

A top-down photograph showing four hands with red-painted nails holding a small, square gift box. The box is wrapped in orange paper with white polka dots and is tied with a purple ribbon in a bow. The hands are positioned at the corners of the box, resting on a light-colored, textured wooden surface. A semi-transparent light blue rectangular box is overlaid on the left side of the image, containing the article's title.

How Loyalty Programs Can Help Brand Influencers Earn More and Upskill

For many brands in the building materials sector, the people who most influence a purchase are not always the ones who make it. Contractors, masons, engineers and site supervisors regularly determine the product that gets specified, applied or recommended, often before the buyer has formed a clear preference. Their working knowledge of a product, their confidence in explaining its properties and their hands-on experience with its application carry significant weight at the point of decision.

Loyalty programs can give these professionals reasons to stay connected with a brand beyond the scheme cycle. Along with rewards, they can offer product training, certifications, professional tools and recognition that help influencers build their knowledge and skills. For brands, the same program provides a way to track engagement and understand how it relates to sales performance.

The real opportunity lies in moving beyond transaction-based incentives to a relationship that helps influencers grow professionally while contributing to business outcomes.



 THE EVIDENCE

Case Study - What the Numbers Look Like When This Is Done Well

One of India's largest cement manufacturers redesigned its channel loyalty program, with mjGRO, to increase premium brand sales and reduce channel partner churn. The program covered contractors, masons, dealers and retailers, with engagement extending beyond transaction-volume incentives.


200%

Premium brand sales growth in 12 months


2×

Program registrations in 16 months


30%

Increase in repeat purchases


₹50 Cr+

Redemption payouts, up from ₹5 Cr

Premium brand sales grew by 200% within 12 months. Program registrations doubled in 16 months with negligible churn. Repeat purchase behavior among channel partners increased by 30%. Redemption payouts moved from ₹5 crore to over ₹50 crore in a matter of months from relaunch, with last-mile delivery extended to 7,000+ pincodes, including Tier-3 towns and villages that had previously been unserviceable.

A second deployment, running across 7 zones and 25+ states, showed the same pattern at greater scale. Monthly approved transactions grew 3.2 times. Premium and super-premium product share nearly doubled, from 23.8% to 42.8%. Enrolled influencers drove a 5x increase in premium product sales, while new influencer enrolment grew 49% year on year. The results reflect a program that gave influencers reasons to engage with the brand beyond individual transactions.

An only incentive-based loyalty program works as long as the offer remains competitive. When a rival offers more, there is little to hold the relationship together beyond the next payout.

The influencers who stay with a brand across multiple scheme cycles and through competitive pressure are generally those who have built a professional connection to it. Not because no alternative exists, but because the brand has contributed to something a counter-offer does not immediately replace. This includes applied product knowledge, formal recognition and tools that have become part of how they work.

PROGRAM DESIGN

What a Program Built for Influencers Can Offer

A program can offer more than rewards for purchases. It can help influencers improve their skills, earn recognition and build stronger professional and personal connections with the brand.



Product Training and Certification

Training in product application, technical specifications and performance helps trade professionals make informed recommendations. Certification gives them a verifiable record of their knowledge and skills, which they can build on as they progress in their work.



Professional Tools and Devices

Tools and devices that improve day-to-day work can offer lasting value beyond a cash reward. They help influencers carry the benefits of the program into their daily work.



Workshops and Brand Events

Training events give influencers access to the technical expertise of a brand. It connects them with peers across the trade network. The relationships formed at these events have their own retention value.



Access to Learning Resources

Product guides, application techniques and specification updates accessible through the program give influencers a practical reason to engage with the platform between purchase cycles, not only at the point of earning or redemption.



Premium Product Experiences

An influencer who has used a brand's premium range directly is more likely to specify it on-site. Firsthand familiarity with higher-value products creates a level of confidence that marketing communication alone cannot build.



Recognition and Achievement Programs

Public acknowledgement of consistent performance, through zone rankings, tier progression or annual recognition events, shows an influencer that the brand values their contribution. It also reinforces the view that they are a professional partner rather than a source of transaction.



Higher Earning Tiers and Referral Opportunities

Tier structures based on engagement behavior instead of transaction volume alone reward commitment, not just volume. Referral programs that compensate influencers for introducing qualified trade professionals give them a stake in the growth of the network.



Exclusive Brand Access

First access to new product launches, campaign participation and brand events reinforces the sense that an influencer occupies a preferred position with the brand, not simply a member one.



When the Program Extends to the Household

One dimension of influencer loyalty that is frequently underweighted is the household. In trade businesses, work decisions and family decisions are often connected. Programs that extend recognition and benefits to the influencer's family, through spouse engagement events, household reward milestones or family benefit packages, consistently show stronger retention than those that engage the individual alone. When a program is present in the home life of a person and not only their working life, the relationship with the brand has a broader base and is harder to displace.

BRAND OUTCOMES

What Brands Gain from This Design



Better product knowledge at the point of recommendation, which reduces incorrect applications and strengthens advocacy in the conversations that shape purchase decisions.



Higher engagement with the premium product range, since influencers who have received formal training on higher-value products are more comfortable specifying and explaining them to buyers.



Lower attrition across the influencer base, which reduces the cost and disruption of rebuilding the network at the start of each scheme cycle.



Valuable engagement data on which influencers are active, the training they have completed, what they redeemed and when they last transacted. This is the intelligence that makes subsequent campaign design more precise.



A commercial relationship that is harder for a competitor to displace with a single scheme offer. When a brand has contributed to the professional growth of an influencer over time, that history carries weight that a payout comparison does not easily override.

A loyalty program that contributes to how an influencer works, and not only to what they earn from it, produces a form of brand advocacy that a scheme-only approach cannot sustain over time. The contractor who recommends a brand with confidence on a job site is drawing on accumulated experience - training completed, products used firsthand, recognition received.

 06 / WHAT COMES NEXT

Building an Influencer Program That Goes Beyond the Points Ledger?

mjGRO has designed and managed influencer and channel loyalty programs for some of India's largest building materials and manufacturing brands, covering over 20 lakh trade partners and influencers across the country. We combine upskilling tools, engagement design, family program structures and on-ground execution to build influencer relationships that last well beyond any scheme cycle. If your influencer network is currently running on incentives alone, let us show you what a growth-oriented program looks like.

LET'S BUILD PARTNER ENGAGEMENT THAT LASTS

Talk to Our Loyalty Team

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FROM REWARDS TO ADVOCACY

UPSKILL

Training & tools

ENGAGE

Recognition & experiences

ADVOCATE

Confident
recommendations