



AIR MILES INCENTIVES®
 Managed by RMG Loyalty

The AIRTime Newsletter

Springtime is full of possibilities

Spring is a great time for renewed energy, focus and dedication to achieving our customers' business goals. While every member of our sales and management teams has a different background, we hold 122 years of combined experience in loyalty programs. This is especially beneficial for you because it has a direct impact on our ability to help your business achieve success.

In this newsletter you will learn how to boost profits by increasing customer retention, how to use Bonus offers to reach specific business driving goals, and discover an excellent way to reach Collectors where they spend most of their time outside of work. You will also find out how an industrial marine business uses AIR MILES® reward miles to drive business in their slow season, and meet Director of Sales Kate Booth, a sales rep mentor with unwavering dedication to client support.

Helping you reach your goals through expertise and dedication is our promise.

Let's keep growing together! ●

MESSAGE FROM THE CEO

New Sponsors

- | | |
|---|----------------------------------|
| Action Car and Truck Accessories | Breathe Easy Eco Solutions |
| Aires Cooling and Heating | Budget Environmental Disposal |
| AllCargos Tent & Event Rentals | C2C Market |
| Apex Landscaping 2020 | Canada Luggage Depot |
| Aqua Medical Spa | Canadian Linen |
| Aqua-Tek | Chasin Tails |
| Armoires Cuisines Action | Chem International |
| Armstrong Office Interiors | Closer to Home Healthcare |
| Arysta LifeScience Canada | Country Lawyer |
| Balance to Life | Dave's Duct Cleaning |
| Beachcomber Hot Tubs and Home Leisure Grand Prairie | Douglas Robertson LLP |
| Beautiful Smiles Denture Clinic | DumpRunner Waste Systems |
| Blue Bison Water | Electric Avenue |
| Bonjour Confort | Enviro Blue Transfer & Recycling |
| | ET Mechanical |



Customer Loyalty Improves Bottom-line Profits

Customer loyalty programs are an effective way to improve your bottom-line profits. It can cost 6-7 times more to acquire new customers than it does to keep current ones and yet many businesses are missing an opportunity when it comes to building customer loyalty.

In a competitive marketplace where customers have countless options and are accustomed to shopping around, the fact that your customers are satisfied doesn't stop them from taking their business to a competitor who offers them something extra. So what does all this mean for your business? The more loyal customers you have – the higher your profits.



Studies have shown that even a 5 percent increase in customer retention can lead to an increase in profits of between 25 and 95 percent¹. Loyal customers buy more, buy more often, and are often willing to pay more. In addition, repeat customers are good for your business because they become your best advocates. They are more likely to recommend you to others, saving you marketing costs. In fact, a loyal customer's endorsement is more powerful to their friends and family than any advertising campaign.

Speak to your representative to learn more about customer retention and building loyalty. ●

DOUBLE REFERRAL REWARDS!

Get up to 10,000 AIR MILES® reward miles when you refer a new client this summer!

Double reward miles offer valid until August 30, 2015 only. Conditions apply. Ask your Representative for more details.



Twenty ways to use AIR MILES® Bonus Offers

Summer is a great time for Bonus offers! Consider offering your customers additional AIR MILES® reward miles to drive specific business results. Here are some examples:

1. For customer referrals
2. For booking first appointments
3. For registering their Collector card
4. For signing up or reading a newsletter
5. For purchasing featured products or services
6. For signing up for electronic invoicing
7. For purchasing after being a dormant customer
8. For using an online ordering tool
9. For upgrading to the next package or service level
10. For providing a current email/ mailing address
11. For setting up EFT or direct deposit
12. For annual contract commitments
13. For purchases during the slow season
14. For requesting an estimate
15. For trying new products or services
16. For early or next appointment booking
17. For buying liquidation products
18. For downloading and using a mobile app
19. For payment within 10 or 30 days
20. For combining 2 or more products or services

Don't forget to promote your Bonus offer(s) on your website, on all your marketing materials, and on social media. And take advantage of our "Bonus Offer" POS materials to get the word out.

Talk to your representative to get Bonus Offers working for you. ●



Spartan Industrial Marine

CLIENT PROFILE



A valued Client since 2013

When a fishing boat sends out a distress call off Canada’s Atlantic coast, the safety of all on board is, in many ways, dependent on the thorough life-rafts and safety suits inspections performed by the highly trained staff at Spartan Industrial Marine, a Hercules Group Company.

When Spartan became an AIR MILES® Sponsor in 2013, they were looking for a unique advantage in a very competitive market. “Everyone says we have great service,” says Lorna Bateman, Marketing Manager for Hercules Group of Companies. “We have years of industry experience, the best products on the market, and highly trained staff. Now we can say to our customers, ‘You get all these things and we can give you AIR MILES® reward miles, too.’”

She ascertains that offering AIR MILES® reward miles has given them a competitive edge and been instrumental in getting customers through the door, particularly in the off-season. In fact, offering Bonus AIR MILES® reward miles successfully curbed the busier months this past season. “We had the whole slow season to be inspecting and were able to manage our staff time much more efficiently,” says Bateman.

Staff also witness the difference in the sales of certain products when reward miles offers are attached. “There is a lot of buy-in from staff. Branch managers asked me if they could offer a promotion after Christmas last year—that has never happened before,” says Bateman.

“Every day, we work towards setting ourselves apart and being a leader in our industry,” says Bateman. “A loyalty program gives us an extra boost in a competitive market.” Bateman acknowledges there are many loyalty programs out there and some companies run their own. “I don’t believe we could run a loyalty program successfully on our own. Especially not one with the recognition that AIR MILES® has.” ●

New Sponsors (continued)

- Ever After Bridal Boutique
 - Fanshawe College
 - Globe General Agencies
 - Goodwill Industries of Toronto, Eastern, Central and Northern Ontario
 - Green Diamond Equipment
 - Greer Homes
 - Habitat for Humanity Canada
 - Imprimerie Pubcite
 - Incredibly Comfortable Uniforms
 - Independent Pool Group
 - Keywin Industries
 - Kitchen Liquidators
 - Lambeth Animal Hospital
 - Les Roulotes
 - Récréatives Vision
 - MediClub Dental
 - MEGALITH Management
 - Mermaid Marine Products
 - MINÇAVI
 - Nettoyeur de la Cité
 - Niagara Jet Adventures
 - One Call Does it All
 - Paragon Construction & Mechanical
 - Reddy’s Physio Rehab
 - Rockland Landscaping Supplies
 - Roofers Plus Canada
 - Roofmaster Ottawa
 - Rosehaven Homes
 - Royal Environmental
 - Russell Lake Animal Hospital
 - Simply Laundry
 - SIS Exteriors
 - Smile Effects Alberta
 - Sports Replay
 - Square Foot Properties
 - Surgo Surgical Supply
 - Ted’s Quality Roofing
 - That Pro Look
 - Twin Peaks Construction
 - Urban Siding
 - Western Marine Company
 - Yenway Golf
-
- A Special Welcome to Schnier and their FloorsFirst Canada members
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- Albert’s Floor & Carpet
 - Artison’s Floor Fashions
 - Braid Flooring
 - Carpet Colour Centre
 - Chafes Flooring and Furniture
 - Designer’s Carpet & Hardwood Flooring by MGS
 - Exclusive Floors
 - Hourigans’s Carpets and Linos
 - Kerber Floors
 - Main Floor Carpet
 - PS Atlantic
 - World Floor Coverings



Great Way to Reach Highly Engaged Collectors



Our sponsors are always looking for new ways to let Collectors know about their participation in the AIR MILES® Reward Program and their AIR MILES® reward miles offers. We want to introduce you to an advertising medium that reaches highly engaged AIR MILES® Collectors, and exposes them to your message for an average of three to five minutes every time.

The AdBar grocery divider is an excellent way to promote your business and your AIR MILES® offers to Collectors at Grocery Sponsor locations, where they shop several times a week and already earn AIR MILES® reward miles! You can use AdBar to launch your program, promote your offer(s) or a contest, and drive people to your website.

Ask your Representative about exclusive pricing for AIR MILES® Sponsors or to learn more about reaching Collectors at the Grocery Sponsor locations. ●



Thank you for reading!

EARN **25 AIR MILES®** reward miles

Email us at newsletter@rmgi.ca and you will receive 25 reward miles simply for taking the time to read our newsletter.

*Offer valid until September 30, 2015, limit 1 offer per Collector Account.

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EMPLOYEE PROFILE



Kate Booth

Kate's boundless energy trickles down to all those she works with. As Director of Sales, she helps her clients build successful programs, and mentors other sales reps to help them reach their potential. She joined AIR MILES INCENTIVES® six years ago, making the leap from a business development and account management role with LoyaltyOne. Since then, she has consistently tested the boundaries of what AIR MILES® can do and watched her clients win.

One of her favourite Sponsor campaigns includes an employee program that not only helped attract and retain great employees, it also decreased lost-time injuries significantly the year the program was implemented. She attributes the success of her clients to being hands on—stepping in to help them out, even when they don't ask.

Kate feels most alive when she is taking in the outdoors, skiing, golfing, or picking up her two young boys from school on her bike. Not surprisingly, her travel sights are set on seeing some of the world's most beautiful landscapes in Turkey, Iceland and Croatia. ●