



Shopper Loyalty Rewards

All-In-One Marketing



Who We Are

Why Use Us



Who is Shopper Loyalty Rewards?

- > We are a leading company offering the only all-in-one marketing software system that offers customer rewards programs, text message marketing, email marketing, social media marketing, and much more all within the same system. We help companies get their customers to come back more often, spend more each time they come in, and have huge success in winning back lost customers. We are located in Ogden, Utah – about 40 miles North of Salt Lake City.
- > We help businesses build loyalty. We help businesses get new customers. We help businesses bring back lost customers.
- > By doing these 3 things, we greatly increase revenue for businesses.
- > Perfect for ANY business like: Restaurants, Retail Stores, Spas, Clothing & Apparel, Pet Stores, Golf Courses, Tanning Salons, Coffee Houses, Fitness & Gyms, Dry Cleaners, Hair & Nail Salons, Bakeries, Auto Dealers, Convenience Stores, Dental Offices, Medical Offices, and many more.

What is All-in-One Marketing?

- > All-in-one Marketing is communicating and marketing on every channel that your audience or potential audience is using.
- > For example: email, text messaging (SMS), voice broadcasting, social media.
- > Gone are the days of only sending information through email. Only 30% of emails are read, but 98% of text message are read. MOST people prefer more than 1 channel of communication.
- > Part of your audience will prefer email; part of your audience will prefer text messages; part of your audience will prefer voice broadcast; part of your audience will prefer social media.
- > You can reach 100% of your audience through the channel they prefer. This ensures that ALL of your audience/potential audience are reached.

Do Other Companies Offer so Many Marketing Channels?

- > No other company or system offers more channels to connect with existing customers and find new customers all in the same system like we do.
- > Some companies offer email only.
- > Some companies offer email and text messages only.
- > We offer SO MUCH MORE. Our system includes email and text messages, PLUS we also offer voice broadcasts and social media.
- > Now you can communicate, reach, and market to 100% of your audience or potential audience.

Types of Loyalty Programs Offered by Other Companies: Physical Punch Card



- > This is the “old school” version where you hand out physical cards that you punch or check-off a certain number of “punches” or “check marks” each time a customer comes in and purchases something.
- > **Pros:** Very easy and inexpensive to run.
- > **Cons:** Customers always lose their cards – if you are like most people you probably have many, many punch cards from your favorite spa/gym/retail store/food place that has a few punches in each of them. But the worst part about it is that you know NOTHING about your customers other than some come in and show you a card that you punch or check-off – when was the last time they came in? How do you let them know about your latest products or services? How do you thank them for their visits or for their loyalty? How do you let them know about events or discounts? How do you get new customers from them through referrals or social media? How do you improve your business through asking your customers what they do and don’t like about products or services?
- > Yes, it’s easy to go to your local print shop and print off hundreds of cards to punch, but this adds little to zero benefit to your business and zero benefit to your customers.

Types of Loyalty Programs Offered by Other Companies: Card You Swipe



- > This is basically the “Punch Card” version 2.0, but instead of punching a card, you now “swipe” a card in a POS system/register and you are told you have “x” points toward your free whatever. You probably have 13 of these cards to your favorite frozen yogurt shop sitting in your drawer because you always forget to bring your card and you have to keep starting new ones over and over.
- > **The same Pros and Cons that apply to the Physical Punch Card loyalty program also apply here** – yes, you now swipe instead of punch, but you still know NOTHING about your customers and have no way to communicate with your existing customers to build loyalty, get new customers, and bring back lost customers.

Types of Loyalty Programs Offered by Other Companies: Tablet Kiosk



- > Customers can sign up for a business's marketing and rewards program by entering their contact information on a tablet.
- > Programs can include email only; or email and text message marketing, and some programs offer some features like discounts and coupons.
- > **Pros:** The program is all digital so no cards to punch or swipe. One or two marketing channels can be used although it is mostly just email.
- > **Cons:** The tablets are often stolen or lost. The tablets easily break and continually have problems with them. Signing up takes time because the customers have to fill out a longer web form. Many of these programs also work through a mobile app – it is **VERY** difficult to get customers to download and use an app. Businesses must have internet access or the tablet will not work, so it does not work for businesses that visit a customer's location or when they are at events. Rewards can easily be added dishonestly by customers or employees entering their phone number or a customer's phone number over and over again to get points added to their account.

Shopper Loyalty Rewards Features: Mobile Features

- **Mobile Keywords:** Create a unique keyword to be sent to a short code and enable various functions from opting-in to your database, to delivering deals and alerts. We provide everything you need.
- **Rewards Program:** Reward your customers for their business with bonus points and incentives to keep them coming back again and again.
- **MMS (Multimedia Messaging):** Send more than just words by delivering a short video clip, a picture, a sound bite, and more.
- **Mobile Voting:** Captures votes from your audience for whatever you want to know about with a simple text (new recipe, clothes, color, better your product/service, etc.).
- **Mobile Coupons:** Boost traffic and sales by sending coupons directly to your customers' mobile phones (can also do this through email and social media).
- **Text-to-Screen:** Encourage audience interaction at events by enabling people to post messages on a big screen.
- **Appointment Reminders:** Sick of customers missing their appointments? Minimized missed appointments by delivering a quick SMS (Text) appointment reminder - runs automatically.
- **Shuffle Responder:** Great for a variety of applications like daily jokes or inspirational sayings.

Shopper Loyalty Rewards Features: Email Features

- **Email HTML Editor:** Design your business emails to fit your brand or select from our library of almost 100 designed templates.
- **Email Scheduler:** Schedule campaigns in advance and have emails delivered automatically on future dates. Easily replace your current email software provider like Mailchimp, Constant Contact, etc. and save money.
- **Campaign Reports:** View useful stats from your email campaigns such as delivery, open, bounce, and opt-out rates to see what worked well and what did not so you can better plan future campaigns.
- **Spam Filter:** Minimize chances of your email being marked as spam by having your email content quickly analyzed.

Shopper Loyalty Rewards Features: Social Features

- **Facebook Like-Gating:** Give your audience an incentive to Like you by providing a preview of exclusive deals and news they can see ONLY after Liking your Facebook page.
- **Facebook Tab Editor:** Easily add and customize tabs for your Facebook page, or instantly create them using our templates. Post to Facebook and Twitter with one click - no more having to pay for other software or logging in and posting twice.
- **Multi-Channel Voting:** Gather opinions and boost audience engagement through surveys to your audience or an extended audience on Facebook, mobile, or both.
- **Facebook Coupons:** Boost Facebook Likes and traffic by offering coupons conveniently from your Facebook tab.

Shopper Loyalty Rewards Features: Other Major Features

- **Voice Broadcast:** Add a little personality to your messages with a voice broadcast.
- **Online Signup Pages (OSP):** Collect names, numbers, email addresses, and more from an online form and store them into your database. This can be your website, Facebook page, or any web page. Easily add code to your page - super simple to do.
- **Developer API:** Incorporate Shopper Loyalty Rewards capabilities into your own application (your CRM, etc.).

Shopper Loyalty Rewards can help you...

- > Attract first time customers/guests
- > Bring in more repeat business
- > Make all hours peak hours
- > Minimize missed appointments or reservations
- > Automatically collect contact information
- > Gain Valuable Feedback



Attract First Time Customers/Guests



MOBILE KEYWORD

Easily entice new customers to signup for your loyalty program so you can market to them and so they can know about any special deals, promotions, new products/services, or events. Works GREAT to use this at events too – now ANYONE can be your customer.



REFERRALS THROUGH EMAIL

Get your customers to refer friends and family by giving them special rewards and discounts for giving you referrals. Works really well.



SOCIAL MEDIA

Automatically post to Facebook and Twitter to get customers to give you a try. Easily setup coupons, promotions, or even campaigns where they MUST "Like" you BEFORE they can get a discount or coupon, and many more options.

Bring in More Repeat Business



MOBILE COUPONS

Offer instantly redeemable deals to customers. Choose from our many professionally designed templates or create your own with our easy-to-use editor.



EMAIL OFFERS/NEWS LETTERS

Spark enthusiasm with featured highlights, new products, new services, promotions, discounts, or upcoming events. Use one of our 100 professionally designed templates or create your own with our easy-to-use editor.



MOBILE ECARDS

Build relationships by sending promotional eCards on special occasions like birthdays, anniversaries, new products/services, etc. Use one of our many professional designed templates or create your own with our easy-to-use editor.

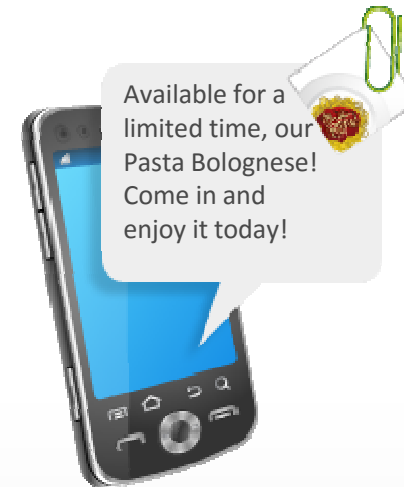
Make All Hours Peak Hours



Come check out our new line of products, and enjoy 15% off your entire purchase! Just text **GLAM to 12345**

SMS TEXT MESSAGES

Instantly alert customers of specials, new products, new services, events, special promotions, and discounts. Text messages are read 98% of the time.



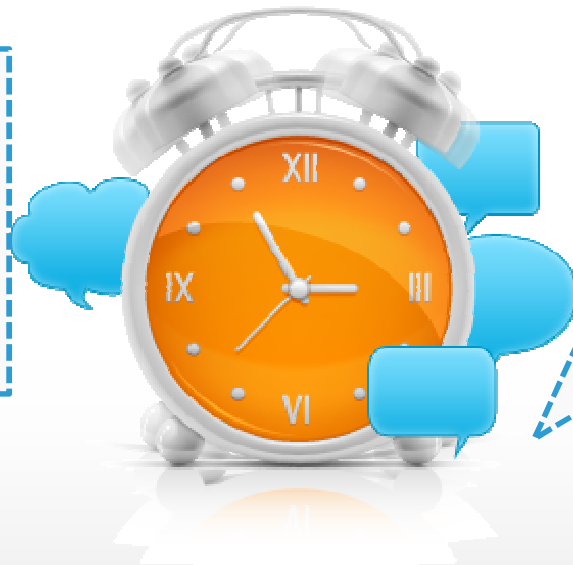
Available for a limited time, our Pasta Bolognese! Come in and enjoy it today!

MMS (Picture/Video) MESSAGES

Send tantalizing pictures and videos of your products or services with MMS – it's a text message that includes text as well as a picture or video.

Minimize Missed Appointments or Reservations

Hi Peter, you have a reservation tonight at 7:00pm for a party of 2. Please give us a ring for any rescheduling or cancellation. See you soon!

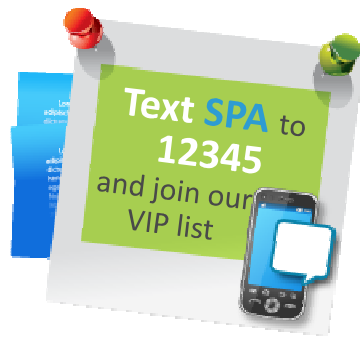


Hi Heather, you have a massage today at 2pm. Please give us a call for any rescheduling you may need. See you soon!

Appointment or Reservation Text and Email Reminders

Easily remind customers/guests to show up so you can avoid no-shows and keep your schedule filled.

Automatically Collect Contact Information



KEYWORDS & SHORT CODE

Fastest and easiest way to capture mobile numbers so you can start marketing and rewarding customers so they keep coming back. Works GREAT at events too. No other company has more signup methods that are so simple to setup, use, and maintain.



ONLINE SIGN-UP PAGE(OSPS)

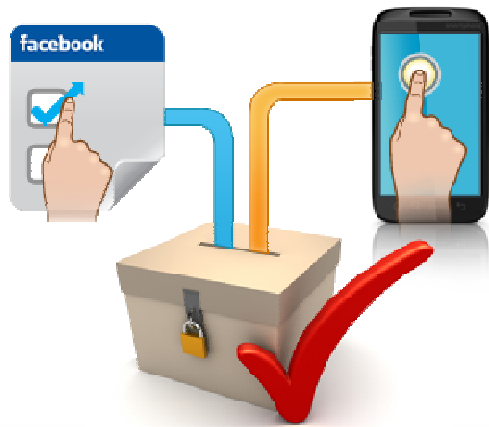
Easily add customizable web forms to your website or any web page so you can gather customer information and have them be part of your loyalty program. We provide everything you need and it is REALLY easy to do.



FACEBOOK WIDGETS

Anyone can sign up for news and promotions right on your Facebook Page. We give you everything you need and it is SUPER easy to do.

Gain Valuable Feedback



MUTI-CHANNEL VOTING

Identify customer favorites through Facebook and mobile text. Now you can ask your audience what product or service they like most, or what they want you to add, or anything else to give you better information to help your business grow and give your customers what they want so they keep coming back and become customers for life.



TWO-WAY TEXTING

Want to have the BEST customer service around? We offer two-way texting so that your customers can text you questions or ask for help through simply texting your business and then you can easily text them back. Works great at events too.

Case Study: Jamba Juice



Better-for-You Food Franchise Grows Its Facebook Following and In-Store Traffic

A locally owned and operated franchise of the popular healthy food and beverage company, Jamba Juice of Bakersfield, places signs at each of its four stores, inviting prospective customers to connect for special daily deals by texting its mobile keyword to its short code. The franchise has been able to grow its opt-in mobile database to around 1,000 customers in just two months across all four of its stores. The company also promotes its daily deals on its Facebook fan page, encouraging people to opt-in to its mobile marketing database to receive special coupons that are only usable within a specific store. In this way, the franchise is using Shopper Loyalty Rewards' bulk SMS text messages combined with Facebook marketing to increase its in-store traffic by around ten percent. As a result of the increased traffic, the franchise has realized a significant boost in its sales.

Case Study: **Armory Survival Gear**



Streetwear/Hip Hop Promotions Company Speeds Sales Results

A streetwear and hip hop promotions company, Armory Survival Gear, hosts regular local VIP sales events as well as weekly dance parties in 24 countries around the world. By using Facebook and in-store signage to advertise its mobile keyword and short code, the company has been able to build and take advantage of a sizable mobile text marketing database. Customers must show their VIP invitation on their phone to the staff before entering any sale or event. The first time the company used Shopper Loyalty Rewards in this way to promote one of its sales, the streetwear provider realized 20 to 30 percent of its monthly sales in just one weekend. By using mobile text marketing to promote its events, the company has also been able to secure attendance by 200 to 300 people at each of its weekly dance parties.

Case Study: Jack's Surfboards



Surf Retailer Improves Customer Reach

A Southern California surf retailer, Jack's Surfboards, sends email alerts about its VIP events to an unlimited number of its customers and, at the same time, sends a complementary campaign to those who would prefer to receive a mobile text. With Shopper Loyalty Rewards, the retailer does not have to be concerned about separately managing invites and sending out SMS text messages with mobile coupons and reminders to all of its local customers. Now, at the same time, the retailer can be sure to keep its out-of-town customers in the loop with posts to Facebook. By creating one simple message for each channel including email, Facebook and mobile text, the retailer saves time and can reach a greater spectrum of customers.

Why **Shopper Loyalty Rewards**?

Mobile Text, Email, Voice, and Social Media
– on a **SINGLE** platform for one low price



- 4 channels cover more customers than email or texting alone
- No need to learn multiple software or pay multiple bills
- Latest digital technologies to keep your business busy and customers happy
- NO contracts
- 24/7 support

Sign up NOW at **ShopperLoyaltyRewards.com**; Email us at:
info@shopperloyaltyrewards.com, or Call us today at **801-710-5968**
to see why so many businesses choose us for all of their marketing needs.