



LPM & DTHT
"LOYALTY PROGRAMME
MARKETING
DOUBLES TURNOVER
IN HALF THE TIME"

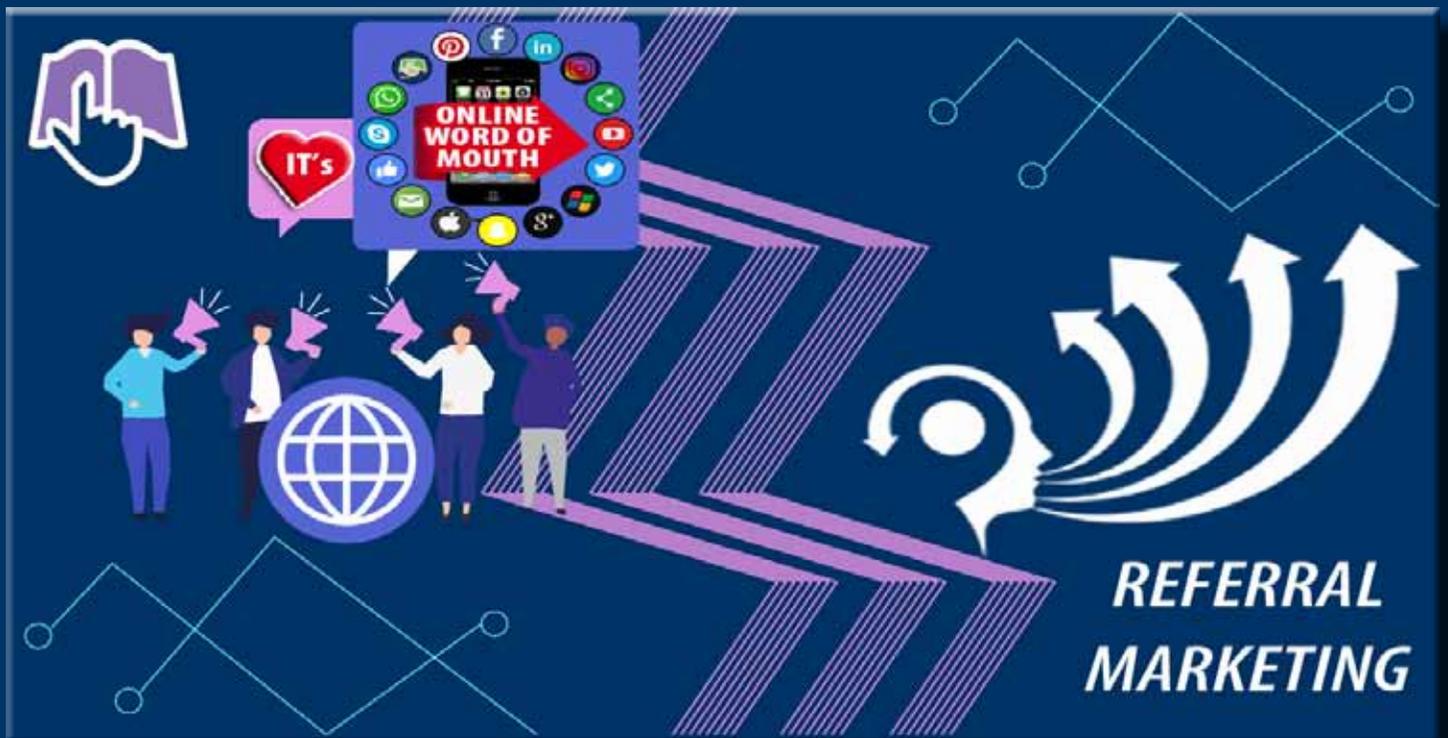


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Q: Why should I read this Digital Marketing eBook?

A: To formulate your strategy to double your turnover in half the time.

Q: Who should read this Digital Marketing eBook?

A: Find Referral Programme Examples and Success Stories in this eBook covering the following sectors of the market:

- Clubs & Associations
- Cocktail Lounges & Clubs
- Coffee Shops
- Education and Colleges
- Educational Toys
- Electronics & Gadgets
- Fashion Boutiques
- Finance
- Food and Beverage
- Gift Shops
- Health & Beauty
- Home & Garden
- Hospitality: Hotels, Lodges, BnB's, etc.
- International Success Stories
- Manufacturers
- Pets
- Professional Services
- Restaurants
- Services
- Shoe Shops
- Shopping Centres
- Software
- Health Supplements
- Transport & Flight
- Travel Destinations

Digital Marketing with the Web SaaS

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1. Digital Marketing Analytics

Google these analytics and you will find a variety of research reports, surveys and more that support these analytics which are an average or consensus on the current coupon, loyalty and referral programme state of play.

- **OVER 95%** of consumers believe that adverts are not “very accurate.”
- **OVER 90%** of friends trust referrals from friends.
- **OVER 90%** of growth is a result of word of mouth referrals.
- **OVER 85%** of Referral Marketers say it effectively attracts new customers.
- **OVER 80%** of delighted customers are willing to refer a friend.
- **OVER 80%** of Referral Programs that fail, fail because of irrelevant rewards.

The lesson: Not everyone wants a costly “something” - target desires.

- **OVER 70%** of delighted customers refer friends if it’s easy and rewarded.
- **OVER 60%** of referrals are sent via email.
- **OVER 50%** of delighted customers will make a referral if asked to do so.

Get 3 times more referrals by simply asking for them.

- **OVER 35%** of all shopping is influenced by social media.
- **OVER 76%** of Restaurants do not have a customer list.

You need to have or to establish a customer list to market to your customers.

On average your customers have a social share reach multiplier of OVER 1 to 200

If 100 customers share a referral you’ll get 20,000 to 35,000 referrals

2. International Success Stories Coupon, Loyalty & Referral Marketing



1887 GIVE A GLASS OF COKE

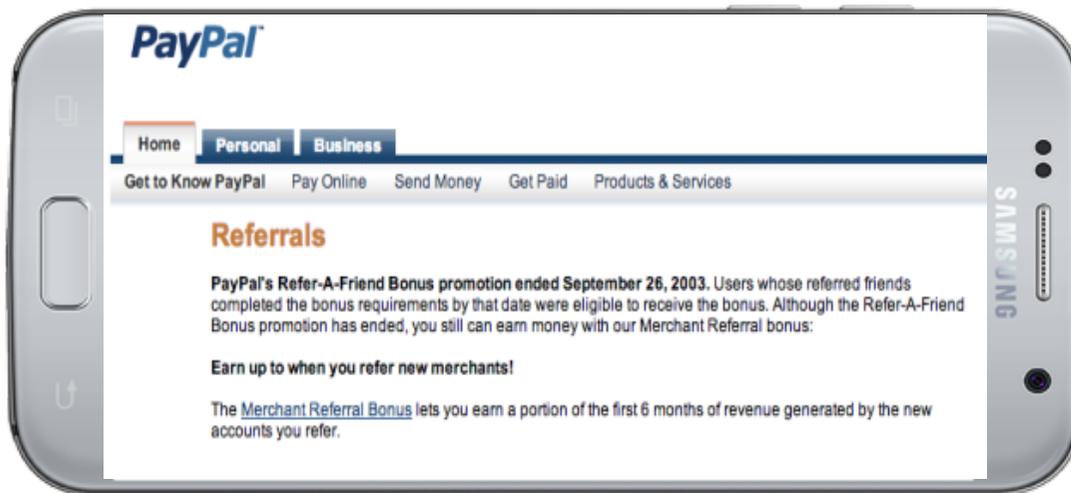
Asa Candler's coupon idea transformed Coca-Cola from an insignificant tonic into a market-dominating drink. His hand-written tickets offered consumers a free glass of Coca-Cola & by 1913 8,500,000 free drinks made Coca-Cola a national craze in the USA.



GIVE A CHORE!

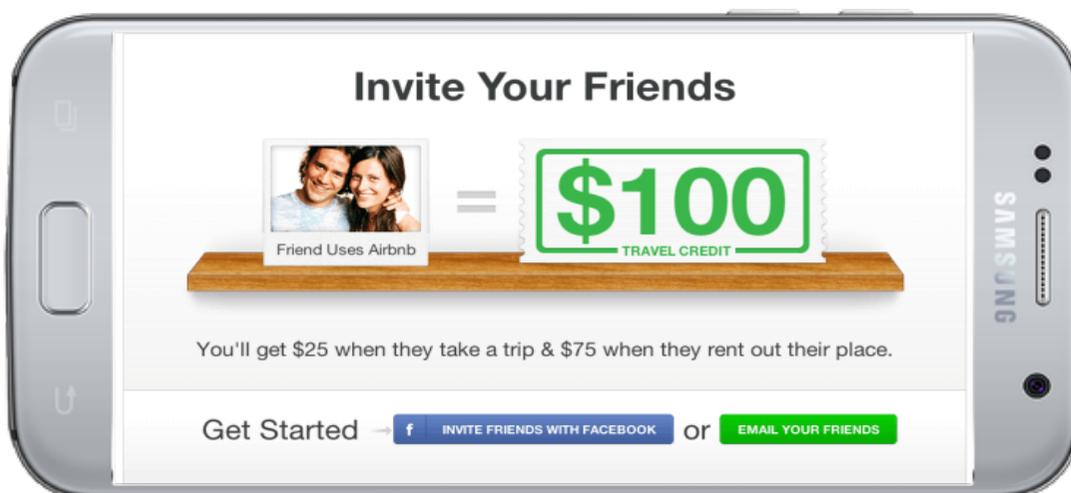
Around the 1990's friends and families started to gift personal gift coupons such as:

- Good for one hug!
- I'll do the housework for a day next week-end.
- One day of garden chores!



2003 EARN A % AS A CASHBACK

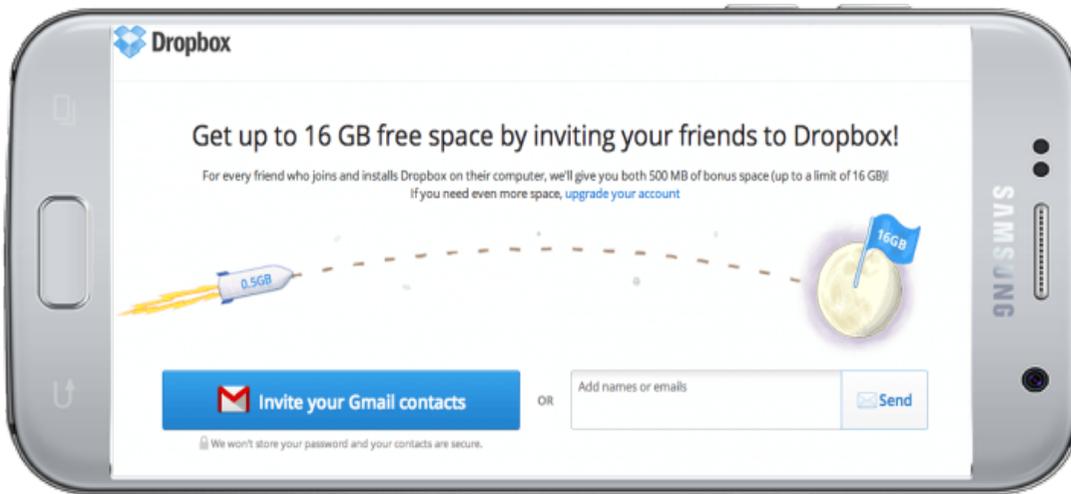
The PayPal Referral Program resulted in PayPal achieving a 7 to 10% daily growth that rocketed them to a user base of over 100 million users before the end of September 2003.



EARN ACCOMMODATION CREDITS

Airbnb launched in 2008 & has booked millions of bed nights.

Their 1st referral program test to 2,161 members doubled membership by 2,107. They offered a \$25 travel credit for every referral that booked a \$75 trip.



2010
Coupons moved
to Mobile Phones.

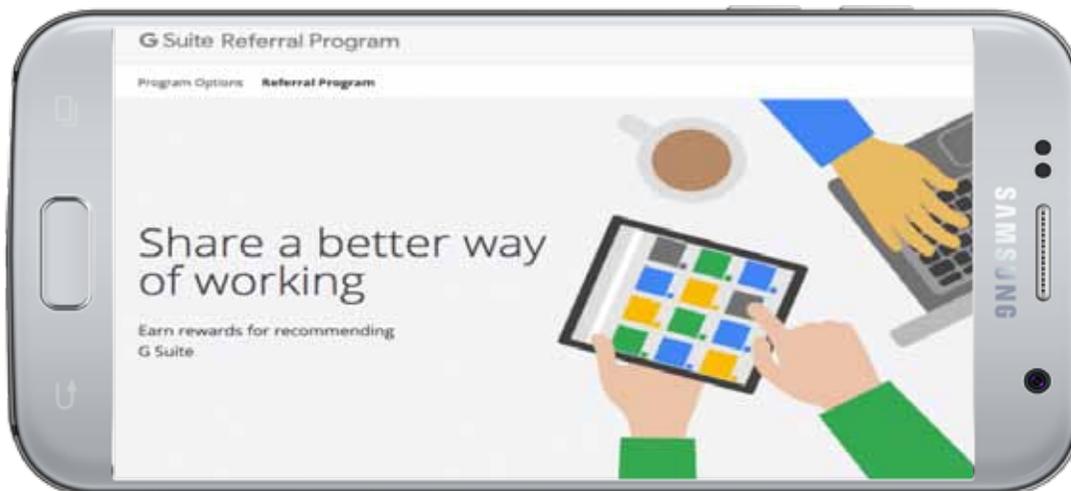
**GIVE
STORAGE SPACE**

Dropbox launched a Referral Program in 2010. By April 2010 they permanently increased signups by 60%. Users made 2.8 million referrals and both the customer and friend earned extra storage space.



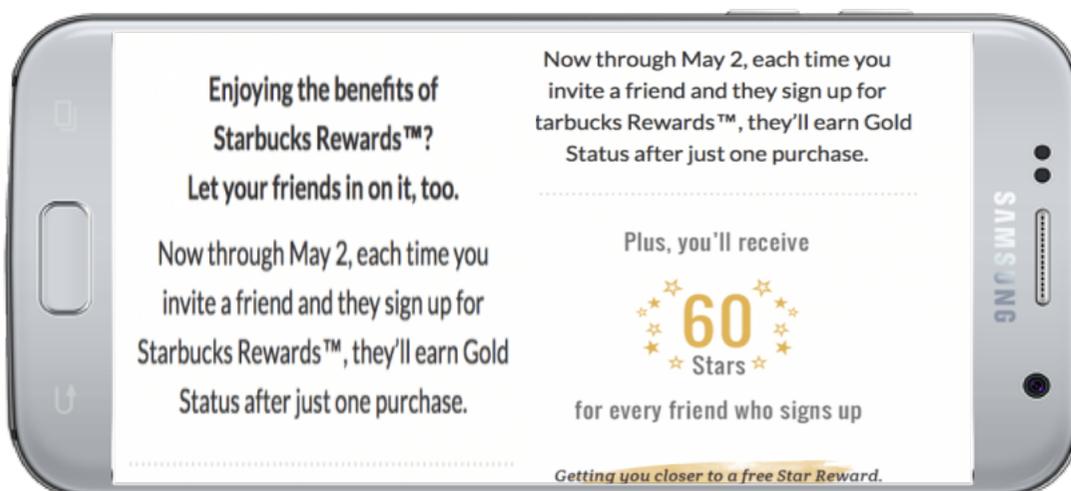
**2012: SHARE
YOUR CODE**

Uber expanded into over 50 countries in 3 years! Double-sided Referral Rewards. Send out your referral code by e-mail, Facebook sharing or by Twitter. Give a \$10 ride and get a \$10 ride!



**EARN A
CASHBACK**

In Google's G Suite Referral Program Account Holders earn \$7.50 for every new G Suite customer that you refer limited to \$1,500 per business that signs up.



STARBUCKS

**EARN STARS
for
REFERRALS
INSTEAD
OF POINTS
FOR
PURCHASES**

International Success Stories Coupon, Loyalty & Referral Marketing

MARRIOTT HOTELS

Advocates can earn up to 50,000 bonus points for sharing Marriott with their friends and family. When an advocate refers up to five new customers per year, advocates earn 2,000 points every time a referral books a stay to a max of 50,000 bonus points. Referred friends also get 2,000 per stay to a maximum of 10,000 bonus points.

REVIEWS, REFERRALS & A RECIPE CLUB

Farm Fresh to You uses reviews to get referrals. They believe that testimonials are a genius referral strategy. Advocates get \$25 & referrals get \$15.

AMAZON PRIME

Prime Members are a segmented group of customers who spend 2x more than others & who order more often.

Note:

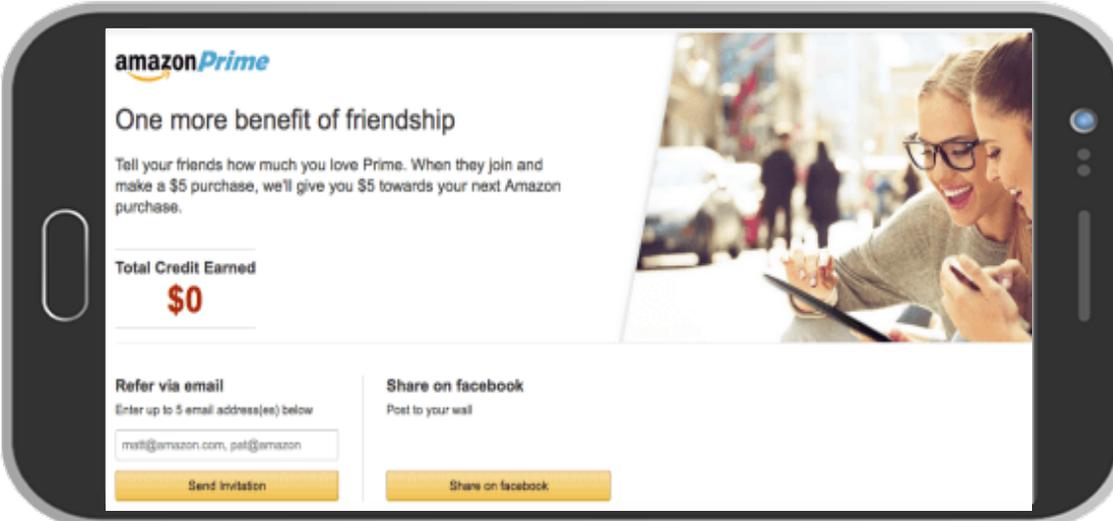
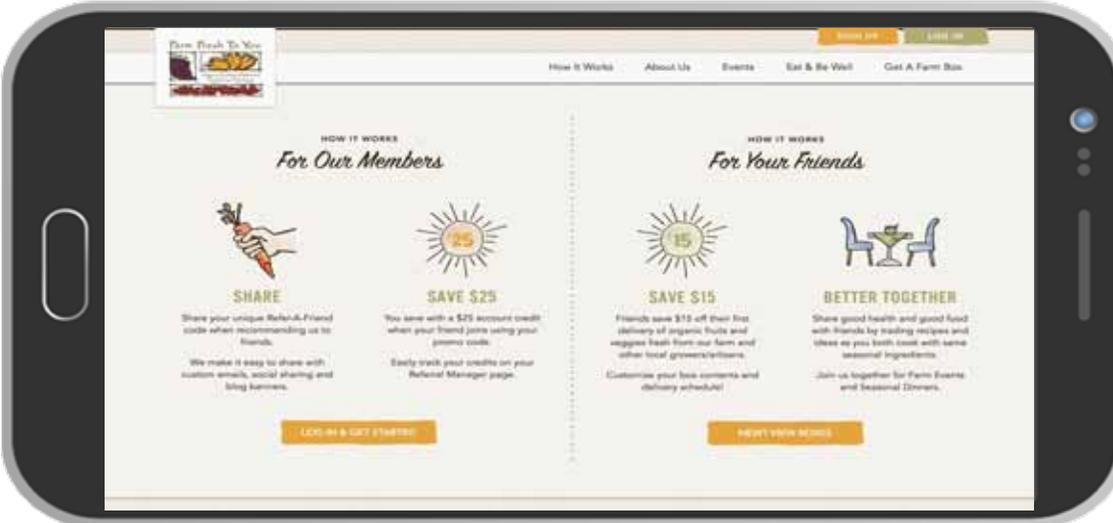
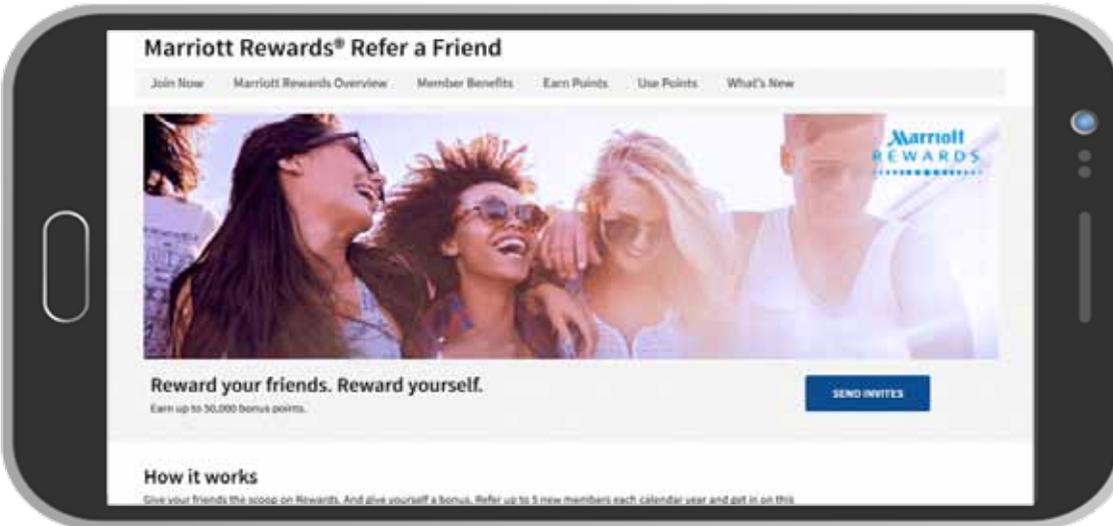
- Clear calls to action
- Sharing is not restricted to Prime Members

GADGETS ZTYLUS REFERRALS

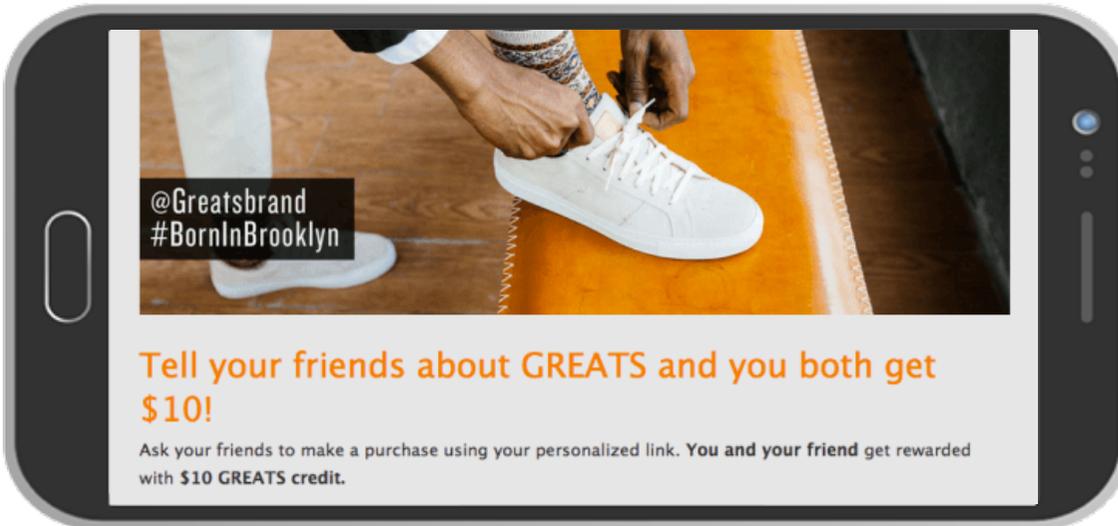
Refer a Friend and earn a 10% Cashback on their purchases.

How it works

- Step 1: Love or products
- Step 2: Register
- Step 3: Share
- Step 4: Earn

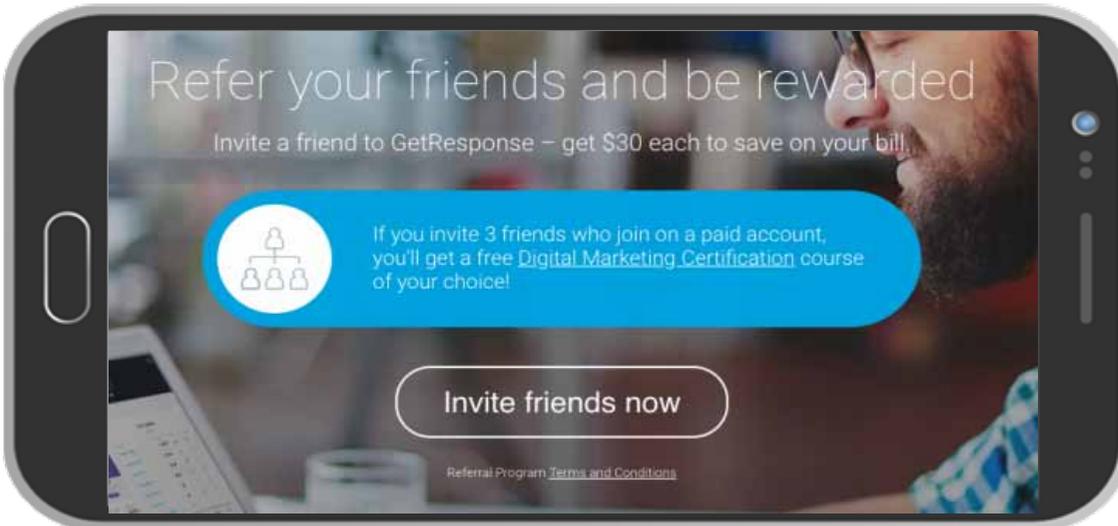


SHOES



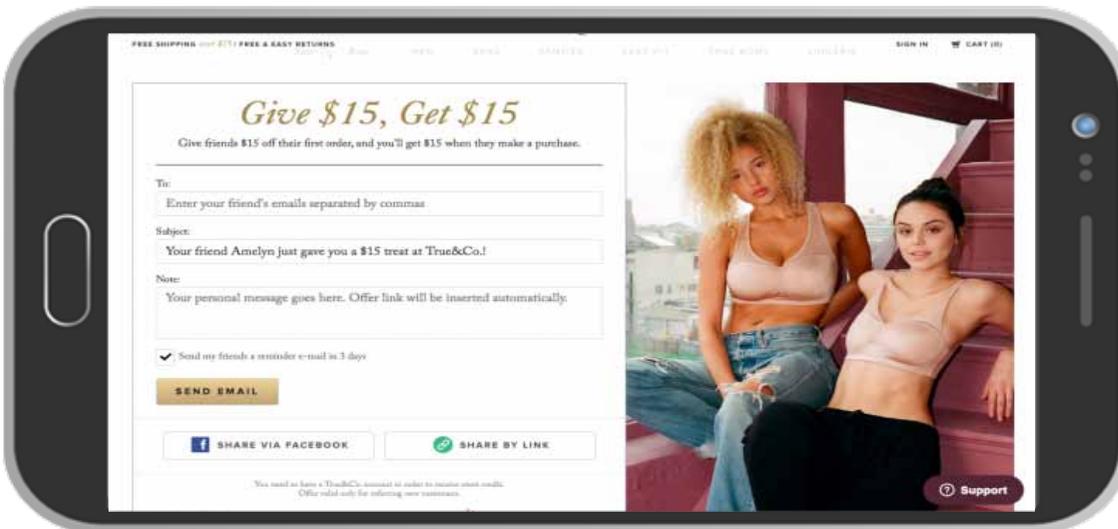
Greats sells affordable designer sneakers. Advocates and Friends get \$10 off next orders. They believe it works because of social validation. Customers constantly refer because they love the brand and the rewards.

GET RESPONSE TWO WAY PLUS SOFTWARE CERTIFICATION



Get Response offer marketing automation: bulk email, etc. The advocate and new customer receive \$30 credit. At 3 referrals, the advocate gets a digital marketing certification (and course) worth about \$200 USD

FASHION



Referrals are by one on one emails or by sharing on Facebook.

They believe that:
 Easy to share
 =’s
 Referral program success.

LEESA MATTRESSES

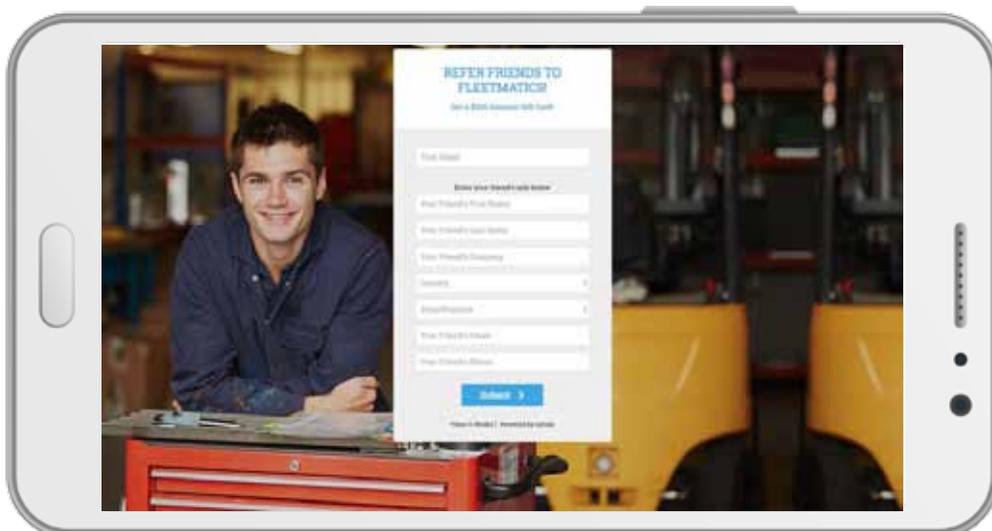


They have 3,000 + Advocates

One third of all sales come from referrals

You can gift your referral reward to a charity of your choice.

International Success Stories Coupon, Loyalty & Referral Marketing



FLEETMATICS GIVE GIFT CARDS

Fleetmatics supplies GPS tracking for fleet management.

When advocates make referrals, they get a \$200 Amazon gift card.

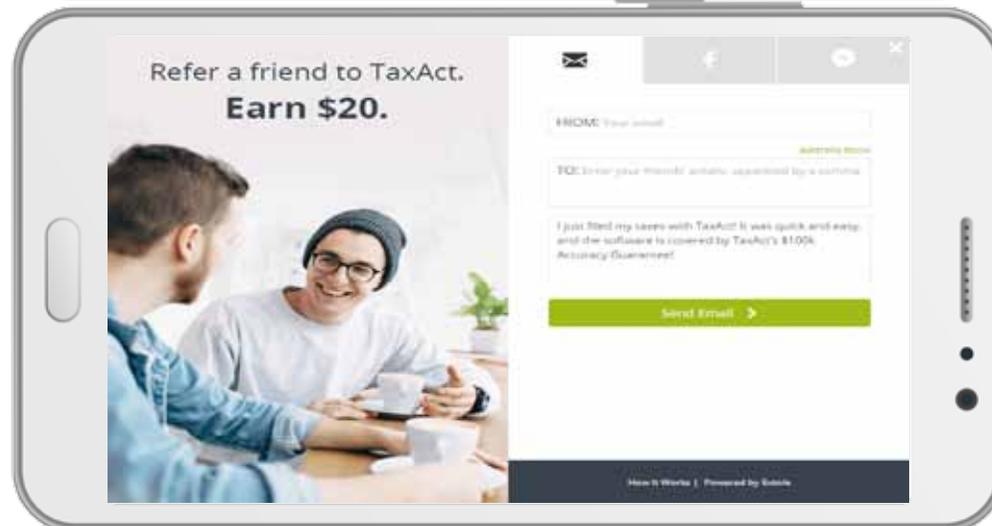
Consider a Buddy Deal with a Local Retailer who provides you with Gift Cards at a discount!



EVERNOTE SOFTWARE

Evernote offers advocates ten points for the first 3 friends referred plus 5 points when a referral buys the Evernote Premium package. Friends get one month of Evernote Premium free.

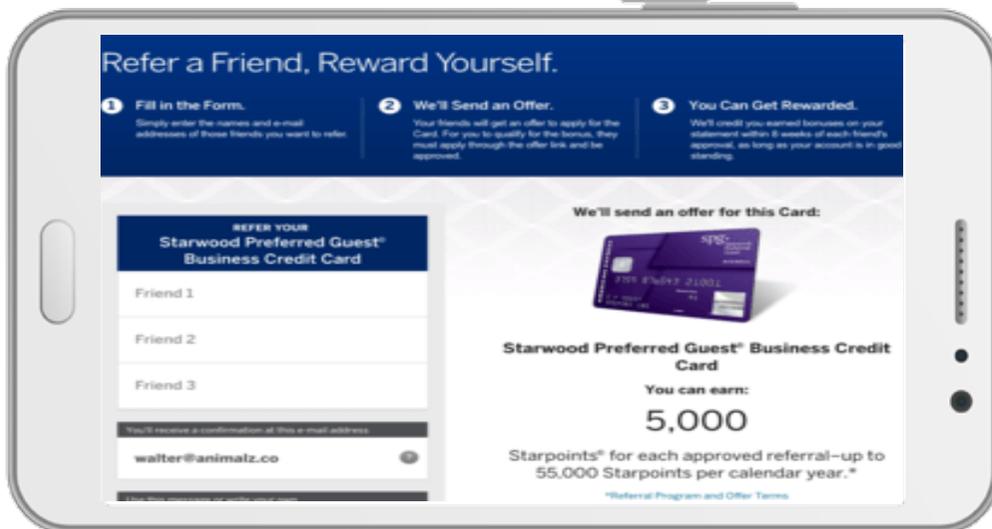
The T's & C's give the detail.



TAX ACT ACCOUNTING SOFTWARE

One-Way Referral Program

Tax Act segment their customers into levels that qualify for benefits based on the level they are on. All levels can refer a friend or business connection and get the \$20 Reward when they sign up.

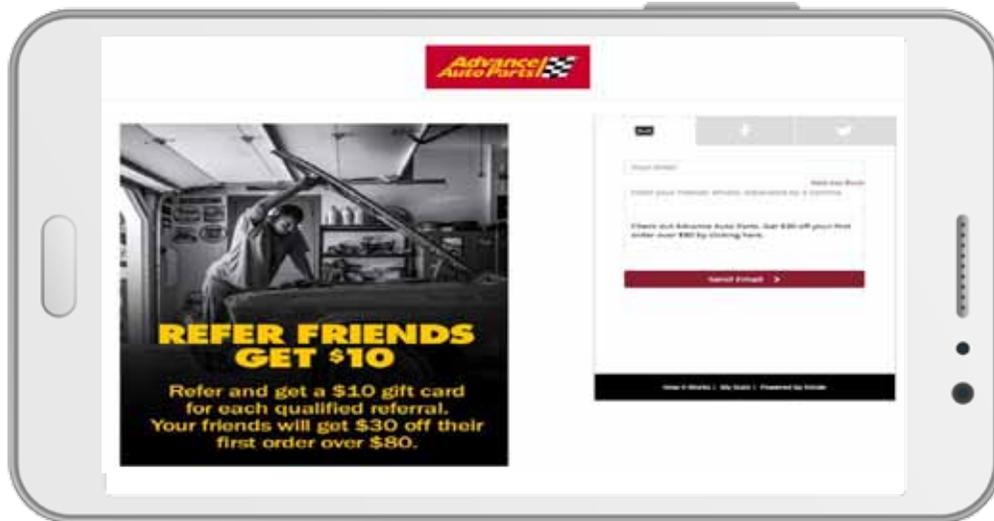


AMERICAN EXPRESS

Rewards are based on the lifetime value of a new customer and they give advocates 5,000 Starpoints on their Starwood Preferred Guest Business credit card — a value worth around \$125 — for every referral.

Points can be gifted and they can be accumulated for use against future purchases.

ADVANCED AUTO PARTS



Customers get a \$10 gift card and new customers get \$30 off purchases over \$80.

Note that this program is a success even though the customer making the referral gets less. Customers earn by making multiple referrals because it is easy to do.

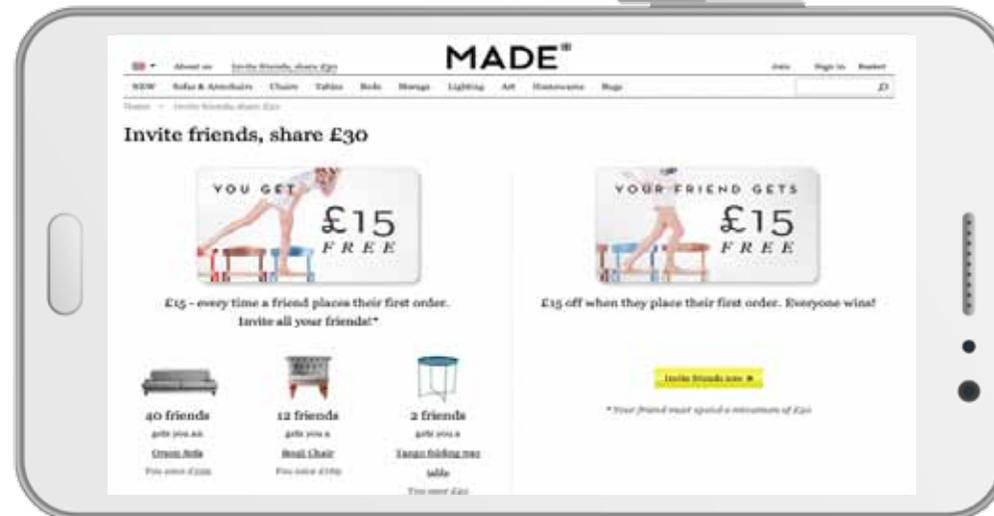
citibike BIKE RENTALS IN NYC



Subscribe for an annual membership or a day pass. Day passes get unlimited 30 min rides and annual members get 45 min rides.

They have grown to 12,000 bikes in NYC and 750 Stations. Both Friend & Advocate get a free month of membership. Promote the value of multiple referrals: Refer 24 friends and get two years of free rides!

MADE.COM FURNITURE SALES ONLINE



Refer 2 friends and get a foldable tray, a chair for 12 referrals and get a sofa for 40 referrals.

Illustrating the value of the reward promotes the benefit of frequently making referrals.

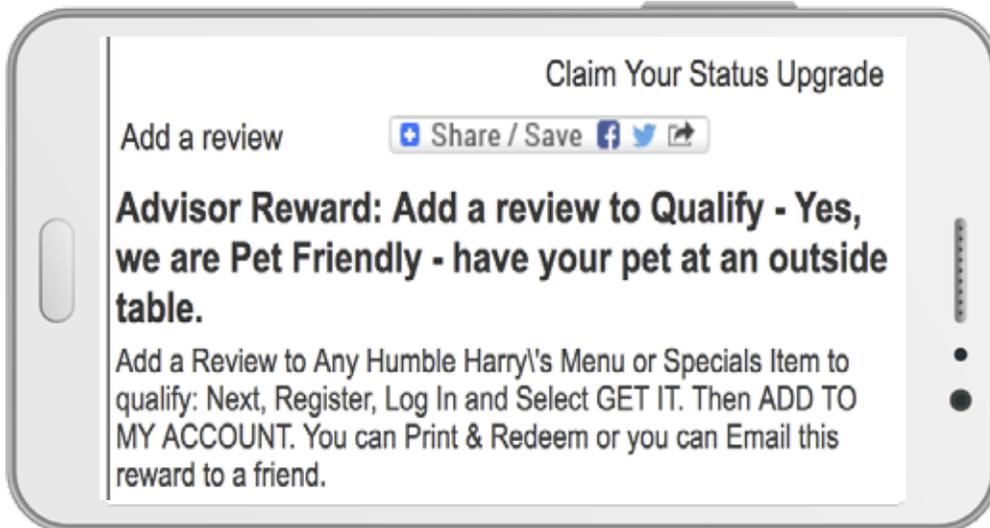
NICHE CAR SALES: TESLA



Tesla owners can track their referrals on an App.

When the referral program was launched a single advocate referred 188 people and made \$135,000 in rewards. Tesla made a whopping \$16 million in sales from this effort. Today, eg advocates get to choose from a range of features based on how many people they refer.

3. Illustrative Examples Coupon, Loyalty & Referral Marketing

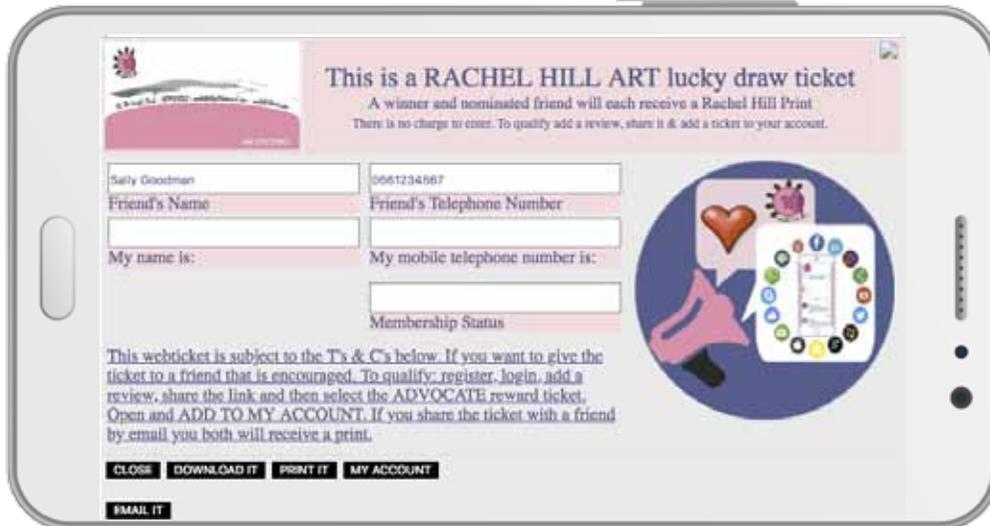


BUDDY DEALS REFERRAL REWARD

Local Pet Friendly Restaurant offers this Buddy Deal.

Write a Review to Qualify.

- Get a 3 for 2 wekk-end Kenneling & Deal and Share it with Friends



LUCKY DRAWS

Enter the Lucky Draw by getting the Referral Reward and stand to win a limited edition print each month.

Keeps customers to check if they are a winner and see the latest artwork.



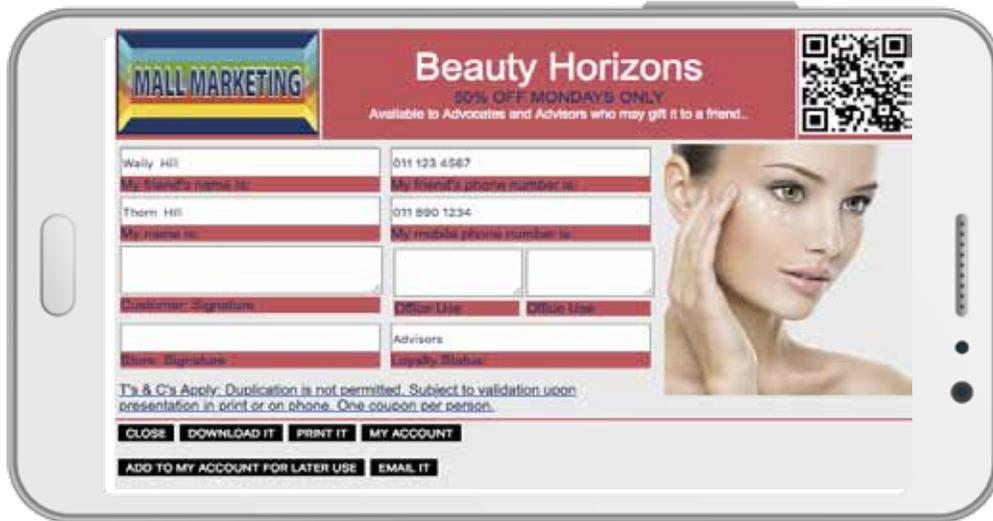
LAW FIRM EBOOK REFERRAL REWARD

Get the eBook and share it to qualify for other Referral Rewards



ADVOCATE and ADVISOR REFERRAL REWARD

Write a Review or write a Recommendation on a social network SHARE and get invited to the VIP Season Sale the night before it opens to the public and Share the VIP Entrance ticket with friends.



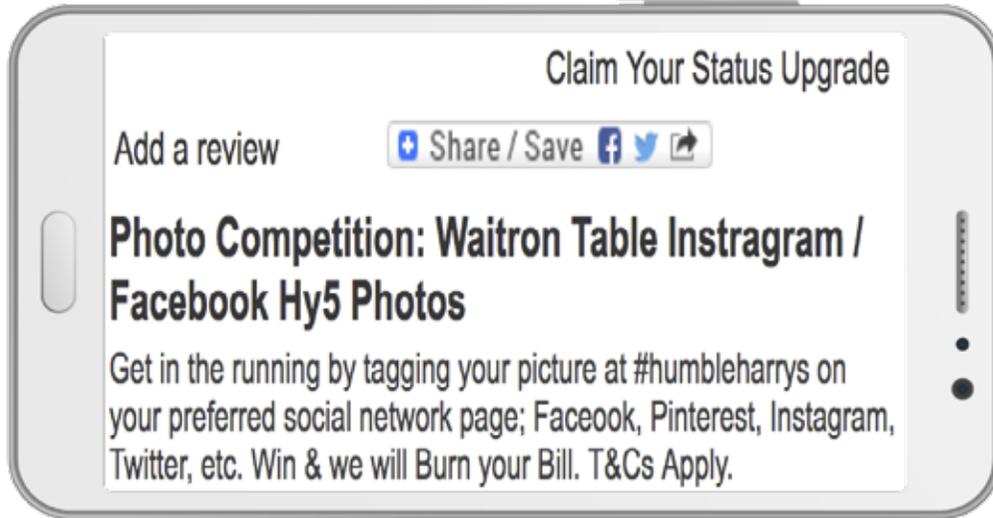
SLOW DAY TREATMENT SPECIAL

Write a Review or Write a Recommendation that you SHARE on your preferred social network and get 50% off on Mondays PLUS you can share this Referral Reward with your friends.

WAITRON PHOTO COMPETITION

With the table's permission Waitrons SHARE and #HASHTAG Selfie Photos on a social network.

Waitron earns a CASH Reward and the winning Table wins a "Burn the Food Bill" Booking.



REFERRAL REWARD EXTRAS

Hire three suits and Refer a Friend You'll ALL get a shirt and tie free.

Other Ts & Cs may Apply



LAST MINUTE BOOKING DEAL

On Checkout Guests Earn a Last Minute Deal Coupon which they can share with friends for a last minute booking on the basis of getting two bednights for each bednight paid for.



Illustrative Examples Coupon, Loyalty & Referral Marketing



**Become a 24h
ADVOCATE**
Share Your
**REFERRAL
CODE**
We'll send you
a 10%
Cashback on
R2,000+ sales.

FORMAL ADVOCACY CASHBACK PROGRAMME

“We won't cold call or randomly solicit your friends or family. Instead, when they call we'll match them to your code and monthly we'll send you 10% when they spend R2,000.



REFER
A 10% off coupon
to a friend.
We'll match your
referrals and the
10th pair to be
purchased will be
yours
FREE!

TRANSACTION BASED REFERRAL REWARDS

Advocate
Footwear Inc to your
friends and after they
buy 9 pairs you get a
pair completely free!



**Get your
Loyalty
Card
Stamped
and the
10th wash
and wax is
FREE**

MANY HAPPY RETURNS REWARD YOUR LOYAL CUSTOMERS FOR BUYING MORE

Get the 10th FREE!



**Visit us
monthly
and get our
Bookclub
Venue and
a cup of
coffee for
all members
free!**

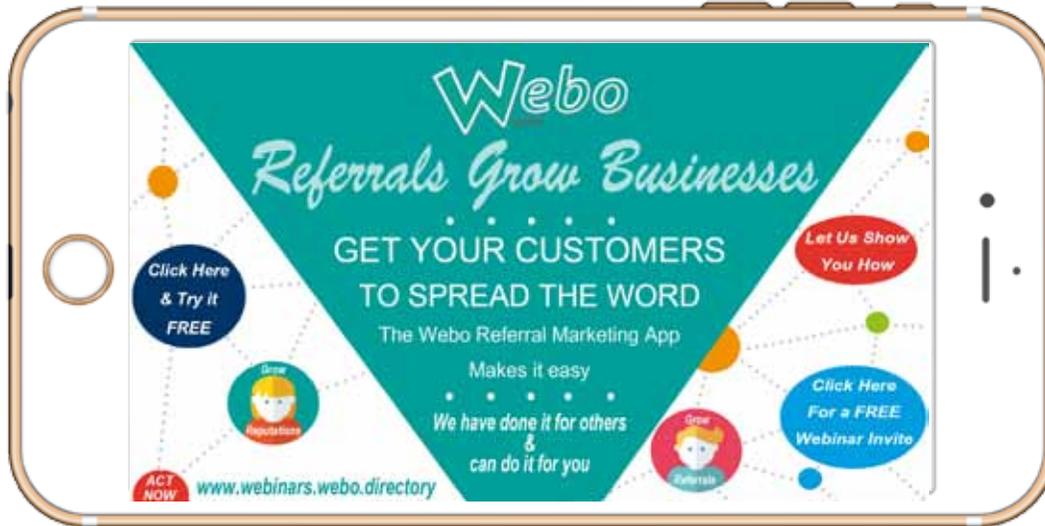
BOOKCLUB REWARDS

Refer 10 plus members
of your bookclub for a
coffee and get a cup for
all the members at your
next Bookclub meet at
THE COFFEE SHOP
FREE!



**BUY ONE
GET ONE FREE
BOGOF
VOLUME BUYS
ON SLOW NIGHTS
FORMAL ADVOCACY
CASHBACK
PROGRAMME**

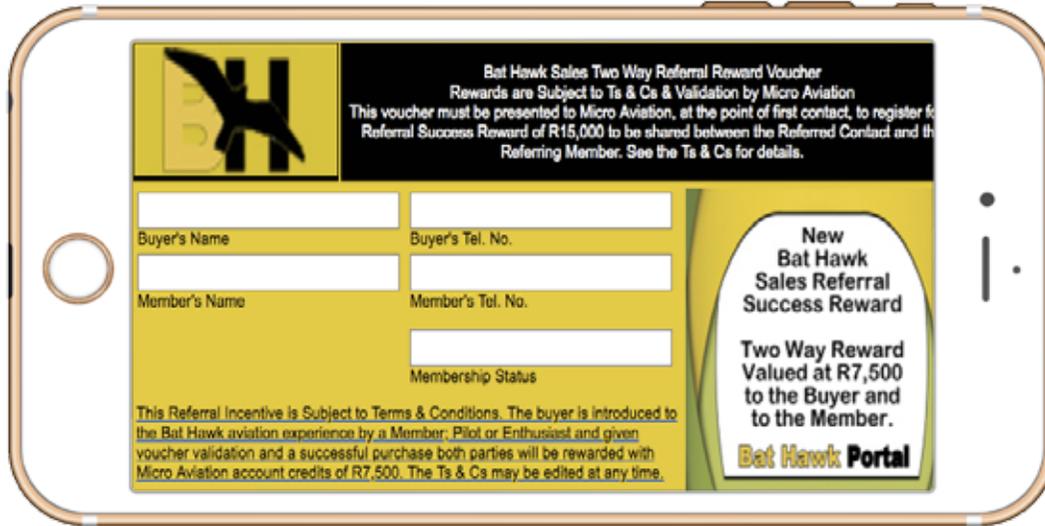
Volume Based
Monetary Reward



WEBO FREE TRIAL

Send a Sign Up
Coupon with a
CLICK HERE
LINK
to the
Sign Up Page.

Get R500 for each
referral that signs up.



CLUB REFERRALS

Based on aircraft sales.

Refer a friend who buys a
Bat Hawk Light Sport Air-
craft and
you and the friend each get
a R7,500 Micro
Aviation Shop credit.



**AMBASSADOR
RESTAURANT REWARDS
FOR VIP ADVOCATES**

Sally's Ambassador Secret
Menu. Mail a coupon benefit
of yours to a friend or
business connection. If they
redeem it you get the benefit
back and your Referral count
goes up. When it reaches 10
referrals Ambassador Status
is awarded to you.
Share this benefit with your
friends for 6 months.

ORGANISE A GAME NIGHT

Claim Your Status Upgrade

Add a review [Share / Save](#)

Open to all limited offer FRIDAY SPECIAL: 10 Pretzels & 2 Beers 2/4/1

Gather in the pub and secure Savings with this coupon of R150.

You are logged in. Select an option below.

Share a coupon valid for the Saturday afternoon of a big match at Prime Steak House. When four friends have quoted your coupon code when ordering this “Off-Menu” Special or have handed in your shared coupon they get the Special and you get it FREE.

BUDDY UP DEALS

You & a friend Buy 5 Dresses & each Get 50% Off your next Dress.

You both download and print a Loyalty Card that you get signed off when making a purchase. Meet and hand in your loyalty cards with 5 signed off purchases between you & both get 50% off a dress. Promotes shopping buddies!

KIDS PARTY INVITE

TREE HOUSE RESTAURANT PARTIES

Host a Kids Party at the “Secret Treehouse Restaurant.” Print a coupon for each child that attends and hand it to the parent who collects a child as a Thank You for attending. Value is 25% off on a Food Breakfast Bill for 2 adults & 2 kids.

JANE'S HEALTH FOOD COLLEGE

Our customers earn points for purchases & they get escalating discounts as their points accumulate.

Jane’s online courses on exploring the benefits of health food choice are completely free when shared by a JANE’S HEALTH FOOD STORE customer.

4. DIGITAL MARKETING - THE OPTIONS

There are a number of options for online marketing including:

- **Search Engine Marketing**

- Search Engine Optimisation to secure a high search engine result ranking
- Pay Per Click (PPC) to secure a high ranking by out bidding others for the top spot on a search engine results page.
- Users search for keywords or for answers to keyword phrases.
- The Search Engines rank results on the basis of relevance, popularity and a variety of ever changing criteria embedded in an undisclosed algorithm.
- Search Engine Marketing works, given that there is demand that can be reached, at a positive ROI.

- **Email Marketing**

- Blast campaigns to purchased email lists are a thing of the past due to legislative and regulatory changes.
- Communicating with Opt-in customer lists that meet the requirements of the POPI Act and European GDPR requirements are still viable however customers need to be canvassed and better still, they should have the option to opt-in to e-mail correspondence.

- **SMS Marketing**

- One to one or one to many via bulk SMS.
- Opt-in and opt-out management is required to meet privacy requirements and while it is not free, it is easy to use.

- **WhatsApp Marketing**

- Group Chat between the whole group or between Admin users.
- The group size is restricted to 256 users.
- Group list sharing, as it is a collective platform, is a given. Sharing your customer list & phone number may be a negative.

- **Content Marketing**

- Above all the content must be: fresh, relevant to targeted audiences, an interesting story and the presentation thereof needs to be appealing.
- Content presentation options include:
 - Apps, Articles, Blogs
 - Case Studies, Ebooks
 - Flipbooks, Infographics
 - Landing Pages, Newsletters
 - Online Magazines
 - Online Press Releases
 - Online Reviews, Online Testimonials
 - Podcasts, Reports, Slide Sharing
 - Social Media Pages
 - Tagged Images
 - Videos, Webinars and White papers

- **Social Media Marketing**

- Success lies in the ability to get audiences to connect, look and to chat.
- To achieve this you need to market to demand or to create demand by addressing solutions to targeted pain, problems or frustrations.

- **Affiliate Marketing**

- Marketing is outsourced to Affiliates who market for a success fee.

- **Associate Appointments**

- Brand distributors or agents are appointed as independent suppliers of services within a formal referral supply chain.

- **Referral Marketing**

- The professions and other service providers have always primarily grown by Reputation and Referral.
- Done right: Referral Marketing can Build Reputations and Accelerate Referrals.
- Success lies in the ability to Attract, Delight and offer relevant/valued Rewards.



5. WELCOME TO THE WORLD OF DIGITAL MARKETING

Objective

This eBook reviews customer engagement with the aid of coupon, loyalty and referral marketing. We do so with the aid of the Webo SaaS package which augments and enhances implementation through software automation.

We have used as our illustrative example “Sally’s Seafood Restaurant” which is a Webo Demo Site.

The impact of referral marketing integrated with social media sharing has the potential of generating a significant shift in digital marketing trends. You can do it the easy way with our SaaS or you can do it manually. We have achieved astounding success doing it manually which is why we have spent 10 years developing the SaaS package as it will enable you to do it in half the time.

Definition

“Referral marketing is a structured and systematic process to maximize word-of-mouth potential.”

According to *Wikipedia*.

“Referral marketing does this by encouraging, informing, promoting and rewarding customers and contacts to think and talk as much as possible about their supplier, their company, product and service, and the value and benefit the supplier brings to them and people they know.

Referral marketing takes word-of-mouth from the spontaneous situation to one where maximum referrals are generated.”

Engaged customers who, buy more and promote more are at the heart of Referral Marketing.

The LPM & SaaS Package (Software as a Service)

The package includes a coupon, loyalty, referral and four channel digital marketing toolset.

It is hosted on the Webo servers in the USA with, 24/7 malware monitoring, cloud proxy firewalls and daily enterprise backups.

Customers subscribe and receive our support in customising our tried and tested frameworks to implement a Digital Marketing Strategy to double turnover in half the time.

The SaaS is on the Webo Directory. You can have your own URL and a Directory URL. It is like having a shop in a mall where there is passing traffic.

The SaaS enables:

- a variety of Communicator Apps,
- blogs
- Social Media Integration
- Coupon Marketing
- Loyalty Marketing
- Referral Marketing
- the building of eCommerce platforms,
- online meeting rooms,
- online meeting packs,
- online workrooms with online data storage,
- staff showcases,
- online podcasts
- Online video replays
- slide show, presentations,
- briefing rooms
- video conference plug-ins
- every customer of a SaaS member gets their own private membership account and more

The advantage of a SaaS Package is that you can use what you need, when you need it. It is all about options.

DIGITAL MARKETING IS DRIVEN BY POSSIBILITY AND NOT BY HISTORICAL TRENDS

6. WHAT YOU WILL FIND IN THIS eBook

This eBook explores the benefits of coupon, loyalty & referral marketing so that you can determine if loyalty and referral marketing is for you. It also explores the unique benefits of the Webo SaaS LPM (Loyalty & Referral Programme Marketing) software solution.

Before you can enjoy the many benefits of a referral program, you need delighted customers. Satisfied customers are the key to loyalty and referral marketing; without this, your programme will not be effective in establishing brand loyalty, engagement and customer list growth. Simple, happy customers are loyal and are likely to make referrals but unhappy customers do not.

Our LPM is a user-centric, strategy that enables satisfied customers to introduce the benefits of your services to their friends and connections.

The effect of referrals is that they will accelerate your growth and turnover plus it increases customer retention and loyalty. The focus shifts from SEM (Search Engine Marketing); SEO and PPC to trusted recommendations from friends and connections.

The power of referral marketing to grow a customer list is second to none. Ask around and you will discover that structured referral marketing strategies are rare and few have taken the easy way to grow their businesses by automating their referral programmes. Referral Marketing is akin to Content Marketing but driven by delighted Customers.

“Testimonials are nearly as good as money in the bank, but referrals really are money in the bank.”

Jay Conrad Levinson (Guerrilla Marketing, 4th Edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small-Business)

“Word of mouth is the primary factor behind 20 percent to 50 percent of all purchasing decisions.”

Jonah Berger, Contagious: Why Things Catch On



COUPON, LOYALTY & REFERRAL MARKETING

The Aim is to Get Customers to share Memorable Experiences

Businesses process inputs for outputs by following processes (the what) and systems (the when). The supply of many services entails a controllable sequence of steps. When provided to a customer they will have an impact and influence an outcome that drives the user experience.

Customer delight results in a memorable experience that is the intangible value that the customer enjoys. It is the cumulative benefit derived from the products and associated services such as delivery, maintenance and more that builds reputations and which grows awareness through social sharing.

Technical specifications aside, a shared user experience is what potential customers take comfort in and which influences perceptions on the value for money received. The user experience is what gives meaning and value and sharing the joy that the value brought is what influences others.

Shared customer comments, reviews and testimonials are powerful social influencers in informing pre-purchase expectations and these opinions shape expectations and the decision to buy more and more often. In the same way spas and beauty treatment centres, niche fashion boutiques, law firms and others delight their customers.

We value the subjective opinions of friends which is why they are an effective social influence on potential customer acquisition.

CONSISTENTLY DELIGHTING DINERS ENSURES CUSTOMER RETENTION & REFERRALS.

7. Are you on your way: From 1 to 2 to 3?



**DO YOUR CUSTOMERS GROW YOUR BUSINESS?
WE MAKE IT EASY AND QUICK FOR THEM TO SHARE
THOUGHTS ON SOCIAL MEDIA ON THEIR PHONES**



8. Getting Ready: Matters for deliberation

The objectives for using third party coupon vendors (such as Groupon) versus the sharing of coupons by loyal customers are world's apart. When price alone guides decision making by "Bargain Hunters" loyalty programmes face the challenge of showcasing value at higher prices. Ask those that used Groupon coupons, before they left a country, or who currently use look-alike coupon vendors and you will find that bargain hunting and not brand loyalty was the motivation of those that bought the coupons from the vendor.

In the case of Hyperli they do not offer call centre support (they have no listed telephone numbers) and their focus is on a supply chain for deeply discounted bargains. In some cases, the supplier is hidden and there is scant opportunity for an interactive customer relationship. These "bargain hunters" are likely to migrate from one cheap deal to the next without building relationships with suppliers.

On the other hand, the exact same coupons offered via coupon vendors when offered as rewards to or by loyal customers will have different objectives and will achieve different results. Simply put, reward discounting builds appreciation and relationships without undermining value. Deeply discounted vendor coupons cheapen brands and may often lead to discounted pricing expectations.

Building customer loyalty is crucial to getting an effective win-win referral marketing campaign off the ground.

Equally crucial is the segmentation of your customer list and engaging with each customer segment to establish where they find value in your products or services. The integration of feedback collection and analysis by way of advanced quiz webpages enables you to meet the needs of your customers with precision. Reward relevancy and gift personalization underpin the effectiveness of rewards. Staff can gather informal feedback but formal quizzes that ask and probe customer needs and desires will always render more accurate results.

More and more consumers actively seek reviews and comments on products and services. In addition to customer reviews and comments staff insights are equally valuable. Making it easy to comment, review and share is key to referral marketing success as is offering valued rewards.

Consider loyalty segmentation based on a broad range of criteria as an alternative to loyalty points e.g families with young children, pensioners, busy executives, etc. In parallel give thought to reward structuring. Offering scarce products & services e.g restaurants offering Secret Menus, will make customers feel special and is another way of recognising and rewarding a VIP customer base. Niche stores offering expedited service delivery or fashion boutiques with service assistants dedicated to VIP level customers are other matters that create huge value in the eyes of their customers. Offering status upgrade points for game, quiz or survey participation will also boost engagement and build your customer relationships.

9. Reputation & Referral Marketing Infographics

COUPON MARKETING

Coupons, vouchers or tickets-gifted by customers to their friends is a game changer. Compelling offers matched to your best customers will drive shares. Researched reward gifting will appeal to like minded customers and marketing lookalike customer profiles will grow your profitable customer baseline. Our App makes it easy to grow reputations and referrals.

SETS UP COUPON MARKETING TO ATTRACT AUDIENCES

THE WEBLO LOYALTY & REFERRAL APP

DRIVES GROWTH VIA REFERRALS BY BRAND ADVISORS ADVOCATES & AMBASSADORS

LOYALTY MARKETING

Delight your customers and segment them into like minded groups with specific and well researched needs and desires. Provide all customers with their own private social accounts to track rewards and reviews. Grant Brand Advisor, Advocate and Ambassador status to customers who have your App on their phones.

BUILDS LOYALTY TO RETAIN CLIENTS

Promoting Brand Advisors (those that write reviews), Advocates (those that share) and Ambassadors (those that make one on one personal recommendations to friends and business connections) lies at the heart of Referral Marketing where customers gift rewards that are valued by target audiences. Give to get works as it is easily done on the App.

REFERRAL MARKETING

MARKETING



The Weblo LPM deploys a 4 Channel Marketing Strategy that integrates PUSH & PULL customer engagement on Websites, Apps, Blogs and on Social Media that promote 4 engagement Communicators. The Weblo Loyalty & Referral Communicator App manages an integrated marketing programme that includes:

- Coupon Marketing,
- Loyalty Marketing and
- Referral Marketing.

Reputation & Referral Marketing Infographics cont.

LPM MARKETING



PROMOTE REFERRALS
Reward Advisors for Reputation Building Reviews. Reward Advocates for Sharing comments & reviews.

SEGMENTATION
Identify market segments within your customer base & research information & financial coupon options.

CONVERSION
From Bargain Hunter to Loyal Customer. Delight by exactly meeting needs & by exceeding expectations then sign up.



BUILD REPUTATIONS
Reward Customers for Reviews & make it easy to share and build reputations.

LOYALTY MARKETING
Build relationships & give every customer their own private rewards account.

COUPON MARKETING
Attract with Coupon Offers Marketed to Targeted Demand.

REPUTATION AND REFERRAL MARKETING



Segment your customers into like minded groups. Target customer groups by offering them relevant rewards to share with their friends and business connections.



Coupon redemption can be set to be on phone. Customers log in to their accounts and select a coupon and the ADMIN (at the store, restaurant etc) enters a redemption PIN number to redeem the coupon online. Alternatively, the customer prints the coupon and presents it to the ADMIN. All coupons, vouchers, tickets etc have the terms and conditions on them.



All Communicator Apps have a PC Showcase and a phone friendly L&R Communicator. As an option, a full or partial product and service showcase can be presented on the PC Showcase e.g. display 2,000 products on the PC Showcase and feature the top 50 trending products plus all coupons, vouchers and tickets on the App. Generally a coupon is a free offer to buy and a voucher is a prepaid offer. In essence a voucher is a receipt. Products, services, coupons etc are presented by category. Showcase and App categories can differ.



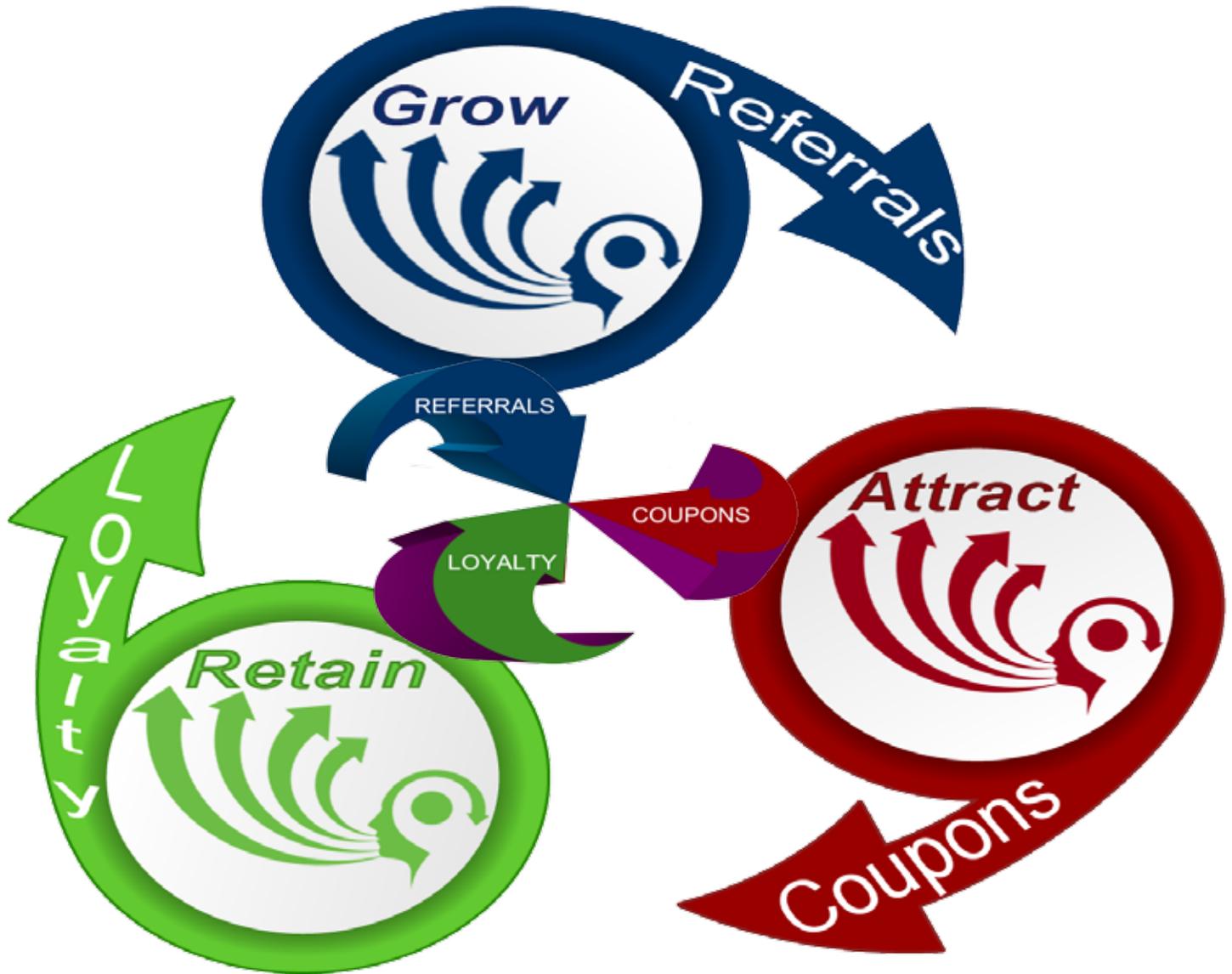
Every customer gets their own loyalty account where they can save coupons, vouchers and tickets for later redemption.



All coupons, vouchers and tickets are acquired on the App. Coupons can be offers to buy or they can be links to information. Availability can be assigned to various status levels e.g. a Silver, Gold and Platinum Status earned by way of points earned or by meeting other criteria. Advisor Status - for those that write reviews. Ambassador Status - for those that promote via sharing and Ambassador Status for shared customer/friend referral rewards.

LPM JOURNEY INFOGRAPHIC

LPM INTEGRATION INFOGRAPHIC



**Do Your Customers Grow Your Business?**
“We make it easy and quick for them to share thoughts on Social Media using their Phones”
4 Channel Marketing



10. OUR USP

We're Digital Marketing Strategists Dedicated to You Growing Your Turnover

Information Needs and Channels

An effective marketing strategy needs to address information Push, Pull, Engagement and Promotion. The Webo LPM referral and loyalty programme addresses these needs within a tried and tested framework. Successful marketing campaigns need to give attention to the foundations needed to build and drive a campaign.

The Webo PeP and the LPM

The LPM has a focus on digital marketing. The PeP (Performance enhancement Programme) has a focus on enhancing business performance. The PeP has been tried and tested in a variety of countries and has time after time produced what have been described as impossible turnarounds. The PeP is not a quick fix. You can read a published case study & reviews on an eBook available on Amazon. The LPM is a fast track marketing framework that has a focus on referral and loyalty marketing to drive revenue growth. The PeP is a bonus to Webo SaaS subscribers. If your business is not delighting your customers it is the place to start.

Shared Opinions

In a nutshell, shared opinions drive sales. Your customers will talk to their friends about cherished experiences as it is human nature to do so.

A study from Texas Tech University confirms that: 83 percent of users are likely to share a product or service after a good experience. Yet only 29 percent actually do. That means that an average the majority of users who would otherwise share do not share.

Marketing can be expensive and time-consuming. Referral marketing is anything but this. In fact, referrals are the cheapest and most effective form of marketing and shouldn't be ignored. In its simplest form, referral marketing doesn't cost a dime.

Texas Tech Today

Satisfied customers have something to share but generally do not do so if it is not easy to do while enjoying the experience. Incentivising customers may help but "quick and easy" sharing is essential.

"the sale is not complete until the customer is so happy that he or she confidently makes referrals."

John Jantsch (Duct Tape Selling: Think Like a Marketer-Sell Like a Superstar)

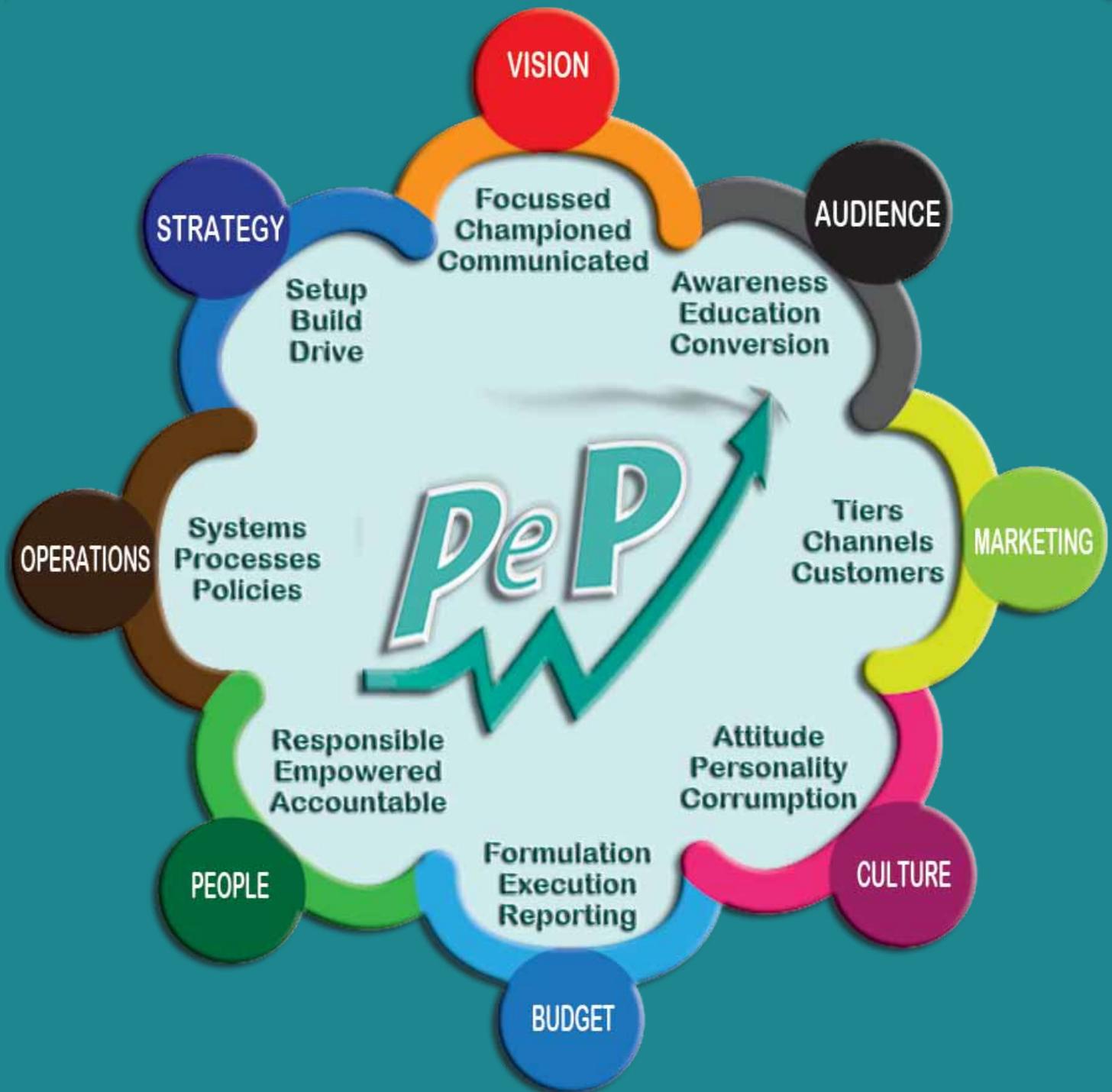
Convenience and Ease of Use

The Webo Loyalty & Referral App puts the opportunity to share on the phones of your customers. Earning an incentive plus the gratitude of a friend is only a couple of clicks away on a PC or on the phone that is in their pocket. Apart from the need for it to be easy to do the information shared must be worth talking about and be relevant to the recipient. If it is topical but not relevant to a potential customer it will not be of value to them.

Statically studies have found that between 70% and 86% will share when it is worth their while and it is easy to do. Thus:

- For every 100 customers, say
- 70% will share with friends on say,
- Facebook where, on average, they have 338 friends.
- This referral will then reach: 70% x 338 people x 100 customers = 23,660 referrals in the first step.
- In the next step the reach explodes but the point is that the local reach will be saturated.
- Studies show that in seven steps of friends and connections sharing, everyone in the world on the Internet will be reached.
- Suffice to say that with the Webo App making it easy, you will earn your brand positive engagement and you will leverage customer advocacy to effectively accelerate growth.

11. PERFORMANCE ENHANCEMENT



**ARE YOU READY TO PLAN YOUR
PERFORMANCE ENHANCEMENT PROGRAMME?
THE L & R COMMUNICATOR APP
IS A GOOD QUICK START**

SaaS Membership includes access to the People Centred Performance Enhancement eBook

12. MULTI-CHANNEL MARKETING

With the Webo LPM system your marketing strategy will boost customer advocacy with your incentives to drive revenue growth in a measurable way. The Webo 4 Channel Marketing System with “ Channel Fusion” allows your brand to leverage multi-channel word-of-mouth advocacy. The best part is: crafting a 4 channel referral program is not complex. You can utilise the Webo SaaS on a DIY, DwY basis or on a B4U basis. The BwY is a **Built with You** option in which **YOU DRIVE** and **WE NAV** along an agreed Roadmap such as the one on the opposite page. All options are supported so that you can get your customers to grow your business ASAP.

According to Wharton, referral customers have a 16 percent higher lifetime value than non-referred customers.

Plus, they will love your brand because they will have a direct link from the button on their phone screens to one or more of the four Webo Communicator Apps. This direct link will establish and build a relationship via the L & R Communicator App where customers can add reviews, share comments with social networks, monitor #hashtag engagement, link and engage on your blog, find items of interest that are worth sharing and more. In addition, the L & R Communicator App will build your audience via generic and social share promotions.

A recent Heinz report showed that companies with formalized referral programs experienced 86 % more revenue growth in the last two years, compared to the rest.

The above exemplifies how sustainable and effective refer-a-friend or refer-a-business connection programs are at driving brand awareness and in creating new customer appointment opportunities.



YOU DRIVE & WE NAV

OUR TRIED & TESTED STRATEGIES & ROADMAPS

Many large international businesses have a marketing strategy based on Referral Marketing. But first: what is not a referral programme? A referral program is not a one-time interaction between a brand and a consumer. Nor is it marketers dangling a carrot in front of consumers, enticing them with “win big” promises. Neither is it affiliate marketing, where 3rd-party sites do the work for your marketing team and you pay them a bounty. Instead, referral programs are built upon genuinely enthusiastic, customer-get-customer interactions that equally rewards all parties involved. There is a science to making referral marketing programs succeed.

Brandon Gains, Contributors: Referral marketing: The secret weapon that should be in your arsenal.

Key to Referral Marketing is customers who feel valued & rewards that have meaningful value!

13. OUR INTERNATIONALLY TRIED AND TESTED ROADMAP



SaaS Membership includes detailed presentations on each stage of the above roadmap

14. CUSTOMER SEGMENTATION & REFERRAL STATUS

"The Webo Loyalty & Referral programme structure is layered"

Loyalty Programme Customer Segmentation

The Webo SaaS Loyalty & Referral Communicator App offers customer segmentation. Customers can be segmented into three categories (with sub-category reward milestone tiers) such as Fan Levels 1, 2 and 3. Each category title can be customised e.g Silver, Gold & Platinum levels (+ e.g. Platinum VIP & Platinum Elite) attained by way of the award of points for purchases, completing quizzes and surveys, game participation e.g #bestpicture and more. Alternatively, other criteria such as who the customer is rather than what they buy may be more applicable.

Customers feel valued when they are able to offer rewards that are valued to friends and colleagues. The Fan Programme allows customers who have earned a reward to e-mail the reward to a friend or business colleague who must register to redeem the reward. Each reward is customised to individual terms and conditions structured to support the objectives for the reward.

Selected incentives should be designed to showcase your products and services to new audiences that your customers will introduce.

Referral Programme Customer Referral Status Options

Customers can earn multiple Referral Status awards on the basis of what the customer does. There are three Referral Status segments; Advocates, Advisors and Ambassadors

- Advocate status is awarded for sharing on the L&R Communicator App with friends on social networks.
- Advisors: are those that write reviews on your L & R Communicator App.
- Ambassadors: are those that e-mail a qualifying item to a qualifying person who takes up the offer with the result that the offer is made available to the sender and the receiver (i.e. they both benefit).

Two-Way Referral Objectives

Terms and conditions may be set which must be met in order for the referring customer and the prospective customer to receive their rewards. These might be a sign-up, account activation, a purchase, or something else. Where a referral reward takes the form of a voucher and that voucher is redeemed by an administrator then the reward will be activated in the accounts of both the giver and the receiver.

Where rewards are valuable, fraudulent redemption may be a concern. The Webo SaaS redemption process can be based on printed vouchers or on online redemption in a customer's account. When a customer wishes to redeem a reward the customer will typically access their online customer loyalty and referral account and present their private account to the Administrator. The Administrator will be able to review the purchase history and the voucher's validity in the account before entering a PIN number to redeem it.

If the reward, for example, has as a condition that the account is a new account then access to the account enables the Admin to determine if the person registered after a cut-off date. On the other hand if a specified qualifying transaction is required then access to the customer's account will enable validation against ID documents, etc. In the case of high value rewards the terms and conditions should be checked by a competent legal authority and audit routines should be effected before a reward is made.

In short, conditions need to match the value of benefits. Some systems that process credit cards, set as a requirement, that a new credit card is used for payment. This option is not available on the Webo SaaS eCommerce platform as all credit card payments are processed on an off site secure banking portal.

**15.
GET SOCIAL**



Social Media Integration - It's simple, tap your selection and instantly view the results

A focus on social media communication promotes audience building. Key to success are hosting stories, contests, events and more that engage and which are worth sharing. The Webo Communicator makes it simple to engage audiences across many social media channels. You can: **1⇒** Share the Communicator App with your friends & connections on Facebook, WhatsApp, LinkedIn, Twitter, Pinterest, Google+ and you can tap to email a link. **2⇒** Image harvesting from Instagram, Facebook and Twitter is an option. Select a radio button and photo albums from the sites set up for display if these social media sites setup as Public albums. **5** shows an Instagram album. **3⇒** This mobi friendly webpage has no restrictions host text, audio or video. **4** shows links to download menus. **6** Comments made here are automatically synced to your Facebook page.

This is a live demo site: Find it at <http://www.ssr.webo.directory> or Select the App Option in the Menu

ENGAGE WITH # HASHTAG QUIZZES & CONTESTS



#Hashtag Campaign Feedback - It's simple, tap a #hashtag, select a channel & view the results

Setup a campaign to expand the reach of your content, gather feedback, have fun and more. Feature pictures and links using #hashtags placed on a variety of social media sites. Just Click on the Hashtag **1⇒** then **2⇒** select a preferred social media site and the content on these sites will be displayed immediately eg on **3⇒** Facebook or **4⇒** on Pinterest.

16. POLLS & SURVEYS - SELECT TEXT OR IMAGE OPTIONS



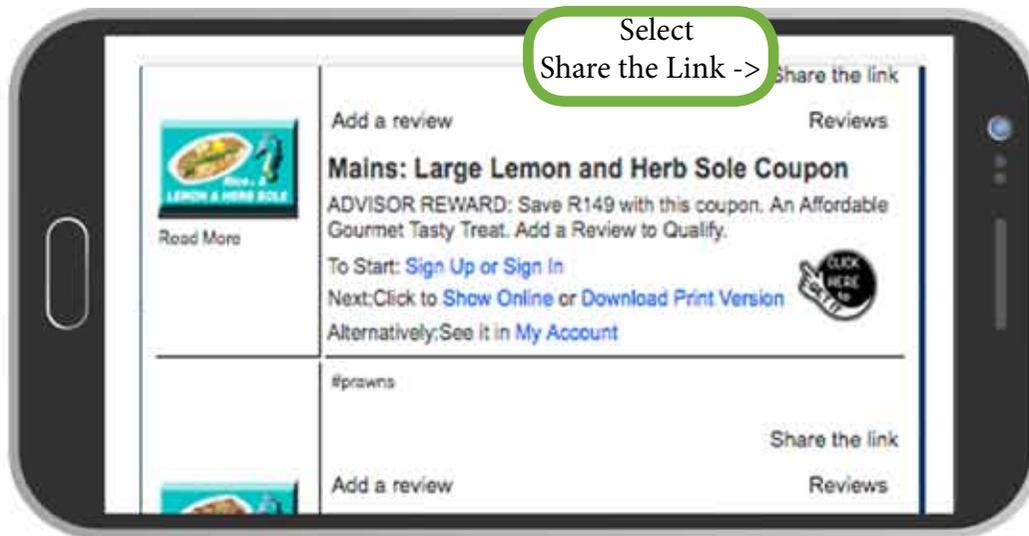
Engaging by Hosting Snap Polls is simple - Tap Vote, select a poll, vote and view the results instantly. Webo offers the creation of intuitive quiz pages with responses analysed and exported on spreadsheet downloads. There are times when a more informal approach will help you engage with your audience. You can decide if voting should require registration or not. You can set up text as well as image polls. Text polls offer answers to multiple choice questions and image polls offer multiple images for the selection of one.

EASY TO ADD & EASY TO READ CUSTOMER REVIEWS



Reviews and Recommendations - Adding reviews is simple and awarding rewards is automated.

First time buyers, new or existing customers, are likely to be influenced by reviews. Buyers add reviews or they can respond to reviews. Buyers can edit their reviews in their Membership Accounts (Every registered customer gets their own private Membership Portal / Account). Site owners (Sellers) cannot edit reviews however the Site Owner reserves the right to delete reviews that fall outside the set terms and conditions. Customers that add a review are automatically awarded ADVISOR status for a set period of time and they will then qualify for rewards that can be accessed on the Communicator App. Rewards can be gifted to friends or connections. Award redemption can be by printing a coupon or by presenting it on a phone.



17. SHARING ON SOCIAL NETWORKS BUILDS YOUR AUDIENCE

Sharing: It's Simple

Sharing Links to the Communicator are placed at every menu item so that customers (diners in this example) can immediately link to the social media page of their choice and add a comment that will be displayed on their social media pages.

Sharing valued information builds your audience but it mostly only happens if it is simple and easy to do.

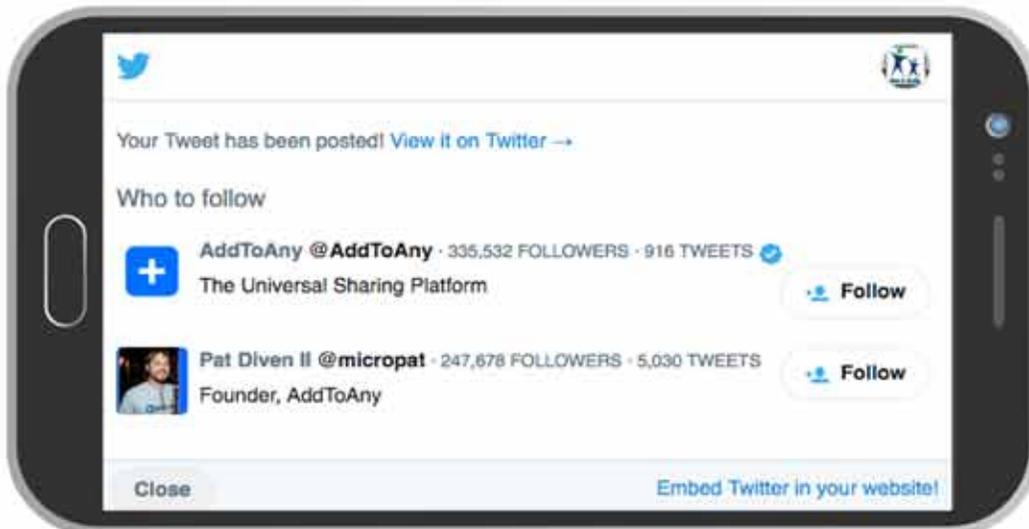
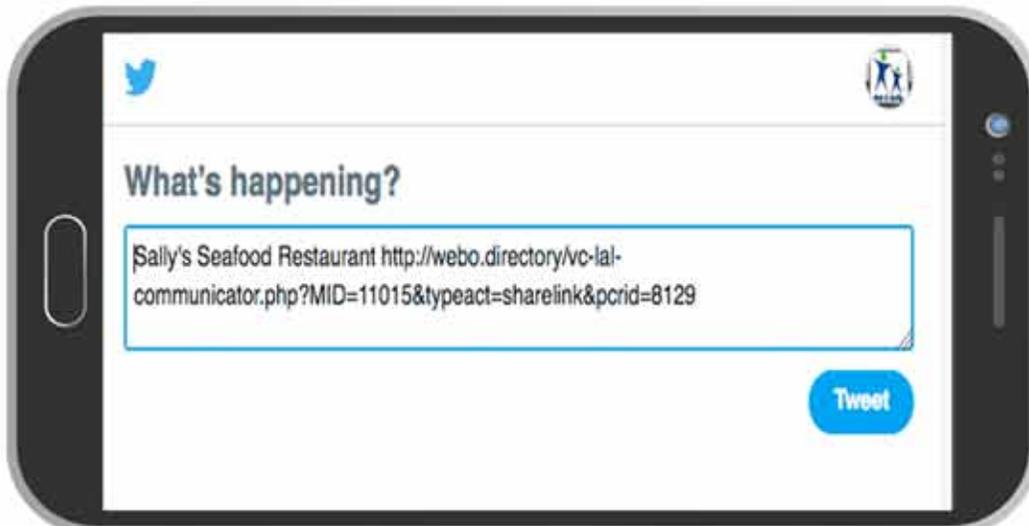
Sharing is simple:

Select Share the Link, Log In, Select a Social Media network, Add a comment & SUBMIT.

Why Register? If you do not register you cannot claim the reward which is added to your account. You will automatically be granted ADVOCATE status for sharing.

Advocates qualify for rewards that they can gift to friends and business connections with their compliments.

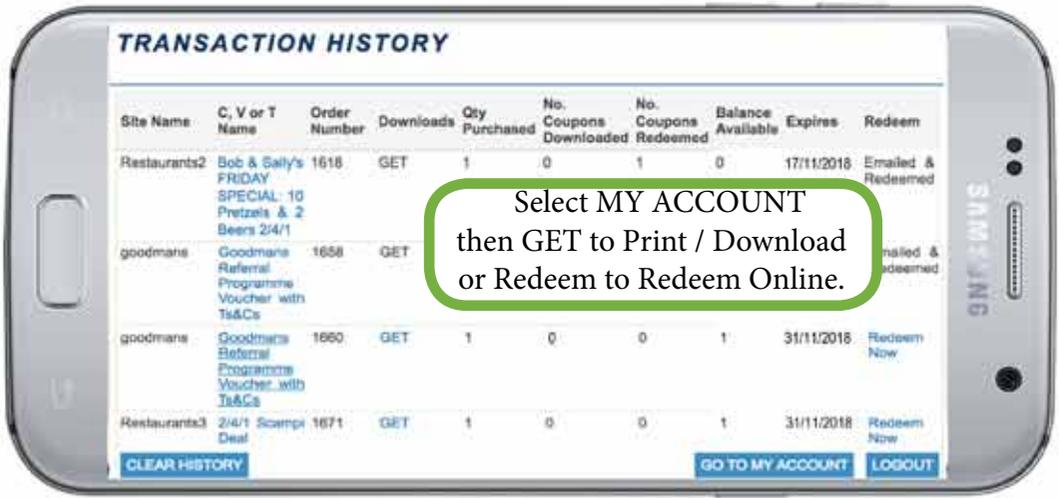
Success is dependent on customers being delighted by your service and by it being easy to do. Sharing incentives make customers feel valued & being able to gift rewards boosts their social standing and yours!



**18 .
ON PHONE OR
PRINTED
COUPON;
ACQUISITION
& REDEMPTION
IS EASY**



On The App
Select GET to open a Coupon



Select MY ACCOUNT
then GET to Print / Download
or Redeem to Redeem Online.



After Selecting GET
view the Coupon & Options



After Selecting Redeem
view the Coupon & Options

Coupon acquisition, management, gifting and redemption

Select a coupon, register, redeem immediately by downloading it, printing it or by e-mailing it.

You can also select the option to ADD TO MY ACCOUNT.

If you select MY ACCOUNT you will go to your Webto Members Portal where the Transaction History will show all the coupons that you have earned.

You will be able to GET the coupon selected for the purpose of redemption by printing, downloading or e-mailing it.

If you select the REDEEM NOW option then the coupon or voucher will display and the Site Administrator will be able to redeem the coupon or voucher by entering a PIN code and submitting it on the phone of the customer.

The seller will have to decide on online versus print coupon redemption or both can be accepted also. Coupon can be rewards or they can be open or limited time/availability specials.



LOYALTY & REFERRAL PROGRAMME STATUS

Welcome
Name Shows Here
Log Out

Store Memberships

Site Name Go to this Store Go to this App

Loyalty Programme

Platinum Fan Status at 21/09/18 (Today) is: Platinum Fan
 Platinum Fan Points Awarded
 Platinum Fan Points Redeemed
 Current Total Platinum Fan Points for this site: 2037
 Administrator pin number

Referral Programme

Advocate Status : Active Inactive (Share to activate)
 Expiry Date 30/09/2018
 Advisor Status : Active Inactive (Add a review to activate)
 Expiry Date 11/07/2018
 Ambassador Status : Active Inactive (Add sufficient two-way referrals:A must be > or =B)
 Expiry Date 22/07/2018

Two-way Referrals Sent and Redeemed:

Number sent and Redeemed A
 Number Required to Activate Status B

Received Referrals Redemption (Gifted Coupon Redemption)

Admin to submit (below) for this Received Referral To be Redeemed Immediately by this Account Holder and for it to be Redeemed to the Sender's Account for Future Use.

Site Name Go to this Store
 Order no. of this Received Gifted Coupon
 Administrator pin number

MY ACCOUNT

- Edit My Account
- Change My Password
- Loyalty & Referral Programme Status
- Loyalty & Referral Programme Detail
- Coupons, Vouchers & Tickets
- What's Good Directory Lists
- Add Home Page Blog Topics
- My Home Page Blog Comments
- My Store Reviews
- My Product Reviews
- My Listing Reviews
- My Purchase Orders On Hub Stores
- Delete My Account
- My Showcase Product Submissions

MY BULK COMMS TOOLSET

- My Email Subscriptions
- My SMS Subscriptions

MY AUCTIONS

- Current Auctions
- Successful Bids

OPT-IN CUSTOMERS GET PRIVATE ONLINE TRACKING ACCOUNTS

HOW TO TIPS

Coupon, Loyalty & Referral Marketing made Simple.

When a customer logs in and selects "Member's Portal" or selects the MY ACCOUNT option on a voucher, a number of account options are presented. Customer accounts are private accounts where customers can update their contact details and passwords, subscribe and unsubscribe to e-mail and SMS notifications, edit reviews made by them and where they can see their transaction history as well as the currency of any status awarded including the expiry date of any status acquired. Status points are added online, on a customer's phone by way of an administrator making a status award and validating the award by entering and submitting a PIN number. Point requirements and points duration for the FAN, levels 1, 2 and 3 are set up by the Seller. The duration of the Advisor Status for reviewing and the Advocate Status for sharing are also set up by the Seller and these are automatically awarded to customers. The Ambassador Status is based upon sharing valued benefits that are not freely available e.g a buyer earns a voucher which is gifted to a friend. When the friend redeems the voucher it is automatically added back into to the customers account so that they both get the benefit.

PC Communicator

Mobi Communicator



Sally's Seafood Restaurant
Sally's Secret Menu : Available to our VIP ADVOCATES

Follow the Link on the APP and use the password @k1b2c3 to gain access to the secret menu.

Sally Goodman	0003071938
Friend's Telephone Number	
Sally Goodman	0003071938
Advocate's Name	Advocate's Telephone Number
	PER OFFICIAL USE
Redemption Form:	Advocate Status is valid for 30 days after sharing.

Subject to the T's & C's below. [CLICK HERE to read more about the sharing and redemption of this coupon.](#)

Terms & Conditions

Limit per customer: Customers are limited to **one** download on any specific coupon **for each coupon that they share** and which is redeemed by the recipient of the gifted coupon. Thus:

To qualify for access to the secret menu please "Share" any of our dishes on the APP with any social media page of your choice. This will grant you ADVOCATE STATUS for ten days. Our ADVOCATES are entitled to add the SECRET MENU COUPONS to their accounts.

On the App select "Link to our Secret Menu" and use the secret password of @k1b2c3 to gain access to the menu. If access has been gifted to you please print and present the coupon when placing an order from the secret menu.

Reservations: Phone **000 307 1938**. Note that reservations are subject to availability.

Validity Days: Tuesday through Sunday every week. We are closed on Mondays.

Verification: Validity is subject to verification upon arrival. Prior use voids coupons. Advocate status is only valid for 10 days from sharing. Sharing at the time of order is permitted as your status will be instantly updated.

Service: Set down dining is required for redemption at 10 Street Name, Suburb Name, Town Name.

Quantity: Only one coupon may be presented per item served and is payable at the specials rate on the menu.

Service charge: Gratuities should be calculated on the full value received.

Images: Coupon images are indicative and may not be specifically representative.

Refunds: Coupons are free - refunds are not applicable.

Service: Webco who administers the Laysby Programme Software as a Service is not responsible for service and item delivery.

Amendment: The right to amend these terms and conditions without prior notice is reserved.

Number: 1563

Validity Verified By:



All tickets, coupons and vouchers can be set up to be print and present or they can be presented online on phone, iPad, tablet or on a PC in the Restaurant.

19 FORMAT & REDEMPTION OPTIONS PRINT AND PRESENT OR LOGIN AND PRESENT ON PHONE

Home Screen Buttons



L&L Communicators



Restaurants can have as many Link & List Mobi Apps as they like.

Team up with Shops in the Mall and be the home for a Mall Deals App (free with a coffee!)

Alternatively, offer specials menus as "tap to open" options.



LIST OF SALE ITEMS FOR VIP CUSTOMERS TO SHARE AND GRANT THEM PRESALE ACCESS

HOST A LEGAL OPINION ON A FLIPBOOK AND OFFER CLIENTS LINKS TO SHARE WITH FRIENDS



20. Finding the value that the Communicator App can deliver:

It's not just about delivering discounts! It's about automating network marketing with the aid of 4 channels; websites, Apps, Blogs and Social Media.

Tickets: Online ticket issue. Paid or Unpaid, Limited issue.

Event Vouchers: Pre-book and get paid before the event.

Stories: Celebration Themes & Office Party Recipes. Best Story Contest: Use compelling headlines & images. Present solutions. Unpack problems & solutions. Create desire with Benefits that show where the value is. Create Urgency and ASK for something.

Facts: Recipes, Nutrition Charts, Ingredients

Access: Links to Secret Menus. Eating out is a lifestyle choice. Offer lifestyle experience ideas on WhatsGood apps that present your specials.

Competitions: #bestpicture, #hi5in5, #giveaways, #comment, #bestslogan, #funvideo

Feedback / Polls / Instant Result Voting: Entries submitted by customers will result in the customers sharing to boost their vote count. Best Picture & Best Story contests will boost sharing.

Buddy Deals: Getaway Accommodation, Theatre Discounts, Mall Store Rewards.

Social Proof: Comments, social sharing, reviews and likes are indicators that will define your social standing.

USP: What is your unique selling proposition/mantra. What, above all else, do you want to be the **go to** restaurant for? Be the best at something specific. Think: Fridays are fish days - The best fish and chips on Fridays vs the The best seafood restaurant.



21. Four Steps to Success

4. Referral Marketing

Engage to build relationships and find valued rewards that will excite customers to re-view, share and recommend.

School customers to own the need to advocate the business.

1. Coupon Marketing

The focus is on audience building.

Attract new customers with enticing offers targeted at researched niche markets.

Showcase your value.



3. Loyalty Marketing

Engage, dig deep with polls, quizzes, surveys & survey needs and desires to be able to exceed expectations.

Find valued rewards that segmented niches desire.

2. Engage & Convert

The focus is on converting bargain hunters to be loyal customers.

Differentiate & drive the value in your USP and find valued rewards for repeat business.

22. Targeting and Incentives

How can one target customers and what's the most compelling incentive you can offer? There are a wide variety of possibilities including the following as potential incentives to consider:

- Fun and entertainment: Quizzes, Competitions, Lucky Draws, Giveaways, Free Gifts that may be offered by teaming up with stores in the mall, a local club, school or an NGO, etc.
- Information & Stories: How to Guidelines, eBooks, Neighbourhood News, Community WhatsGood Pages.
- Simplify: Menu Reviews (current & future), Infographics or Ingredient Checklists, etc.
- Events: Invitations to Demo Cook's Kitchen Days (bring the kids and let's make ?), Guest Speakers.
- Guidelines: How to host dinner parties, party themes, party games for adults & kids, etc.
- Neighbourhood Reality: Stories, Case Studies, Success Stories (Prize winning entries by customers).

Consistently delighting customers is fundamental to success. Customers must be prepared to recommend you to their friends because you exceed their expectations. Finding the value that customers will want to share with friends is critically important. You will need to draw on your understanding of your customer's preferences. Only appealing offers drive shares. Try selecting a valuable and compelling incentive specifically matched to your best customer's needs or to frequently asked questions. More often than not the most compelling benefit will not be a financial discount. Recognition and VIP status coupled with service benefits are normally highly desirable rewards. Personalised double-sided rewards, that deliver equal personalised benefits to both sender and receiver, may be more effective as a double-sided reward than as a single-sided reward. User altruism and the will to improve a friend's situation is a fundamental aspect of a compelling two-way incentive.

Automation

Effective referral programs are driven by referral programme software. The Webo Loyalty & Referral App is underpinned by convenience as it is an App button on a phone or a PC bookmark. In this regard the market place is competitive. Where the Webo Loyalty & Referral App is one of a kind, is that it is further underpinned by an advanced 4 Channel Marketing system with channel fusion. Designing a user experience hinges upon optimising what the end user sees and how they interact with the referral program. The Webo Loyalty & Referral App channels Push and Pull engagement and it promotes information delivery. The 4 channels are able to cover all the marketing bases as the system is an advanced site builder, a viral blog builder, an App Builder with Social Media integration and Comment Syncing. Optimising across channels with the seamless Fusion of Coupon (specials), Loyalty (points/status/segmentation) and Referral (reviewing, sharing & promoting) marketing makes the Webo SaaS formidable. Add the gamification options for and you have a 360 degree package of options to boost engagement, drive sales, improve satisfaction and build relationships & loyalty.

Discovery & Focus

Coupon Marketing: Attract new customers with valued benefits. Loyalty Marketing: Segment your customers and find the value to each segment. Instead of frequent buyer points consider customer segmentation that groups like minded customers and personalise incentives to meet their needs e.g Customers with young families, Pensioners and Business Executives versus a points for purchases system. Referral Marketing: Reward customers that review, share and promote your restaurant. How likely are your customers to find your referral program? The App is promoted to all customers who sign-up for a private social media account where they can track and edit on-the-record comments and reviews and they can opt-in for email and SMS messaging. In a customer's private online account they can follow their loyalty benefit transaction history and they can select specific benefits for on-phone or print redemption. Customers can print tickets, coupons or vouchers for presentation.

Sharing and Sign-up

Sharing and sign-up are made simple by way of pop-up messages that inform customers on what they need to do in addition the programme offers a topic for engagement in exploring the win, win opportunities.

23. Ask for feedback to understand trends in desires and value

Where does one start?

Engage, communicate and market coupons for specials that can be shared. Start by e-mailing details of online customer account sign-up specials that can be shared. Add the link to the App with instructions on book marking and on adding the button to phone home screens.

Survey your customers and run polls to determine their preferences and desires. Satisfaction verification can also be explored by phoning the customer to ask for feedback. Alternatively, the SaaS Quiz Webpages are ideal for gathering feedback.

Consider building an Online Quiz such as the one outlined in the right hand column. E-mail a customer at a point when a feedback request has been reached such as after they have dined in your restaurant ask them if you can e-mail them a quiz.

Once the quizpage has been sent and has been completed and submitted by the customer the SaaS will offer a spreadsheet download of responses. You should reply to the customer and discuss suggestions and any action that you will take so that the customer knows that you are responsive and open to suggestions.

Another use for the quizpage functionality is to explore customer needs. Build online feedback forms that explore customer needs, problems and desires by stacking questions where the next question is determined by the answer to the preceding question. In this way customers can answer say, a simple five question survey, that offers thousands of options yet the customer only answers 5 questions.

In a 5x5 question stack where a question is asked that has 5 options and each succeeding question has 5 options the survey will cover 5 options in layer 1, 25 in layer 2, 125 in layer 3, 625 in layer 4 and 3125 in layer 5. It is unlikely that this many options will be available but the point is that the quizpage can explore the range of possibility that may exist in the demand for services by customers.

Dear "Diners Name"

Feedback Survey

Thank you for your patronage. I would appreciate feedback on your recent dining experience..

1. Were you satisfied with the meals and service that you received from us?
- Yes or - No

If the Answer to 1. is Yes, then the next question to pop up could be:

2. Based on your positive experience, on a scale of 1 to 10, would you be prepared to recommend our meals and service to your friends and business connections? Please select a likelihood number below.
1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

If the selection is 8, 9 or 10 then ask:

3. Please can you provide me with the name and contact details of one person that you can refer us to.

Name: _____

Email: _____

In addition, please can you suggest any one way in which you believe that your customer experience could have been improved.

If the answer to 1. is No, then the next question to pop up could be:

Thank you for your time and for the feedback.

Regards

"Chef's Name "

24. Keys to Coupon, Loyalty & Referral Marketing Success

- You have an established reputation for meeting diners expectations and they are consistently delighted by your meals and by your food and beverage services.
- You have a vision, strategy, communications plan and a roadmap (see below) that maps out what you are doing, what you expect to be doing and what you will do next to build your reputation and accelerate the growth of your restaurant/s.
- You have identified & have segmented the customer audiences that you have or which you wish to attract e.g Families, Pensioners, Business Executives, Jet Setters, Students, etc.
- You have researched the demand for each customer segment and you know where to target each segment and you know what they value and desire.
- You are aware of the short-term value and long-term value of existing customers and of prospective new customers so as to maintain a ROI (return on “incentive” investment).
- You have tested the relevance and value or desire of segmented audiences for knowledge based give-aways to ensure that customers will want to talk about them and will be prepared to add reviews and share the link on their social networks in return for valued incentives.
- You keep refreshing your specials, events, give-aways and other incentives so that customers are encouraged to open the App to find what is new in line with regular release dates.
- You establish and build your relationships via your Apps, blogging, messaging and social media engagement, you survey satisfaction and you ask for referrals.
- You have a current and to be status roadmap that maps your KPI Symptoms & KPI Focus.

YOUR JOURNEY FROM STRUGGLING TO DRIVING

SYMPTOMS

KEY PERFORMANCE INDICATOR

FOCUS

WAITING LISTS

Established Brand & Reservations Essential
Accurate Provisioning & Staff Planning/Analytics
No Waste, Process Driven & Predictable Quality

RESERVATIONS

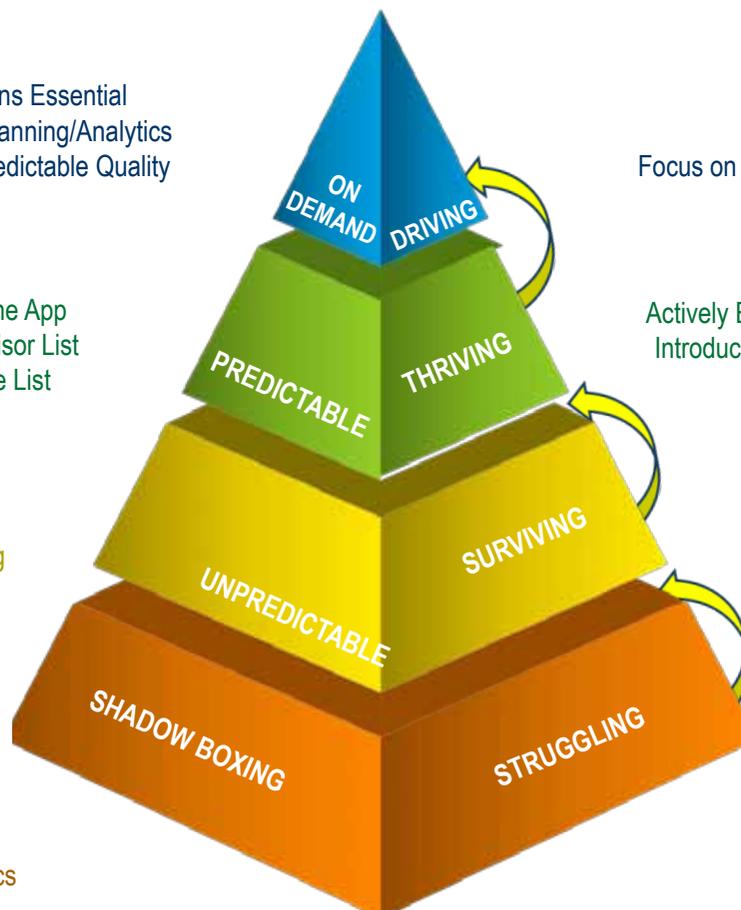
Established Relationships via The App
Growing VIP, Advocate and Advisor List
Customers Actively Growing The List

REGULARS

Specials / Coupon Driven Sales
Price Driven Covers & Walk ins
Some Staff & Provision Planning

SPORADIC PATRONAGE

Empty Tables & Idle Staff
Inaccurate Provisioning,
Food Cost Issues
Waste, Staff Not
Motivated & Not Productive,
No Meaningful Turnover Analytics



DRIVING / STANDARDISING

Build a world-class team
& explore growth opportunities
Focus on Systems (when) & Processes (how)
Market Your Brand and Reviews

BRANDING / THRIVING

Actively Engage, Reward Sharing & Reviews
Introduce & Promote VIP Customer Benefits
Drive Your Loyalty Programme

PROMOTING / STRIVING

Build Your Client List, Shares
& Reviews. Delight Customers
& Nurture Returns. Market
“Sellers” & Grow an Audience

ESTABLISHING / STRUGGLING

Establish & Work Your
Client List & Your Concept
Adapt Your Concept to Demand
Advertise Offers & Issue Coupons
Sell and Analyze Sales Metrics

25. THE CUSTOMER JOURNEY FROM BARGAIN HUNTER TO ACTIVE ADVISORS, ADVOCATES & AMBASSADORS WHO GROW YOUR BUSINESS

COMMUNITY - PARTICIPATION

With Memorable Experiences & Relationships
Engaged, Meeting Desires & Established Loyalty

WORD of MOUTH - SHARING

Credible Reviews Posted with Regularity
Comments & Shares Spreading the Word
Reviews Rewarded

SOCIAL - APPRECIATION

Events Desired & Competitions Entered
Benefits are Gifted & Shared
Sharing Rewarded

SELF INTEREST - REWARDS

Focus is on the Customer who is Delighted with Patronage Rewards that are Relevant & Valued.
Popular Coupons, Lucky Draws, Secret VIP Menus & Events.
#Hashtag Competitions Entered & Promoted.



MANAGED GROWTH

Regular assessment of Staff and Capacity
Next Steps Planned & Executed

REVIEWS

Rewarding customers for reviews
Engage by addressing matters raised and thank customers for sharing their experiences

SOCIAL MEDIA SHARING

Ignite an interest in Sharing Comments
Encourage customers to e-mail coupons
Grow Awareness with Social Sharing & WhatsApp Specials Group Messaging

DELIGHT & REWARD

Reward Customers for Patronage
Encourage Buying More
Encourage Buying More Often
Get Personal; Address Diners by Name. Ask if you can take a photo for your Instagram Page, Post to Pinterest, Tweet Reviews

The Customer Journey in 6 Steps

1. Delight Customers

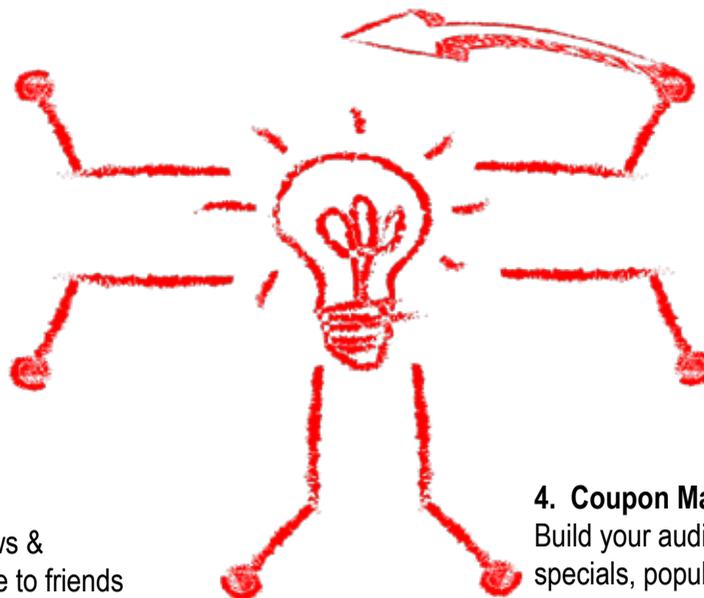
Marketing before meeting expectations is premature.

2. Loyalty Marketing

Reward patronage, Segment Customers into 3 levels to precision target desires.

3. Referral Marketing

Reward Sharing, Reviews & Recommendations made to friends & Business Connections



6. Convert

From Browser & Bargain Hunter to Active Customer.

5. Engage on 4 Channels:

Website, App, Blog & Social Media.
Ignite Desires, Advise & Sell Experiences & Value

4. Coupon Marketing

Build your audience by offering attractive specials, popular events, coupon deals, last minute deals,

TRIED AND TESTED FRAMEWORKS

PeP

Performance enhancement Programme
&

DTHT Roadmaps

(Double Turnover in Half the Time)

will

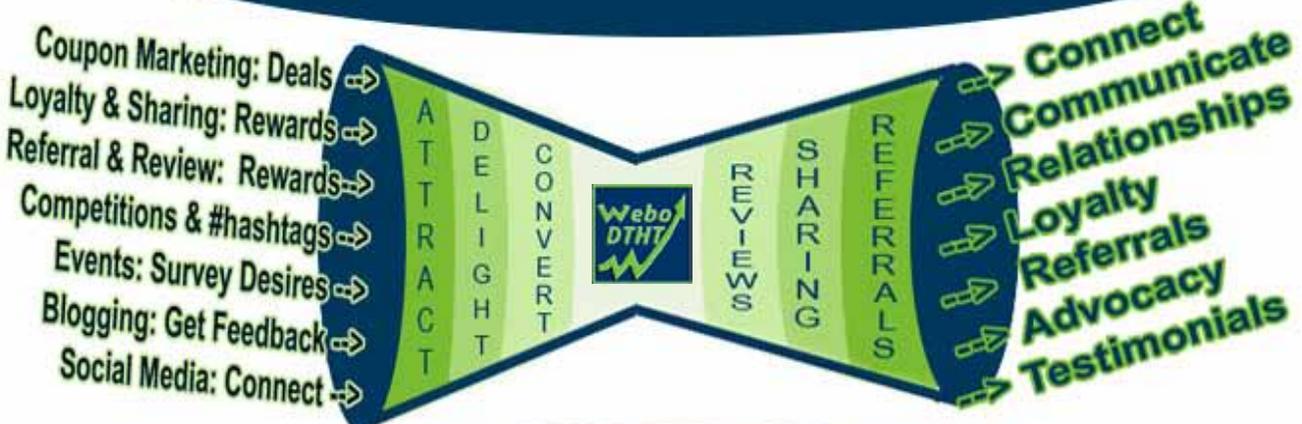
Guide and Manage Growth
ensuring the regular assessment of

Staff and Capacity plus

Planned & Executed Next Steps



**FROM
BARGAIN HUNTERS**



**TO
ADVOCATES**



27 (a). Q: Given that customers are delighted and that it is easy to add reviews which grow reputations and given that it is setup and easy to make referrals by way of email or social sharing why do referral marketing programmes fail?

A: Some statistics state that ninety plus percent of referral marketing programme failures are a result of the incentives offered for referrals not being relevant to customers.



27 (b). Q: What do delighted customers appreciate about your products or services?
A: Often, it is the little things that count. Phone response rate, being greeted by name, being consulted about your needs, etc.

Q: What should I take into consideration when designing a rewards programme.
A: There is much to consider but a “one-size-fits-all” approach is generally the first step to failure. When you have created “like minded groups,” find what they will value.





27(c). Q: How many customer segments should I have?

A: You should have as many as you need to address in your programme:

- What segments do you want to grow?
- How big are the segments?
- What social networks are they likely to share on.
- What are the needs of the social networks eg Women are more likely to share on Pinterest than others - Pinterest is picture and infographic friendly.
- When you have your broad categories or groups consider creating reward categories on your App that match these groups with relevant rewards but in addition:
 - Dig deeper and find the small differences
 - The closer you get to personalised needs the more value you will generate.
 - Consider surveying your customers, customers.

Start with the big differences



Next, find the small differences



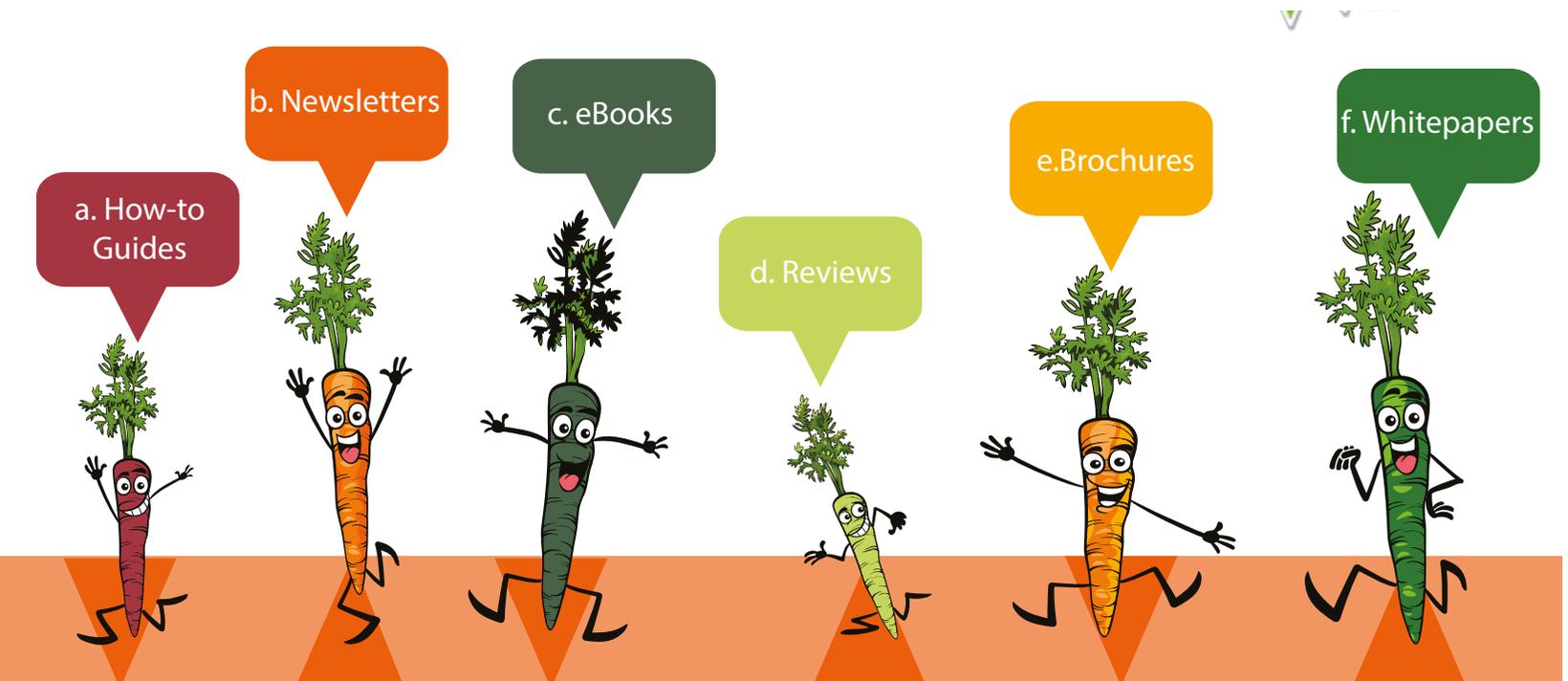


27 (d). Q: I believe that financial rewards that have a monetary value are often less preferred than rewards that do not have an obvious monetary value. Is this true and what are nonmonetary rewards?

A: Rewards that are tailored to satisfy individual needs will be more appreciated. As examples consider:

- Mums with daughters that are engaged to be married or women with friends who are planning weddings would value a wedding planners contact list of 500 wedding suppliers. The value when the product is relevant will far exceed a 2 for 1 special.
- Where to eat, where to shop, getaway destinations and more are information “products” that to the right people will be highly prized.
- An eBook on raising a puppy could be valued if you have a puppy.
- Find a customer’s need and you will have a key to reward relevancy.

Explore Reward Opportunities





27 (e). Q: What are popular monetary rewards and in what way can I engage with my customers other than by offering coupons?

A: Monetary rewards can be points based so that customers who reach a certain level of points can get the reward and once obtained and added to their accounts they can be allowed to share the rewards with friends and business connections. They can be transaction based eg the 10th is free. They can be service based such as offering expedited delivery etc. There are many way to engage with customers on your website, blog, app or social media including the following:

Rewards!
Grow
Reputations & Referrals

Competitions
Lucky Draws
Give-aways
Quizzes
Success Stories

Webo
DIGITAL
*Making it
it easy to
Review
&
Share*

Rewards!
Grow
Reputations & Referrals

“We love **HOT** Discounts!”

Buy One get One Free
4 for 3
20% Off
Cash Backs
Free Delivery

Webo
DIGITAL
*Making it
it easy to
Review
&
Share*



27 (f). Q: In summary, what do you get with the Webo SaaS & is there a difference in what the DIY subscription has access to versus the B4U functionality.

A: The DIY and B4U SaaS Packages are functionality is identical. See page 52 for the "What you get One Pager."

Q: What are popular VIP Benefits and what contact lists can you offer to kick start my information rewards offerings?

A: Consider the following:



VIP BENEFITS

"We love **Very Good** Lists!"



Rewards!

**Grow
Reputations
&
Referrals**



**Making it
easy to
Review
&
Share**



27 (g). Q: What does the Web Loyalty and Referral Communicator App do, are there demo examples that I can review at a detailed level to see how they are made and do you think that I can succeed with a DIY SaaS subscription?

A: The App makes engagement easy. We have a range of demo apps that illustrate the needs of different industries. Please review the "Getting Started" eBook to explore the step by step process involved in building my own Communicator App. Given that you are proficient in using Microsoft Word then it'll be easy and will be able to build your own Communicator App. We offer DIY subscribers support so you will not be on your own..

The Web App makes it EASY to:

- Find & Join
- Manage Loyalty Accounts
- Add Reviews & Share
- Comment & Share
- Gift & Redeem

Just Tap a Button on your phone & get personal with Communicator

Restaurant **Lodge** **Legal Firm** **Aircraft** **Malls** **Art**

Loyalty & Referral Communicator Apps

The Web

**The LPM App
Coupon, Loyalty &
Referral Marketing**

**Site Builder
Websites
& Stores**

**Viral Blog Builder
Video & Podcast
Social Media Inter**

Rent the SaaS and

Opt-in / Out Client
Short Message
Database: Alerts



Social Media
Sharing & Lead
Generation

Opt-in / Out Client
eMail Database:
Newletters



Synchronised
Facebook
Comment Sharing

Client
Follow / Unfollow
Blog Topics



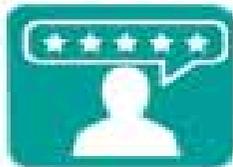
App Sharing &
Connecting
Audiences

Coupons, Vouchers
& Ticket Account
Administration



Showcase Product
Reviews &
Sharing

Reviews & Comment
Administration



#Hashtag
Harvesting &
Campaign Mgt

Coupon, Voucher &
Ticket Issue,
Tracking &
Redemption



Text &
Image
Polling

PC Product
Showcase



PC Product
Reviews

Communicator App
Product Showcase



App Product
Reviews

The LPM App is your Communicator

Web SaaS

Order
Testing
Migration

The L & L App
Link & List Info
App Builder

Meetings Communicator
Online Meeting Rooms
Meeting Pack Apps

Own The Campaign



All Customers get their own Customer Loyalty Programme Account



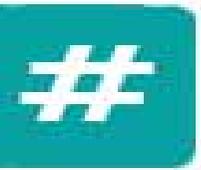
A Website, Blog, Product Showcase, eCommerce Shop and an App



eBooks, Flipbooks, Picture Galleries, Social Media Image Harvesting



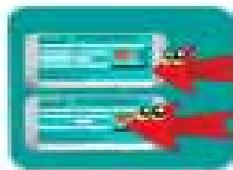
Complete Social Media Integration with Comment Facebook Syncing



Customer Registration Management



Online & Offline Coupon, Ticket Redemption



Feedback Management & Voting



Showcase, Product and App Reviews & Sharing



Communicator and Automation Assistant



29. FAQ's

Q: How do I add the Communicator App to the Home Screen of my Phone.
A: You do not need to download the Communicator App. Just open the page, select menu then add to Home Screen on Android and IOS handsets.

How to add a Communicator App Button Bookmark to your Phone Home Screen

iPhones & iPads

1.  Select Menu
2. Select "Add to Home Screen"
3. Edit and shorten the Button Name
4. That's it.

Android Phones & Tablets

1.   Select Menu
2. Select "Add to Home Screen"
3. Edit and shorten the Button Name
4. That's it.



Q: I am not sure about what to say when I refer a product or service coupon that offers a benefit on something that I just love to a friend..
A: You should just be yourself and chat as you would normally to this friend. You may find it easier if you address your friend by name.

- eg 1 - "Hi Jane, I have found this product to be awesome. Here is a 25% off coupon to give it a try."
- eg 2 - "Hi Bob, This eBook simplifies our shared interest in clock making. Please read & share it."
- eg 3 - "Heather, I know your cousin is getting married. Here's a great Wedding Planners Contact List"
- eg 4 - "Jean, My VIP status grants me access to a "Secret Menu" at Joe's. Here's a coupon to try it"
- eg 5 - "Bill, Complete this quizz. Link to try it and get access to receive the views, you'll be surprised."
- eg 6 - "I know you love Sally's Seafood Restaurant as much as I do. Join me as an Ambassador and get rewarded for spreading the word. You will not have to qualify as I can share my status."



30. FAQ's

Q: Where can I read More?

A: See the links below.

Selected eBooks <https://webo.directory/vouchers/>
eg This Digital Marketing eBook, Getting Started: DIY Guideline,
Digital Marketing For Law Firms; Why It Does Not & Why It Does Work, etc.

Demo Communicator Apps used for training

- Restaurants <https://www.restaurants.webo.directory>
- Shopping Malls <https://www.malls.webo.directory>
- Law Firms <https://www.LawFirms.webo.directory>
- Hotels & Lodges <https://www.lodges.webo.directory>

Infographics

- They're roadmaps <https://www.infographics.webo.directory>

Analytics

- Whitepaper on the researched opinions of guru researchers
<https://www.WhitePaper.webo.directory>

Video Libraries

<https://www.VideoLibrary.webo.directory>

Download this eBook at:

<https://www.webo.directory/videos/pdf/d-376.pdf>

This eBook is designed to be read together with the eBook titled:

Reward Structuring with the Webto SaaS. Download a copy here:

<https://www.webo.directory/videos/pdf/d-377.pdf>

The Webto Academy Online Meeting Room for Webto SaaS Subscribers

<https://academy.webo.directory>

Digital Marketing with the Webto SaaS

- Websites, Showcases & Stores
- Bookmarklet Apps
- Social Media Integrations & Plug-ins
- Viral Blogs

**4 Channels Promote 4 Communicators
Driven by Customers to Grow Your
Business - Let Us Show You How**

- Reputation & Referral Marketing Communicator
- Link & List Bulk Content Communicator
- WhatsGood Contact List Communicator
- Meetings Communicator & Meeting Packs Communicators



Online Meeting Rooms and On-Phone or PC Meeting Pack Apps are an option on the Web SaaS

- Online meeting rooms can be permanently open, with no set meeting duration and they can be scheduled to open at a set time on a set date.
- Attendees can access an online meeting room with any browser on a PC or with a Smart Phone.
- There is no limit to the number of meeting rooms that are set up. (Fair usage norms apply)
- The online meeting room can be accessed by an unlimited number of attendees.
- Attendees can upload documentation, open linked files, review flipbooks, complete quizpages, text or image polls or play audio podcasts, watch videos or image libraries that can be updated live by attendees or by invitation.
- Polls that display instant results can be set up during a meeting to gather vote counts on decisions.
- Attendees login and open the online meeting room page that has back office support for a Meeting Administrator to type up the meeting minutes during a live meeting.
- Attendees can record on record formal comments as is required for company board meetings or they can use the Dashboard comments functionality in deliberations eg for one to one private text chats or for open text chat messages to all attendees.
- Meeting Admin's have access to minute, action plan, case file and other templates plus they can create and save custom page templates.
- The online meeting room wall can display up to five pages at a time.
- Attendees refresh their screens to review the current status of the minutes, decision and action tables etc.
- All reference documentation will have been distributed by way of a meeting pack App and the meeting page displays live links to reference documentation, data libraries etc.
- Where an online meeting room is used as a private staff room dedicated to communicate HR matters and shift schedules all information would be available as an accessible data library.
- Where meetings / documents are private they can be set behind password gates.
- Online meeting rooms can also be set up as briefing rooms on new menus and wine lists etc. Staff and Progress meetings with a head office can deliberate online via free conference calls while minutes are taken by an online back office that displays the live minute taking on a shared screen.
- Online Meeting Pack Apps can be released with all preparation documentation, presentations, delivered online with cell phone briefing audio and video clips, etc delivered online.
- The Meetings Communicator is included in the Web SaaS.





We Deliver Online Meeting Packs and Online Meeting Rooms



Thank you for the time taken to review our snapshot guide to Digital Marketing with the Webo SaaS. We encourage you to contact us for a discussion on your specific circumstances as we would be thrilled to show you our frameworks to double turnover in half the time.

*Regards
Alan Mackenzie
CEO: Webo*

*Read more on our website at <http://www.vouchers.webo.directory>
Find video libraries on our website and further information on our blog.*