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# Welcome, Don't Discount: Offers and Loyalty Programs for Bitcoiners

Most merchants hear "offer" and think "discount." For Bitcoiners, a welcome offer is something else: a signal.

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Most merchants hear “offer” and think “discount.” A discount is a price lever: you lower the price, hope volume makes up the difference, and watch a competitor match you next week.

For Bitcoiners, a welcome offer works differently. It is less about the money than the message. A small code on your listing says you know who they are, you’re glad they found you, and you want their business. Bitcoiners notice who welcomes them.

## Why a welcome is a signal

Bitcoiners are actively looking for merchants who welcome them. Many would like to move their spending in a category to a Bitcoin-friendly business. But even a motivated Bitcoiner has habits. They already have a place they buy coffee, wine, supplements or running shoes, and they need a reason to try somewhere new.

A discount competes on price. A welcome tells Bitcoiners they're wanted.

A welcome offer does two jobs at once.

It signals commitment. Accepting bitcoin is a payment setting. A visible welcome for Bitcoiners is a choice. It tells this customer you aren’t just tolerating bitcoin; you’re inviting the people who use it. That distinction builds trust before the first order. (I’ve written more about it in Accepting Bitcoin Isn’t Enough.)

It gives a reason to try you. Even a Bitcoiner who is predisposed to support you may need a small nudge to break an established pattern. The first purchase is the hardest one to win. After it, you're in their consideration set, they've seen your product and service for themselves, and they can tell other Bitcoiners about you.

The offer is a welcome and a sign of respect, not a bribe. That's why it doesn't need to be large.

## A modest code goes a long way

With this audience, a 3-5% welcome code goes a long way. It isn't the percentage doing the work. It's the pairing of a modest saving with something a discount alone can't provide: the identity value of shopping with a merchant who has openly chosen to serve Bitcoiners.

That matters most for merchants on thin margins. If you run an electronics shop or a household-goods brand at a single-digit net margin, you can't fund a deep discount, and you don't need to. A first-order code at a few percent, limited to one use per customer, keeps the cost bounded and still says the important thing. You also don't need an offer to be listed at all. Your claimed listing works on its own; the offer is the welcome.

And when a Bitcoiner chooses to pay in bitcoin, that sale arrives on your cheapest rail: lower processing costs than cards, final settlement, no chargebacks, and you decide refunds. Many Bitcoiners still pay by card, out of habit, for card rewards, to avoid tax friction, or to support you on principle. The code works either way, and that customer is still a win.

## Simple beats clever

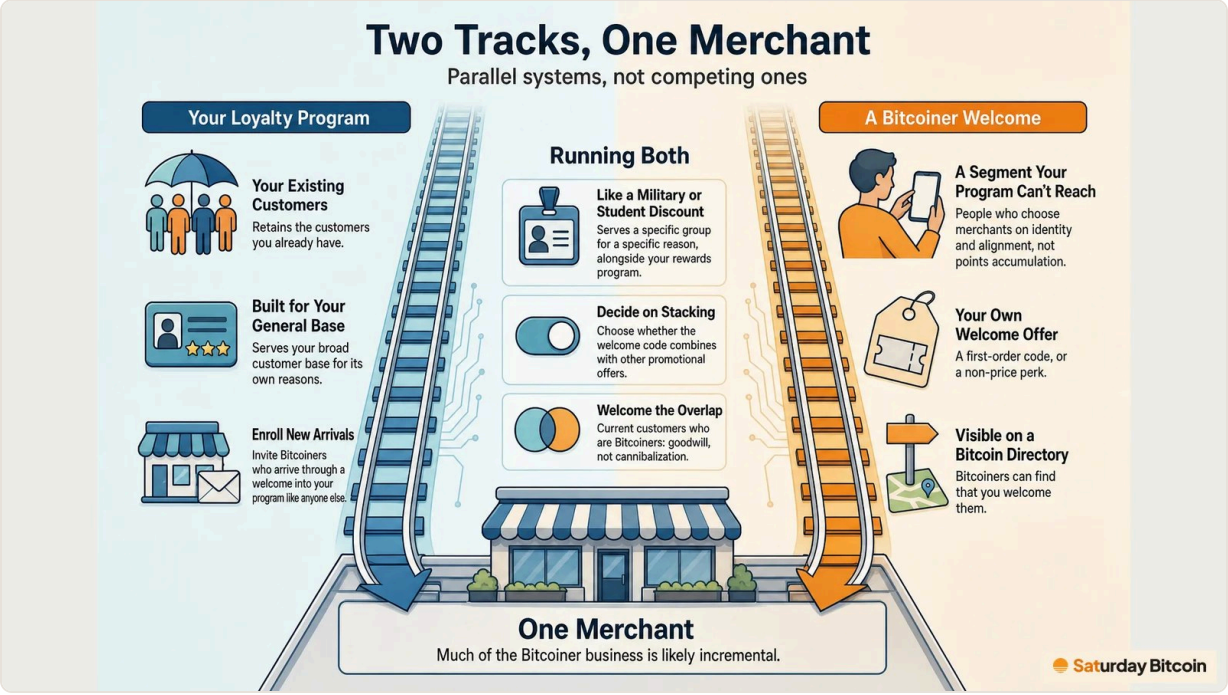
There's a quieter reason a welcome code is a good fit, and your finance team will recognize it.

Points programs are powerful, but they are not simple. Under U.S. revenue accounting (ASC 606), loyalty points that give customers a material right are a separate obligation. Part of each sale is held back as a contract liability, and the business has to estimate how many points will never be redeemed ("breakage") and update that estimate every reporting period. That is real finance-team work, and it is why many CFOs prefer simple, instant structures to points.

A welcome code is about as simple as it gets. The saving is applied at checkout, recognized in the period of the sale, and finished. Nothing accrues, nothing expires, and there is nothing to forecast.

## If you run a loyalty program, you're ahead

Merchants with loyalty programs often ask whether a Bitcoiner offer will conflict with what they've built. It won't. The two are parallel systems, not competing ones.




A Bitcoiner welcome sits beside your loyalty program the way a student discount does.

Think of a military or student discount. It sits alongside your general rewards program without anyone getting confused, because it serves a specific group for a specific reason. A Bitcoiner welcome works the same way. Your loyalty program retains the customers you already have. A visible welcome on a Bitcoin directory reaches a segment your program was never designed to find: people who choose merchants on identity and alignment, not points accumulation. Much of that business is likely incremental.

In fact, if you already run loyalty, you're better positioned, not worse. You already know how to welcome a segment, set an offer, and decide which promotions combine. A few practical choices cover it:

- Decide on stacking. Most commerce platforms let you set whether a code can combine with other promotions. Keep baseline terms such as free-shipping thresholds open to everyone, and decide whether the welcome code stacks with other promotional offers.

- Enroll them. A Bitcoiner who arrives through a welcome code is a new customer. Invite them into your existing program like anyone else, and let the relationship deepen from there.
- Welcome the overlap. Some of your current customers may turn out to be Bitcoiners. Finding out that you openly welcome them is goodwill, not cannibalization.

## Two honest cautions

Codes get shared. Bitcoiners talk, and sharing a merchant they like is part of the culture. That's the point. But any public code can also drift to coupon sites and reach people who are only hunting for a deal. Keep it to first orders, one per customer, review it every few months, and change it if it leaks. Deep, public, always-on discounts are what create one-and-done bargain hunters. A modest welcome mostly doesn't.

Price-protected brands can welcome without a code. If you sell luxury or premium goods where a visible discount would cheapen the brand, skip the percentage. Offer a non-price perk instead: complimentary engraving or alterations, a tasting or private appointment, a gift with first order, or priority access to a limited release. The signal is the same, and your public price stays intact.

One limit to keep in mind: Saturday Bitcoin is a discovery directory, not a payment processor, so we can't see your sales or count redemptions for you. Use a code unique to your listing and track it in your own system. A welcome offer improves your odds of being chosen. It doesn't guarantee volume, and the product and service still have to be right.

## What to do this week

Whatever you make of bitcoin itself, the customers are real: an estimated ~1 million committed, mission-driven Bitcoiners in the U.S., and growing, inside a much larger group of Americans who own some bitcoin. They are looking for merchants who want them. You can match a price. You can't match an identity.

If you accept bitcoin, claim your free listing at saturdaybitcoin.com/business and add a welcome offer: a 3-5% first-order code, or a non-price perk if that suits your brand better. It's free, reversible, low effort, and it has real upside. A welcome stands out today; in time, Bitcoiners will expect it.

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