

Template: Cannabis Seed Loyalty Program Checklist

Generated: 12/27/2025

Based on Article: "The Impact of Cannabis Seed Loyalty Programs on Customer Retention"
Website: <https://theseedconnect.com>

A practical checklist to design and implement a cannabis seed loyalty program aimed at enhancing customer retention.

Checklist Items:

- 1. Define Program Structure**
Establish the type of loyalty program that fits your business model, such as points-per-dollar, tiered loyalty, subscription rewards, or referral programs.
Reference Section: Common loyalty program formats and their fit for cannabis seed sellers
- 2. Determine Reward Types**
Decide on the types of rewards to offer, including points, discounts, exclusive access, samples, or educational perks that align with your customers' needs.
Reference Section: What Is a Cannabis Seed Loyalty Program?
- 3. Set Up Tiered Levels**
If applicable, create tiered levels within your program that unlock increasing benefits, encouraging customers to engage more to reach higher tiers.
Reference Section: Common loyalty program formats and their fit for cannabis seed sellers
- 4. Implement Initial Reward**
Offer an introductory reward, such as bonus points or a discount on the first purchase, to motivate new customers and boost initial engagement.
Reference Section: How Do Loyalty Programs Drive Customer Retention?
- 5. Encourage Referral Programs**
Create incentives for existing customers to refer new customers, rewarding them with points or product credits upon successful referrals.
Reference Section: Common loyalty program formats and their fit for cannabis seed sellers
- 6. Utilize Progress Tracking**
Incorporate a visible progress bar for customers to track how close they are to their next reward, encouraging more purchases.
Reference Section: How Do Loyalty Programs Drive Customer Retention?
- 7. Boost Engagement with Anniversaries**
Recognize customers' milestones with exclusive offers or perks on their subscription anniversary or first purchase anniversary, reinforcing emotional connections.
Reference Section: How Do Loyalty Programs Drive Customer Retention?
- 8. Monitor Key Performance Indicators (KPIs)**
Regularly evaluate customer retention metrics such as repeat purchase rate, average order value, and customer lifetime value to gauge program effectiveness.
Reference Section: Retention-focused KPIs and an example CLV uplift

9. Collect Customer Feedback

Solicit feedback from participants to continuously refine and enhance your loyalty program, ensuring it meets their needs and expectations.