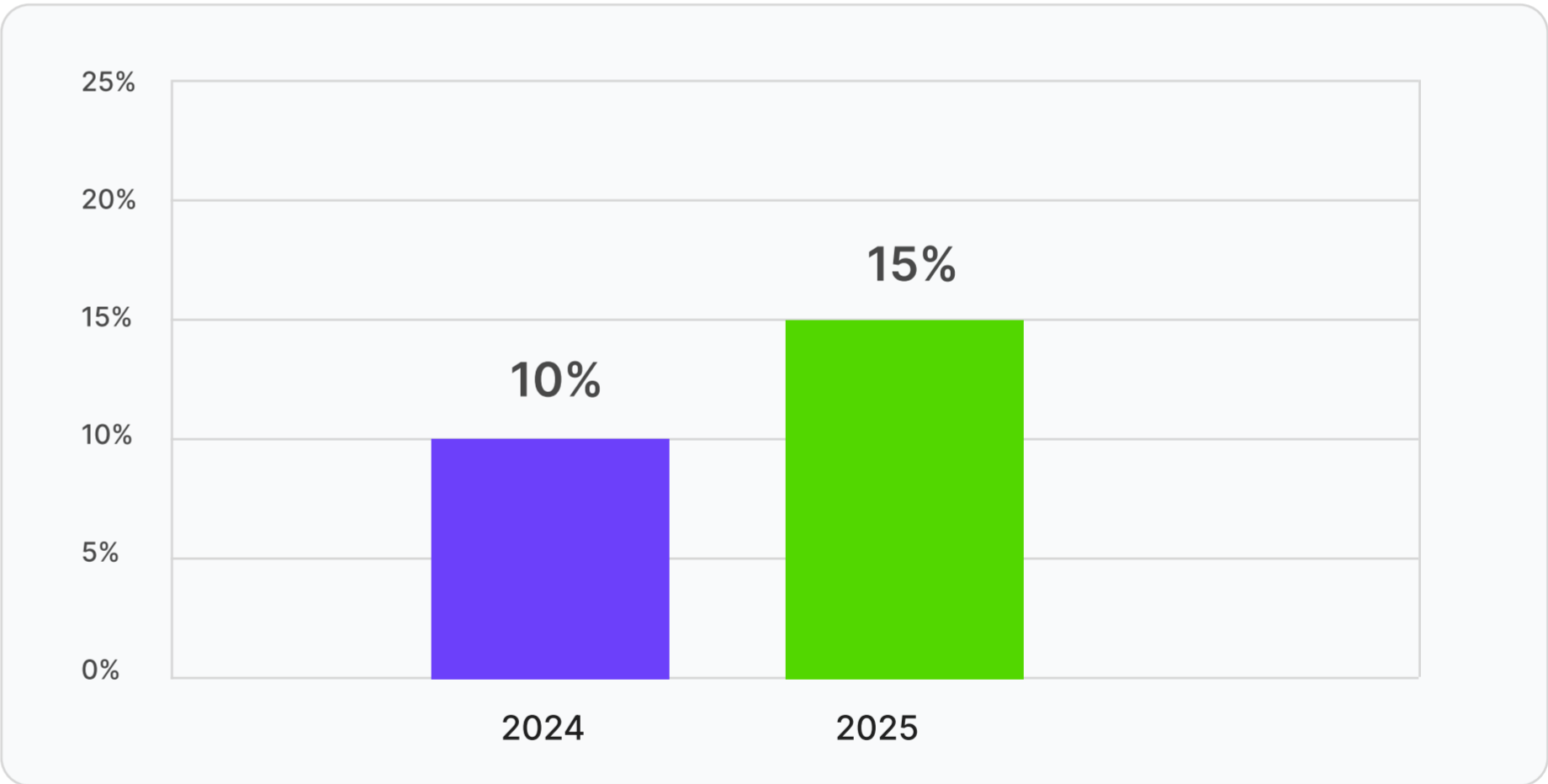
# 1. Personalization is no longer optional

In 2024, about **65%** of shoppers expected personalized experiences. By 2025, that number has risen to **71%**, and three out of four customers feel frustrated when it's missing.

That frustration also manifests in results, as brands that deliver personalization see a **10% to 15% increase in revenue**. What once was a competitive advantage has now become the baseline. If you skip personalization, you risk losing customers before the sale even begins



*Shoppers Expecting Personalization 2025*



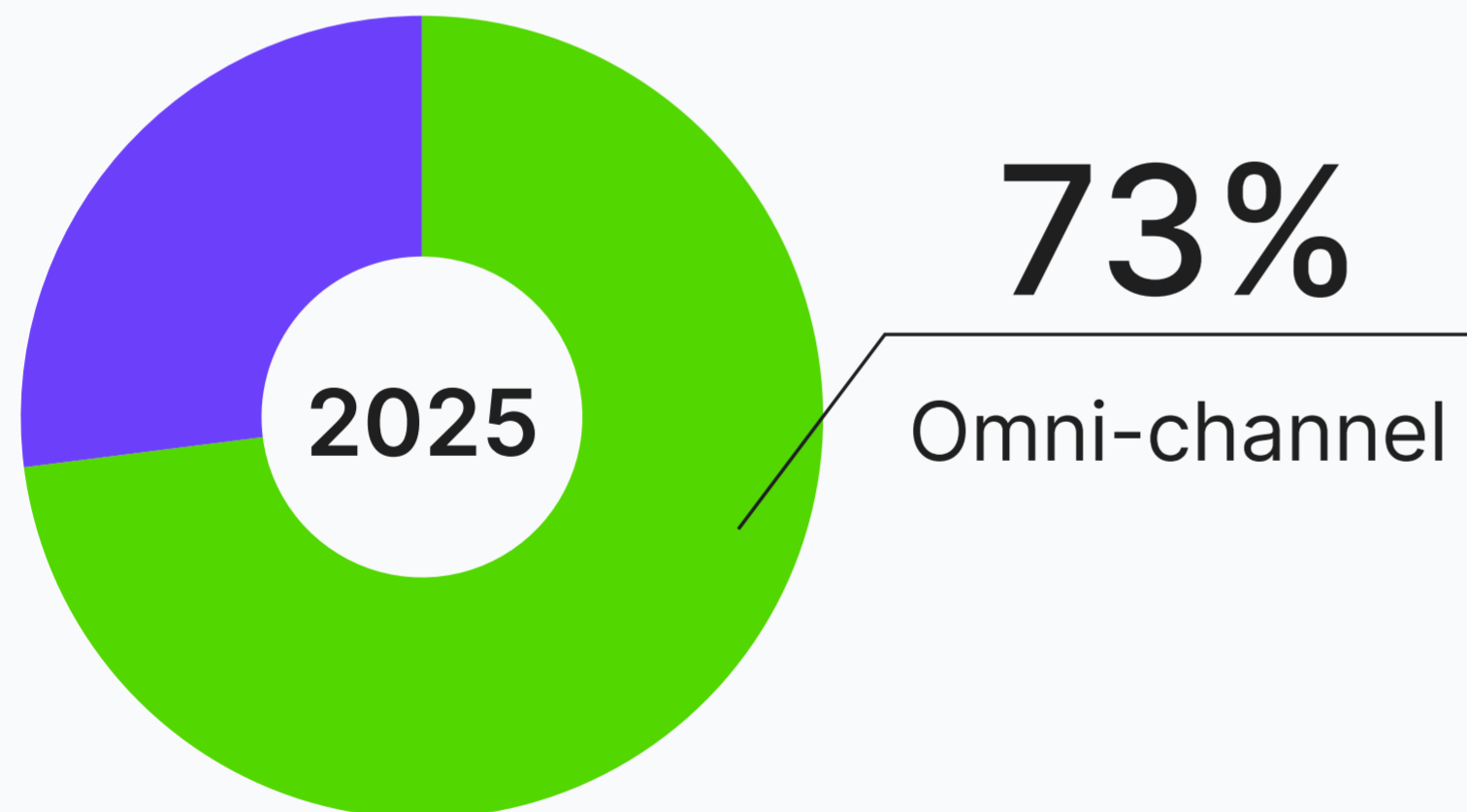
*Revenue Increase with Personalization*

## 2. Omnichannel is now the standard

Shoppers no longer follow a straight line. By 2025, **73%** of customers shop across multiple touchpoints, seamlessly moving between online stores, mobile apps, and physical locations.

The results speak volumes: brands with strong omni-channel strategies now retain almost **90% of their customers**, while those without retain only about one-third.

The more touchpoints you connect, the higher your chance of keeping customers and the fewer gaps competitors can exploit.



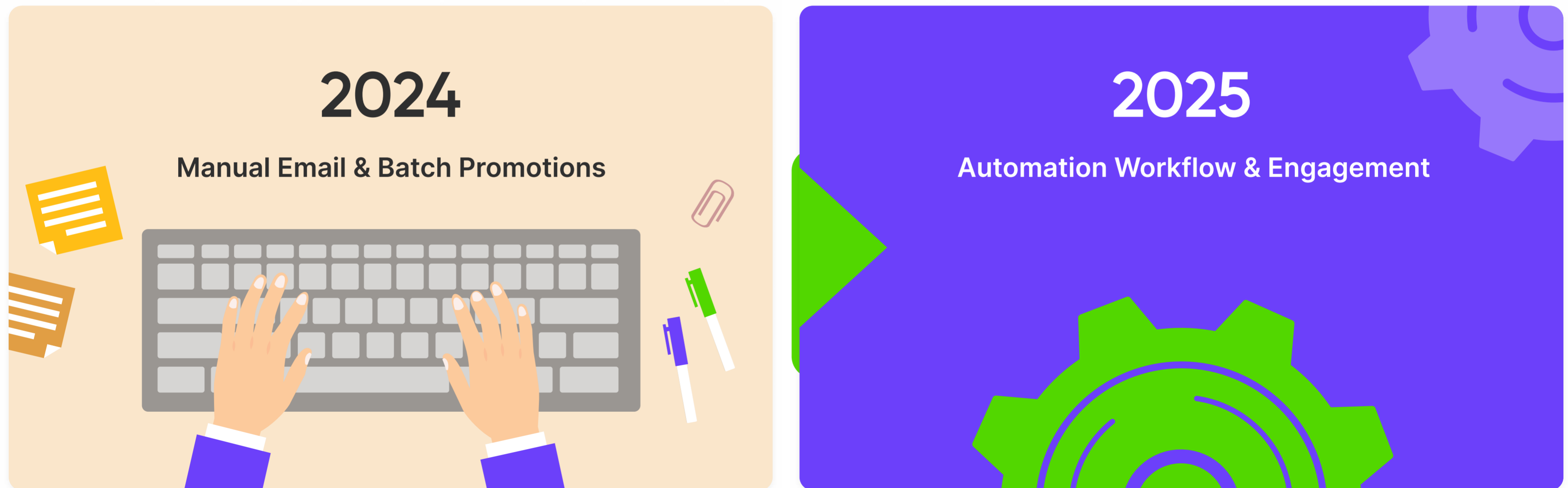
Omnichannel strategies now retain almost **90%** of their customers

### 3. Automation powers efficiency

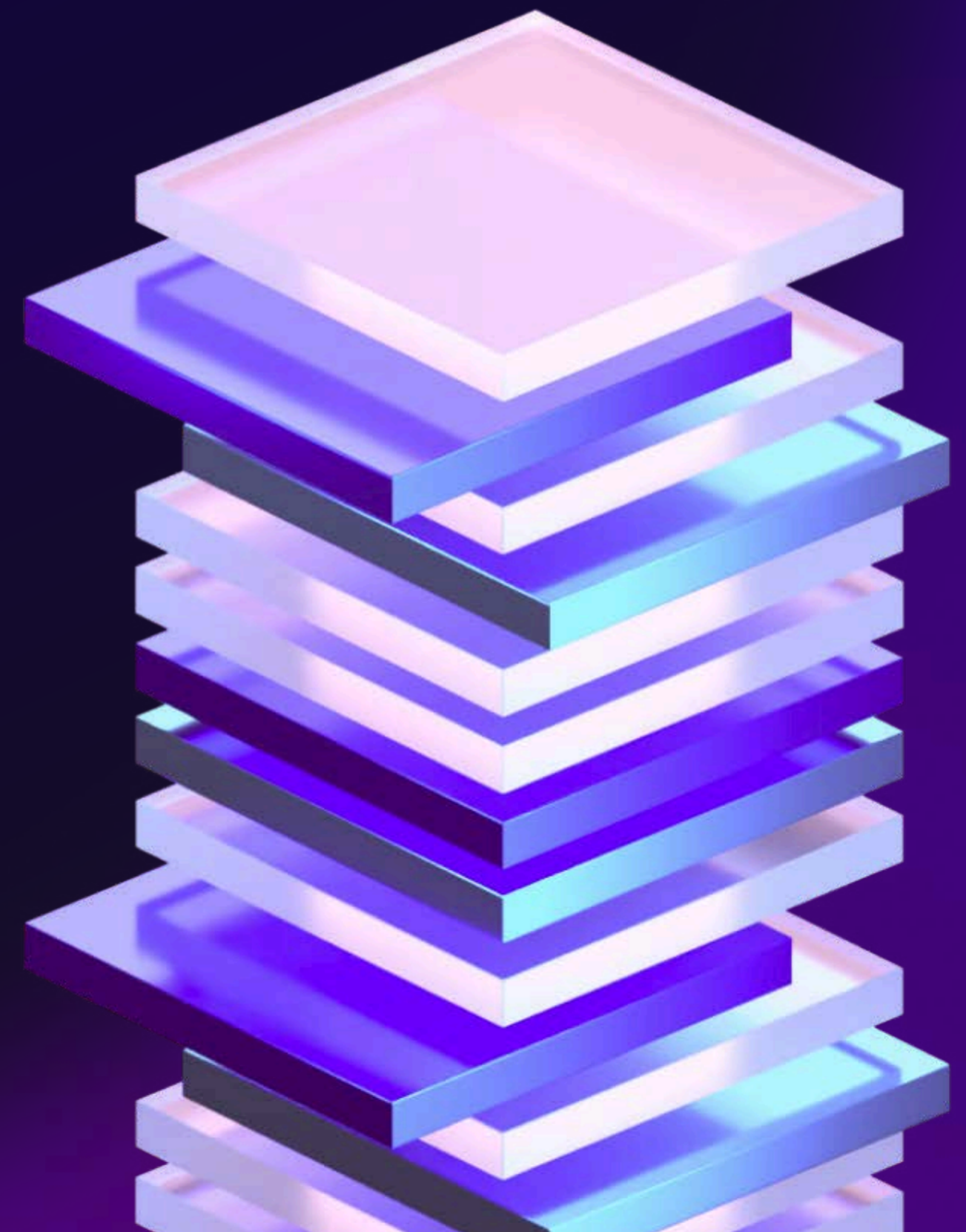
The pace of BFCM leaves little room for manual work.

In 2024, many brands still relied on batch promotions and manual emails. However, by 2025, **91%** of organizations report rising demand for automation, marking a major shift in customer engagement

**Automation has moved from being a nice-to-have to a necessity.** Brands that fail to adopt it will struggle to keep up with the speed and scale of BFCM.



# 5 READY-TO-LAUNCH CAMPAIGNS



## Campaign 1: Double Points Weekend

Nothing sparks urgency like double rewards. This campaign pushes shoppers to buy more during the BFCM rush while giving them the sense they're getting extra value for every purchase.

**Goal:** Boost urgency and increase repeat purchase

**Feature:** Points & Rewards.

**Quick Setup:**

1. Create a "double points" earning rule specifically for BFCM weekend
2. Announce the promotion with banners on your homepage, email blasts, and store widgets.
3. Send a reminder with a countdown before the offer ends to reinforce urgency



*Pro Tip: Pair the promotion with a minimum spend threshold (e.g., "Spend \$50, earn double points") to increase average order value (AOV) while rewarding loyalty.*

The screenshot shows a campaign configuration interface on a purple background. On the right, a preview banner features a woman in sunglasses holding a shopping bag, with a starburst graphic that says 'X2 POINTS EARN' and another that says 'ONLY THIS WEEKEND'. Below the banner, the configuration panel includes: 'Select multiplier' with a dropdown menu showing 'X2'; 'Date range' with radio buttons for 'Static date' and 'Dynamic date' (the latter is selected); and a dropdown menu for 'Weekend only' with a double arrow icon.

## Campaign 2: Refer-a-Friend Special

During BFCM, shoppers are drowning in ads. Yet, they still trust recommendations from friends and family more than any campaign. A referral program leverages that trust, converting word-of-mouth into measurable growth, especially when both parties benefit.

**Goal:** Acquire new customers during high-traffic days.

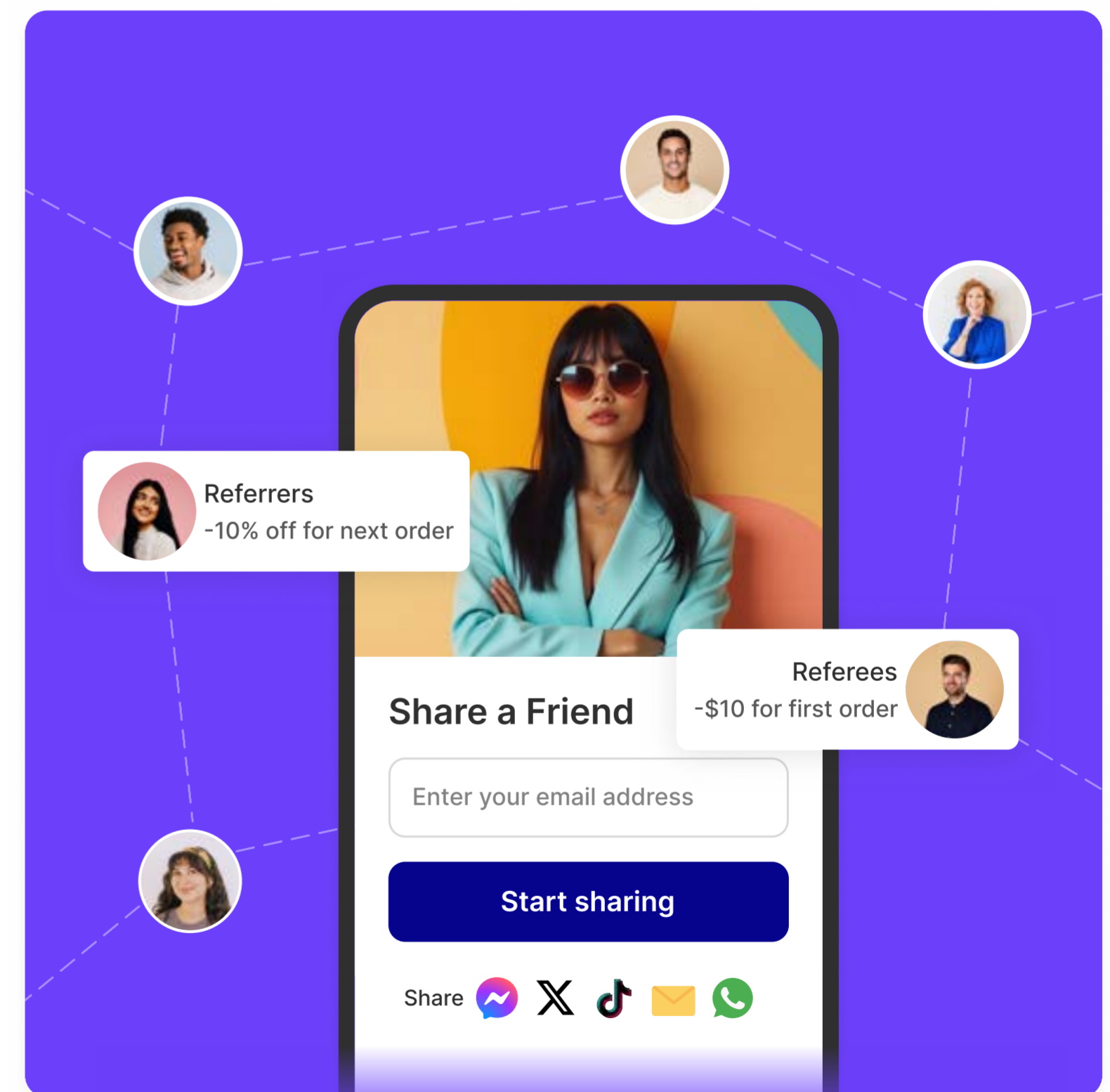
**Feature:** Referrals.

**Quick Setup:**

1. Offer extra rewards to both the referrer and their friend.
2. Promote the referral program through social posts, checkout pages, and order confirmation emails.
3. Use Joy Loyalty's referral tracking to automate rewards and prevent missed credits.



*Sweeten the deal with a limited-time VIP perk, such as an exclusive holiday gift or a complimentary upgrade for the first 50 orders, to spark immediate action.*



## Campaign 3: VIP Early Access

Everyone wants to feel like an insider. Giving your top customers exclusive early access not only strengthens loyalty but also drives repeat purchases by making them feel truly valued

**Goal:** Reward loyal customers with exclusivity.

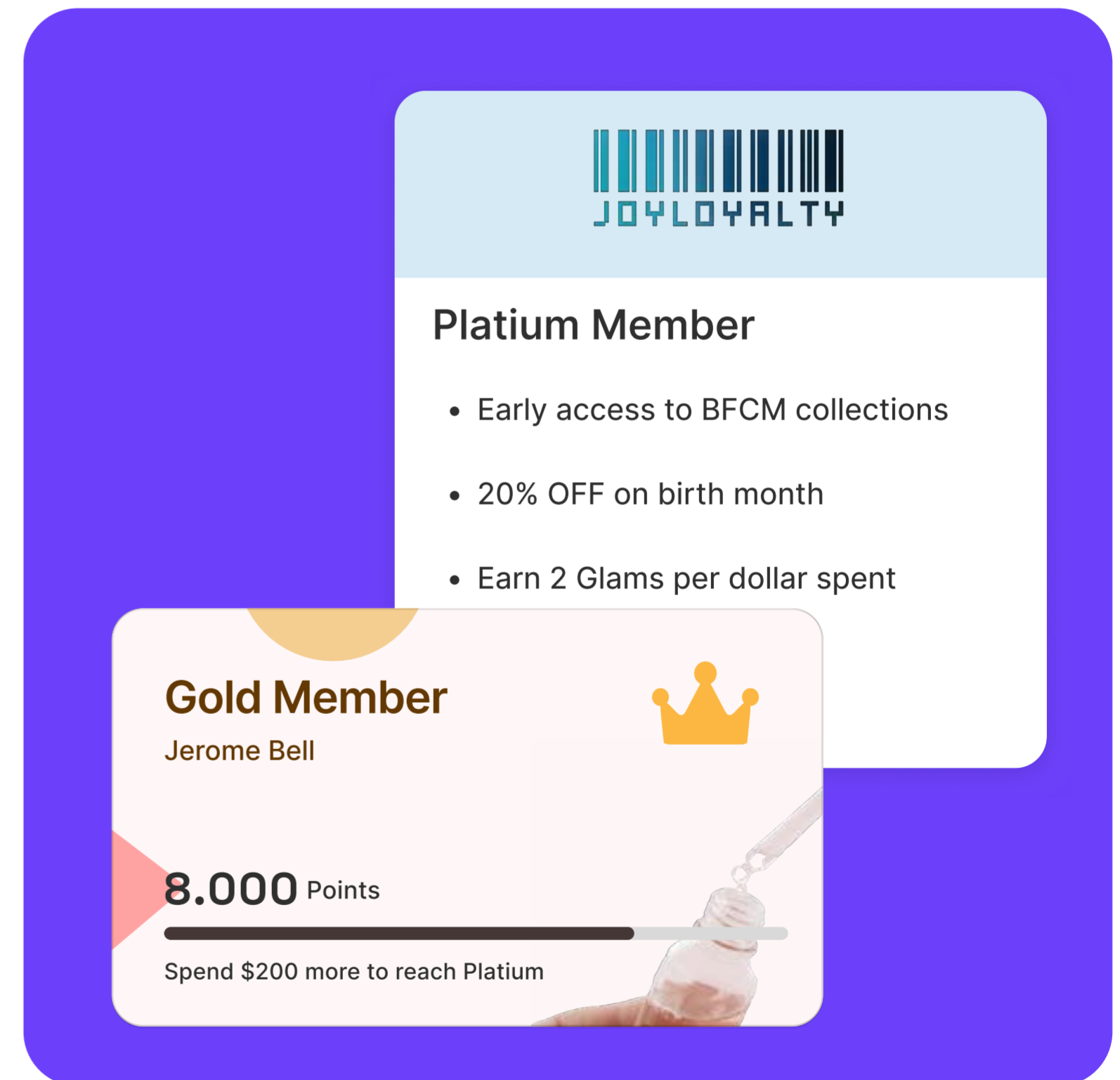
**Feature:** VIP Tiers.

**Quick Setup:**

1. Create a VIP tier (e.g., Gold or Platinum).
2. Offer early access or run a secret sale exclusively for this tier.
3. Notify them via multiple channels (website, social, etc.) before the public launch.



*Sweeten the deal with a limited-time VIP perk, such as an exclusive holiday gift or a complimentary upgrade for the first 50 orders, to spark immediate action.*



## Campaign 4: Holiday Stamp Card

Bundles are a holiday favorite, and a stamp card gives shoppers a playful reason to return. Collecting rewards keeps them engaged beyond a single purchase.

**Goal:** Encourage repeat purchases of seasonal bundles.

**Feature:** Milestones

**Quick Setup:**

1. Use the Milestones feature to create a stamp card (e.g., “Buy 3 holiday bundles = 1 special reward”).
2. Display progress in the customer dashboard so shoppers can see how close they are to completing their rewards.
3. Promote the stamp card with festive visuals on your website, social media, and emails.



*Make the final reward rare and desirable, like an exclusive product or holiday edition item, to keep shoppers motivated to complete their card.*



## Campaign 5: Limited-Time Free Gift

Offering a seasonal free gift for a limited time creates excitement, raises average order value (AOV), and motivates repeat purchases during the holiday rush.

**Goal:** Increase AOV and encourage repeat purchases.

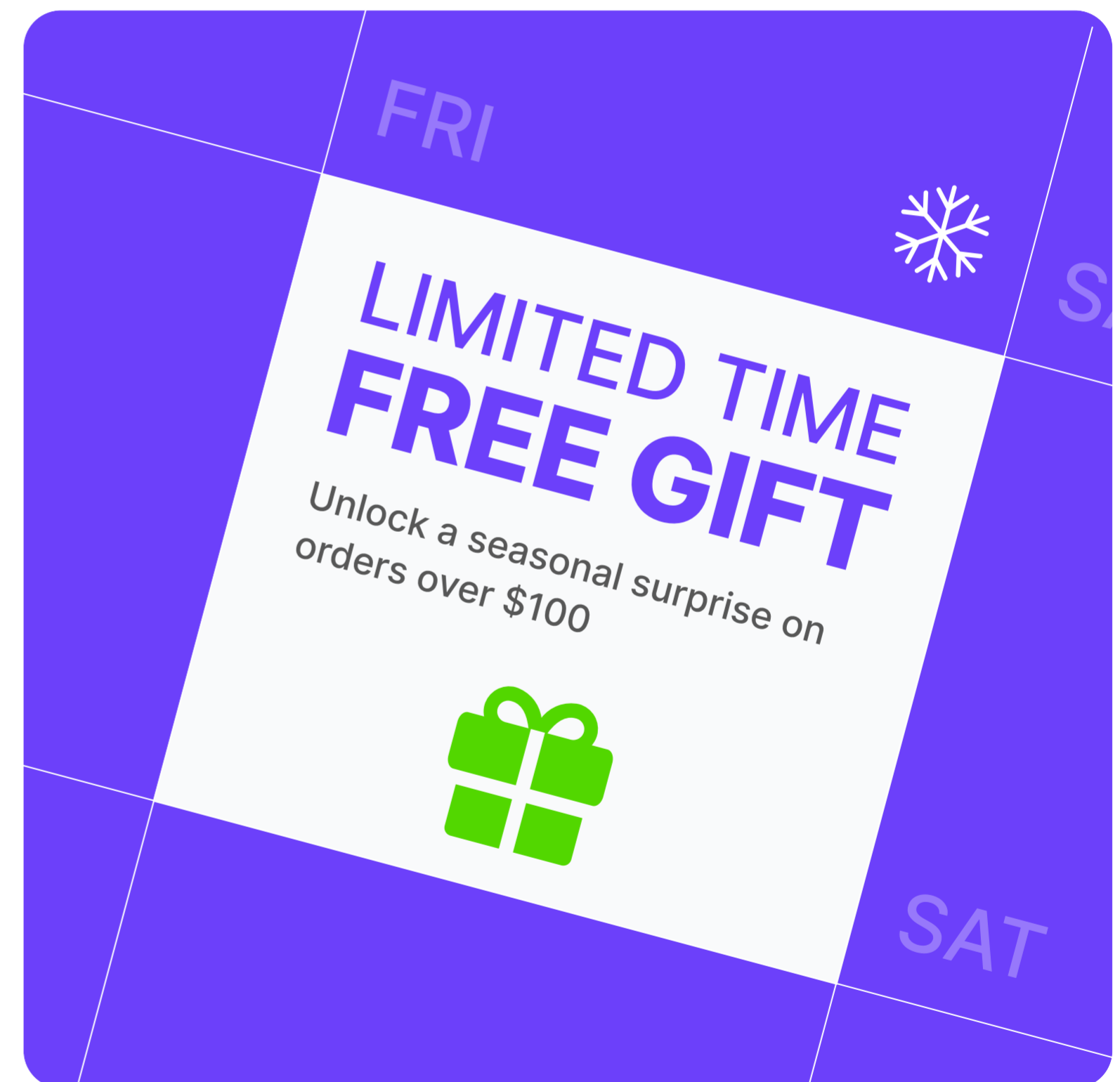
**Feature:** Loyalty campaign

**Quick Setup:**

1. Choose a seasonal gift that feels exclusive (e.g., holiday accessory or mini bundle).
2. Set a spending threshold to unlock the gift (e.g., “Free gift on orders over \$100”).
3. Make it time-limited and promote it through banners, email, and social media.



*Pick a gift that is rare and relevant to the season. This creates urgency and delivers delight, making customers more likely to act fast.*



# 3 TACTICS TO BOOST ENGAGEMENT AND SALES

## Sync loyalty with email and SMS



Keep loyalty visible in the channels your customers check most. Remind them of points, rewards, and VIP perks through email and SMS to encourage repeat visits and purchases

## Use the Thank You Page for upsells



**Thank You!**

Your order is confirmed

Your order confirmation page is prime real estate. Add a loyalty reminder, award bonus points, or offer a small upsell while excitement is still high, turning a single order into the start of a longer relationship.

## Automate re-engagement triggers



Don't let carts, inactive members, or lapsed customers slip away. Set up automated reminders with loyalty rewards tailored to each scenario. It's a cost-effective way to bring shoppers back without extra ad spend

# STEP-BY-STEP LIST TO PREPARE AND LAUNCH YOUR CAMPAIGNS

We've created a simple, step-by-step checklist to make your BFCM campaigns easier to plan and launch more quickly. Use it to:

- ✓ Stay organized while preparing your campaigns
- ✓ Launch on time with fewer errors or last-minute fixes
- ✓ Focus on results instead of getting stuck in manual work

[Download now](#) 

# IN CONCLUSION

BFCM brings opportunity, but also rising costs. For many brands, those costs end with one-time sales.

Loyalty changes the story. With the right campaigns, every promotion becomes an investment in stronger relationships and long-term growth.

This playbook gave you five quick campaigns to help capture BFCM sales and turn them into lasting profit. But remember: launching the campaign is only the first step. The real value comes from building experiences that keep customers engaged long after the holiday season.

For more inspiration and practical ideas, visit the [Joy Loyalty Blog](#), where we share guides, trends, and playbooks designed to help you grow with loyalty.

# CONTACT US

Ready to take the next step? Book a demo and connect with a Joy Loyalty expert who can review your current strategy and explore new ways to achieve your business goals

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 sales@avada.io

 Joy Loyalty & Rewards

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