

Loyalty Program Rollout Communication Plan

1. Objective

Outline and structure the communication activities to ensure the effective rollout of the new Loyalty Program across all relevant stakeholders.

2. Key Messages

- Introduce the Loyalty Program and its value to customers.
- Explain how the program works and its benefits.
- Provide clear enrollment instructions.
- Highlight important dates and milestones.

3. Stakeholders

- Customers
- Frontline Staff
- Management Team
- Partners/Vendors

4. Communication Channels

- Email
- Company Website
- Social Media
- In-store Signage
- Internal Newsletters
- Team Meetings

5. Rollout Timeline & Activities

Phase	Timeline	Activity	Audience	Channel
Pre-Launch	Week 1	Internal Announcement & Training	Staff & Management	Meetings, Internal Newsletter
Launch	Week 2	Customer Announcement	Customers	Email, Website, Social Media
	Week 2	Program Registration Opens	Customers	In-store, Website
Post-Launch	Week 4+	Ongoing Updates & Promotions	All Stakeholders	Email, Website, Social Media

6. Success Metrics

- Number of customers enrolled in the first month
- Staff engagement and program knowledge
- Open and click rates on communications
- Customer feedback

7. Follow-Up Actions

- Collect feedback from stakeholders
- Adjust communication strategies as needed
- Schedule ongoing program updates