

6 MESSAGING TACTICS

The Pros use to Impact
Redemptions and Loyalty



- 1** PULL vs. PUSH
- 2 QUID PRO QUO
- 3 PERSONALIZATION
- 4 CONTEXT
- 5 VIRAL
- 6 INTEGRATION



- 1** PULL vs. PUSH
- 2 QUID PRO QUO
- 3 PERSONALIZATION
- 4 CONTEXT
- 5 VIRAL
- 6 INTEGRATION



1

PULL vs. PUSH

2

QUID PRO QUO

3

PERSONALIZATION

4

CONTEXT

5

VIRAL

6

INTEGRATION



sumotext

1

PULL vs. PUSH

2

QUID PRO QUO

3

PERSONALIZATION

4

CONTEXT

5

VIRAL

6

INTEGRATION



sumotext

1

PULL vs. PUSH

2

QUID PRO QUO

3

PERSONALIZATION

4

CONTEXT

5

VIRAL

6

INTEGRATION



sumotext

1

PULL vs. PUSH

2

QUID PRO QUO

3

PERSONALIZATION

4

CONTEXT

5

VIRAL

6

INTEGRATION



sumotext

1

PULL vs. PUSH

2

QUID PRO QUO

3

PERSONALIZATION

4

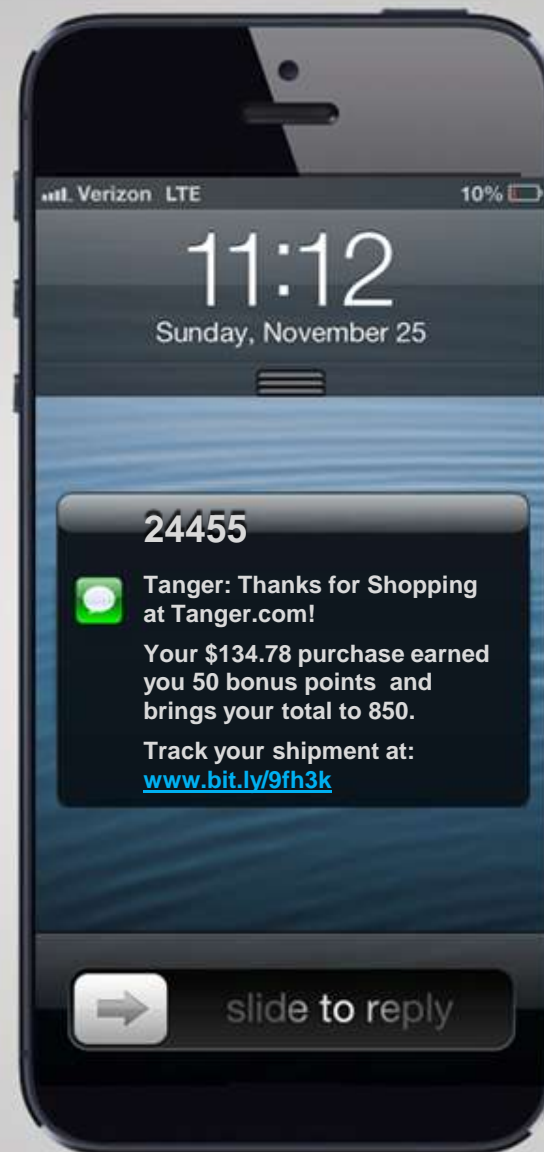
CONTEXT

5

VIRAL

6

INTEGRATION



sumotext