

**by Matt Powell, Business Growth Manager,
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Reward your customers for free!

If you haven't heard about the loyalty card, firstly, where have you been for the last couple of months!?

There are a couple of things you may not be aware of, though. For example:

- The card is called the "My Heart of Cornwall Card"
- Camborne, Pool and Redruth will be the first area in the country to launch the scheme, which will go live early next year
- We are running a pilot scheme in Camborne that will commence on Monday 17th November to give business the opportunity to trial the card and see the benefits it can bring
- The pilot is open to all eligible businesses in the Camborne area, and it is free to sign up.
- We will be issuing 1,000 cards to shoppers who will be automatically issued with a My Heart of Cornwall card at no additional cost when the scheme goes live
- Did I mention the pilot scheme is free!?

Whilst I seem to have been talking about nothing else for the last month or so, I realise that every business has a different idea of how the card will work for them and how it is designed to work.

For me, though, there are three underlying factors that make this scheme worthwhile for businesses:

1. It is designed to encourage your existing customers to "trade-up", increasing your average spend
2. It is designed to bring new customers through your door by raising the profile of your business, your street and your town
3. It gives you access to priceless information about how customers use your business and enables you to market directly to your best customers
- 4.

For the next 2-3 months, being part of the pilot project is a no-lose situation. Try the scheme, monitor how it's working for you, maximize the potential of it, and only then will you be asked to subscribe to it.

So, how can you sign up? Well, over the next few weeks, I'll be getting round to as many of you as I can, armed (finally) with the agreement forms. **You can also download these from the CPR website. And, from early November, log on to www.mycard.org.uk/heartofcornwall where you will also be able to get the necessary forms, as well as log on to your own account and monitor the scheme once it goes live.**

We have already received excellent coverage, locally, regionally and even nationally for the scheme and will continue to promote the loyalty card through the media to really put the area on the map.

Please, please get in touch if you have any lingering queries or doubts, and please do take the time to make this scheme work for you. It's a fantastic opportunity to boost your business and promote the value of shopping locally at a time when so many other conditions are making times tough.

