

[Fresh Publishing Store Launches Loyalty Scheme To Reward Repeat Customers](#)

The Fresh Publishing Store is now looking to differentiate themselves by rewarding repeat customers while still offering them special deals they cannot find elsewhere.

Online PR News â€“ 30-January-2014â€“ The independent retailer is now launching a point-based loyalty system to reward returning customers. Each customer will receive Fresh Points as rewards for joining the scheme, buying books, and leaving reviews on the site. Fresh Points can then be used to buy books in store.

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Currently, the Fresh Publishing Store is still giving away some mini-bookmarks with selected books from their store. They are also looking to secure deals with independent authors and publishers to offer readers a chance at getting signed copies or merchandising featuring their favourite books.

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Astrid Gay, owner of Fresh Publishing, says: We want to offer great deals to our customers. A loyalty scheme seems like an excellent way to say thank you to all readers supporting indie authors and publishers. And our customers may well find something in the store that cannot be found anywhere else, such as a signed copy or mini-bookmark, or a special edition with additional content.

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The Fresh Publishing Store offers titles from independent authors and publishers from around the world. More details can be found in the Fresh Publishing Store(<http://store.freshpublishing-house.co.uk>).

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About Fresh Publishing

Fresh Publishing is a small press based on the Isle of Wight, UK. Its aim is to create strong partnerships with authors who may have been rejected by major publishing houses, but still have a good story to tell.

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