

Loop Fans

CASE STUDY · THE DAIRY CLUB AT YARRA VALLEY DAIRY

From first visit to loyal regular

How Yarra Valley Dairy built a community of more than 100 members in four months

Yarra Valley Dairy has welcomed cheese lovers to the Yarra Valley for years. With Loop Fans, it launched The Dairy Club: its own rewards program that thanks guests for visiting, sharing and coming back. Four months later, the Club has become a community of guests who return, spend, create content and tell their friends, and the Dairy knows more about its visitors than ever before.

107

CLUB MEMBERS

Joined since the Club launched in June

575

TASKS COMPLETED

Visits, reviews, photos, follows and check-ins

3 in 4

SURVEYED GUESTS ARE REPEAT VISITORS

The Club is engaging existing customers as well as new ones

30

PHOTO ENTRIES

Real guest content for the Dairy to share

16

REWARDS CLAIMED

From cheese tastings to tote bags

173

REWARDS WISHLISTED

Guests already planning their next visit

“Helped with ideas for our next visit.” A Dairy Club member

The goal: give guests a reason to come back

Yarra Valley Dairy is a destination for handcrafted cheese, relaxed grazing and slow afternoons. Many guests visit once, enjoy it and leave without a trace. The Dairy wanted to turn those visits into a relationship.

01

Bring guests back

Reward return visits and give guests something to look forward to next time.

02

Know its visitors

Learn where guests come from, why they visit and what they love.

03

Grow its community

Turn happy guests into followers, reviewers and advocates.

THE APPROACH: THE DAIRY CLUB, POWERED BY LOOP FANS

What Loop Fans provided

A branded rewards program

The Dairy Club, with its own Dairy Credits, rewards and member page.

Ways for guests to take part

Visit check-ins, receipt uploads, reviews, photo competitions, follows and surveys.

Tools to stay in touch

Email, member insights and analytics, all in one place.

What the Dairy brought

Its customers

Staff introduced guests to The Dairy Club during their visit.

Its mailing list

Past contacts were invited to join through email campaigns.

Its rewards

Real products and experiences gave guests meaningful reasons to take part.

A BONUS: LOCAL PARTNERSHIPS

The Dairy also partnered with nearby businesses on Loop Fans, so guests could discover the Dairy through its neighbours. **23 new members** were introduced to the Club through local partners.

What the Dairy Club did

Six simple habits, built into the everyday running of the Dairy. Each one used tools already available on its Loop Fans site.

1 Invited guests at the counter

Guests are invited to join the Club, check in on arrival and upload their receipt to earn credits.

18 visit check-ins · **16** purchases linked to known members · **A\$69** average tracked receipt

2 Emailed its mailing list

A spring photo competition email to the Dairy's mailing list, and a re-engagement email to Club members.

29% open rate · **139** clicks · **49%** member open rate

3 Ran photo competitions

Three competitions since April, inviting guests to share their favourite Dairy moment, at the Dairy or at home.

30 entries · **110+** votes · **34** pieces of content for the Dairy to share

4 Offered rewards that bring guests back

Rewards linked to a visit or a spend: a cheese platter add-on, a cheesecake slice on weekdays, a cheese with a \$20 spend.

16 claimed · **173** wishlisted · most wanted: Premium Tasting for Two

5 Asked guests about their visit

A short visit survey rewards guests for sharing where they came from, why they visited and what they loved.

51 surveys · **12** reviews · **95%** of 20 surveyed said the visit met expectations

6 Grew its social following

Follow and posting tasks gave guests a reason to connect with the Dairy online and share their visit.

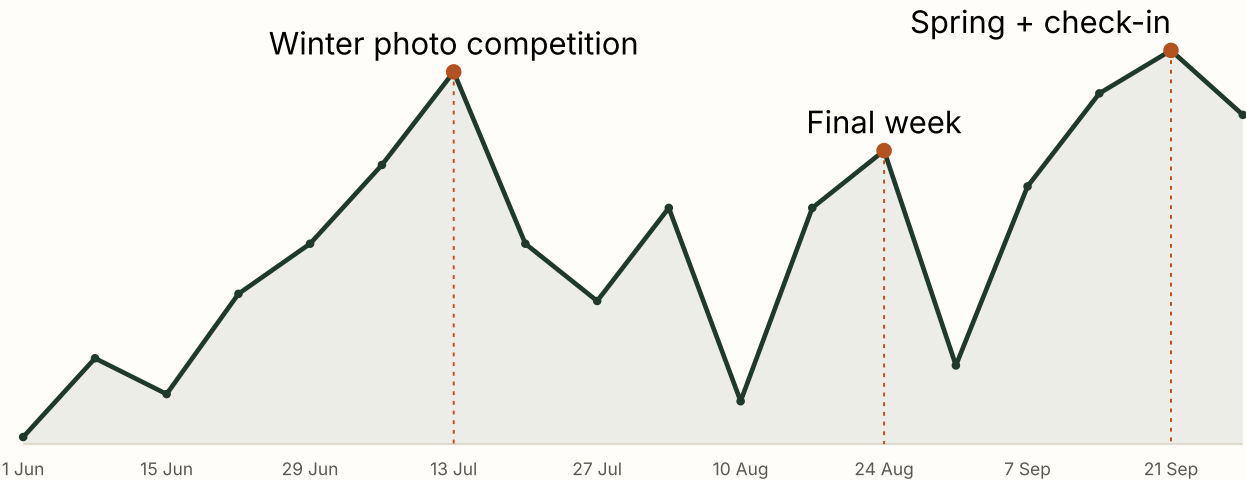
56 new Instagram and Facebook followers · posts reaching **624** followers

The difference wasn't more technology. It was using the tools already available, every day.

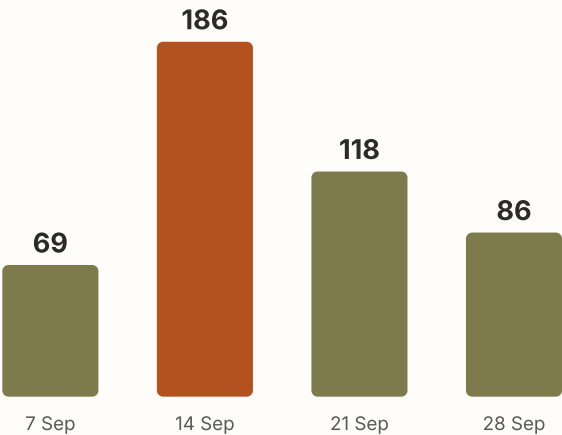
A community that keeps growing

Activity has risen around each campaign, from the winter photo competition to the spring email and the new daily check-in, and the Club has kept growing month after month.

TASKS PER WEEK IN THE DAIRY CLUB



UNIQUE VISITORS PER WEEK, SPRING



The Club's busiest week followed the spring email to the Dairy's mailing list: 186 visitors.

GUESTS WHO COME BACK

3 in 4

SURVEY RESPONDENTS ARE REPEAT VISITORS
Of 20 guests surveyed: the Club engages existing customers, not just new ones

15

MEMBERS CHECKING IN DAILY
Since the daily check-in launched in September

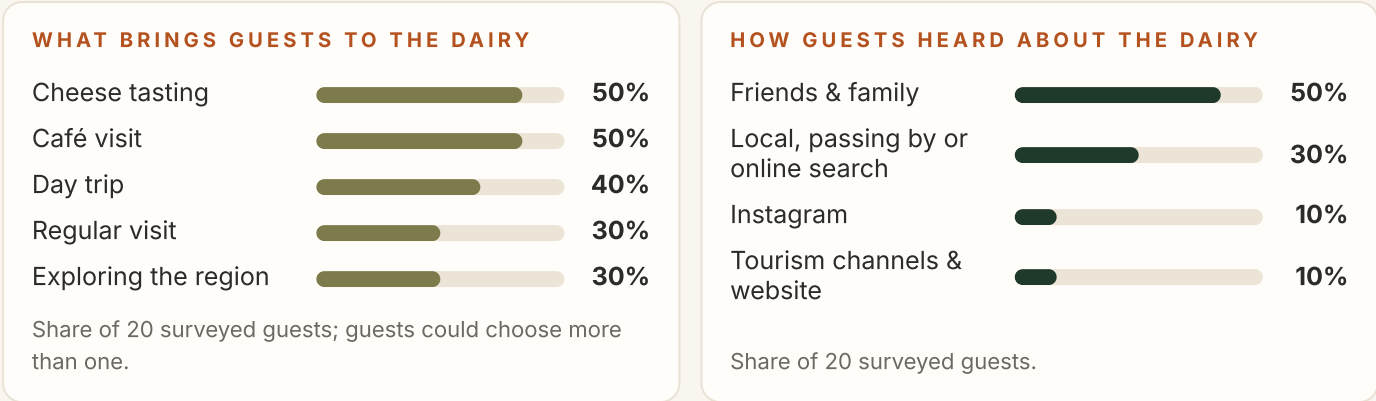
480

UNIQUE VISITORS IN 30 DAYS
To the Dairy Club page, mid-September to mid-October

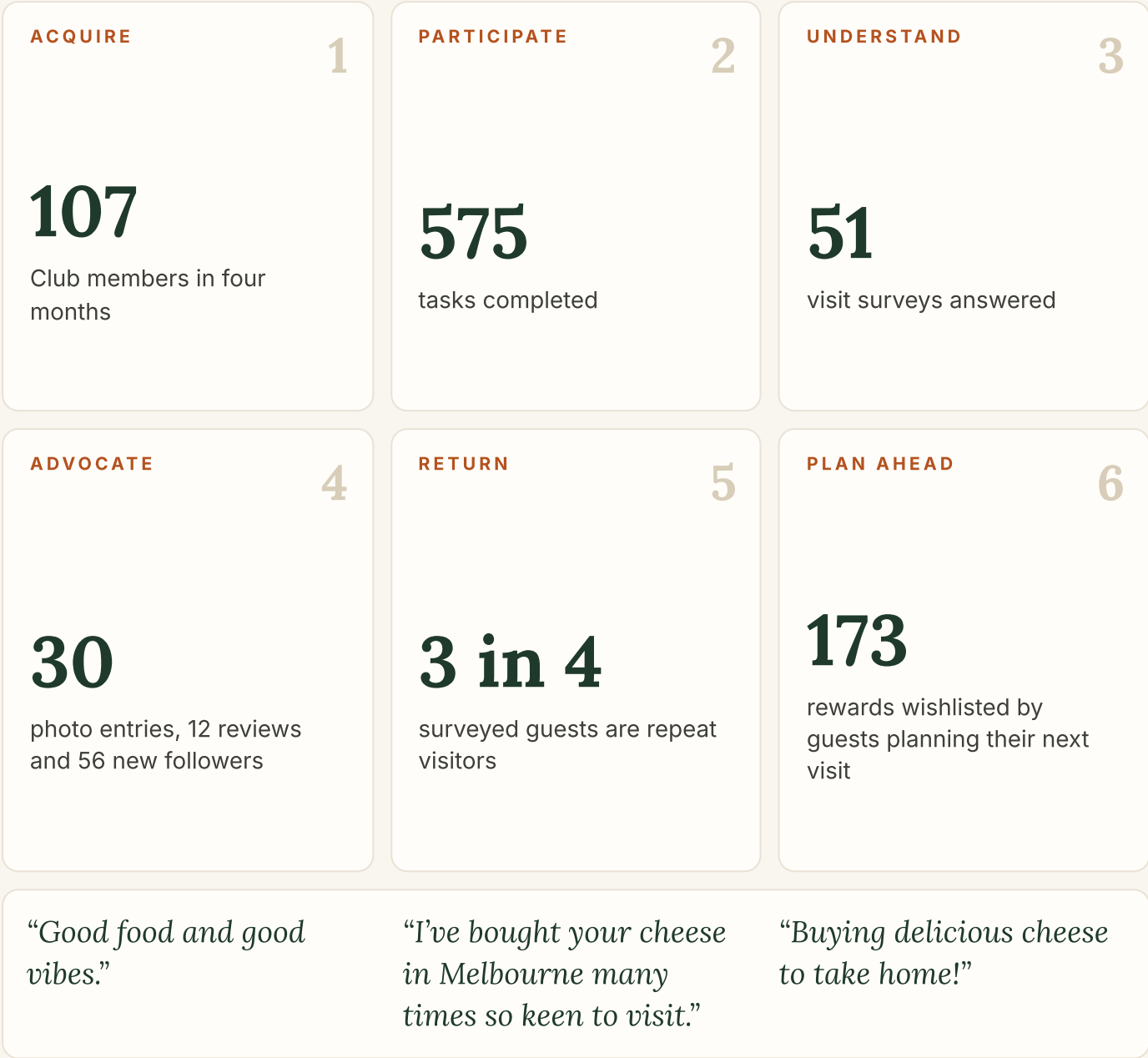
Every return visit is another chance for guests to spend, share and recommend.

Getting to know every guest

Every visit survey gives the Dairy first-hand insight into who its guests are and what brings them in: information that used to walk out the door.



THE FULL JOURNEY, IN FOUR MONTHS



Bring the same model to your business

Everything the Dairy Club did is available to any business on Loop Fans. These six actions are where to start.

✓ **Invite guests at the counter**
A QR code at the register and on tables, and a simple line from staff: "Join and earn credits for today's visit."

✓ **Tell your own customers**
One email or social post to your existing customers invites them into your program.

✓ **Run a photo competition**
Guests share their favourite moments, friends vote, and you build a library of real content.

✓ **Offer rewards worth returning for**
Tastings, add-ons and weekday treats that bring guests back through the door.

✓ **Ask guests about their visit**
A short survey tells you where guests come from and what they love.

✓ **Keep members engaged**
Use new activities, rewards and campaigns to give customers fresh reasons to return and participate.

Your business. Your customers. Your community.

Loop Fans gives you the tools to reward visits, understand your customers, generate content and reviews, communicate with members and encourage return visits, all under your own brand.

Reward participation. Grow communities.