



## 1 Does Your Push Notification Have A Clear Goal?

If you're sending a push notification, it should be because you want your customer to take action right now. Make sure to define what that action is from the very beginning.

## 2 Does Your Push Notification Offer Value To Your Customers?

What's in it for them? Useful tips, exclusive discounts, a freebie, or something else entirely?

## 3 Have You Chosen The Right Audience?

Are you offering something that will interest all your loyalty club members? If not, think carefully about how to segment them and only send this notification to the ones who are likely to be interested.

## 4 Will Your Customers Be Happy To Receive This Push Right Now?

Is this the right time of day? Of week? Of the year? Has it been long enough (but not too long) since your last push notification? You don't want to wake them, bother them, bore them, or overwhelm them.

## 5 Is Your Message Brief, Catchy, And Urgent?

Your customers are busy! They expect push notifications to be succinct and easily understood. And remember: They're getting this message in real time, so use words that will urge them to act right now.

## 6 Have You Added A Twist To Really Get Your Customers' Attention?

Did you phrase your message in a way that will make your customers laugh, smile, or take note? Remember: Before you can sell something to a customer, you have to pique their interest.

## 7 Will Your Customers Know What You Want Them To Do?

Marketers call it a CTA (call to action). Is yours clear? Compelling? Irresistible?

## 8 Have You Provided All The Necessary Details?

If a customer wants to take action, will they know how? Make sure to cover all the basics in your message—or at least make sure your customers know how to get any answers they need.

## 9 Have You Considered How Your Past Pushes Have Affected Your Sales?

What patterns do you see in your sales numbers after previous pushes? Are notifications more effective when they advertise certain products or discounts? When they're sent at certain times of the day (or week)?

## 10 Have You Personalized Your Message?

You know a lot about your loyalty club members. Use this information to make them feel like you're speaking to them personally! For example, you can call each member by their first name, mention account information like the number of points they've accumulated, or even automatically schedule a push notification for their birthday.