



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

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This eBook consolidates content on reward structuring that can be found on the Webto Digital Website and in other Webto eBooks.

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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**

**I'M CONVINCED**

**WHERE DO I SIGN UP FOR A DIY 14 Day FREE TRIAL SaaS Package?**

**Click here > <https://www.quiz.webo.directory>**

**To get a site built for you or to get the Loyalty & Referral SaaS Module Added**

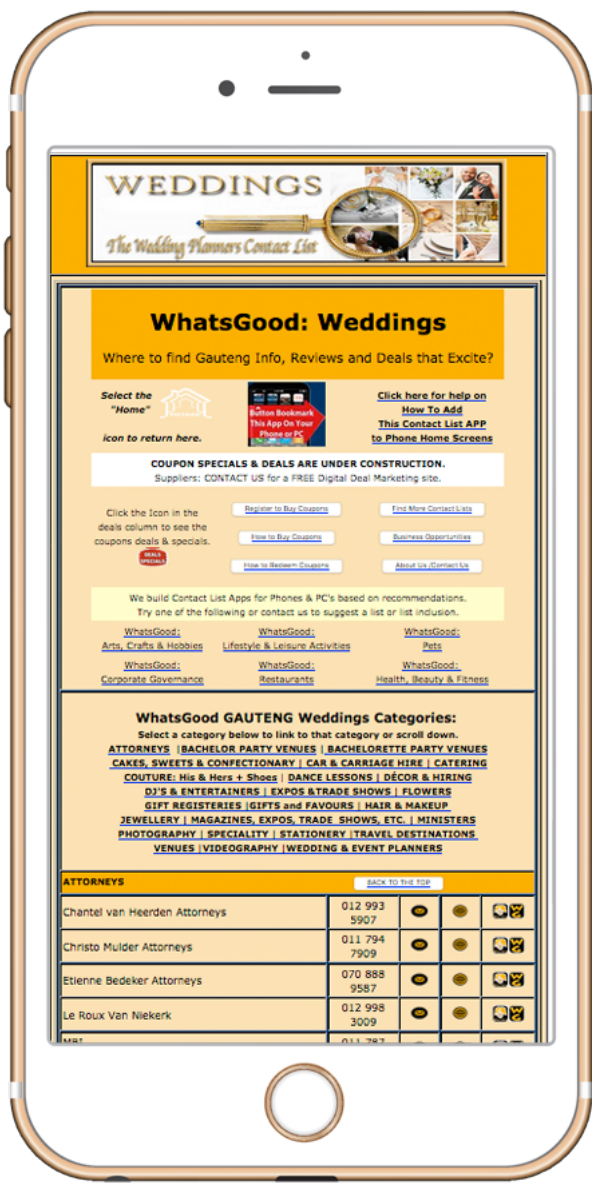
**Contact us here > <https://www.webo.directory/vouchers/webContact.php>**

**WHERE DO I FIND THE PRICING AND THE DIY GETTING STARTED MANUAL**

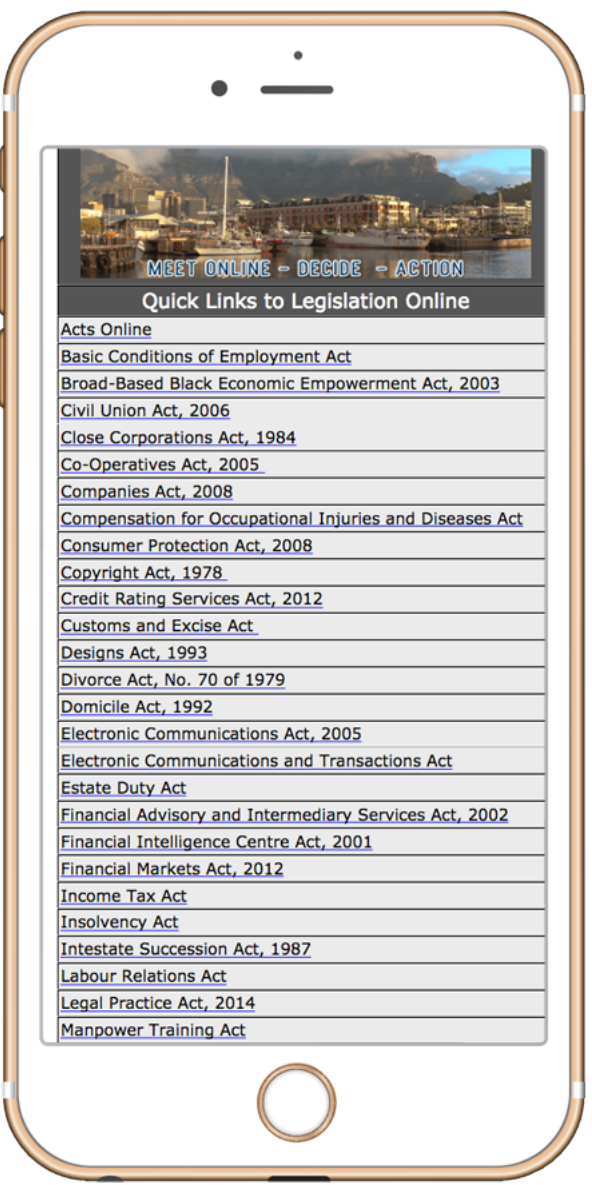
**<https://www.webo.directory/vouchers/webCms.php?tab=3>**



# 2. Information Product Reward eggs



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



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



Read More

Add a review

Share the link

## Goodmans Protea HR Manual Flipbook Review



Read More

Add a review

Share the link

## Five Major new South African Labour Laws

Read about the extended parental leave and more



Click Here to open this App

Add a review

Share the link

## About Online Meeting Packs

Follow the Read More Link to read more about meetings packs: Open, Add to Home Screen & Tap to View

Meeting Packs can also be Quick Link reference packs linking hundreds of Documents.



### 3. INTERNATIONAL EXAMPLES



1887

#### GIVE A GLASS OF COKE

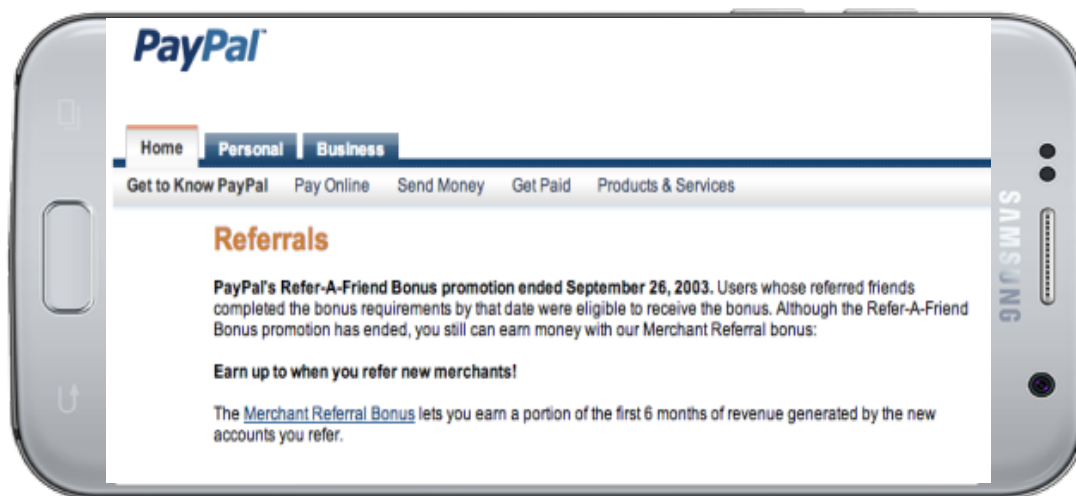
Asa Candler's coupon idea transformed Coca-Cola from an insignificant tonic into a market-dominating drink. His hand-written tickets offered consumers a free glass of Coca-Cola & by 1913 8,500,000 free drinks made Coca-Cola a national craze in the USA.



#### GIVE A CHORE!

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

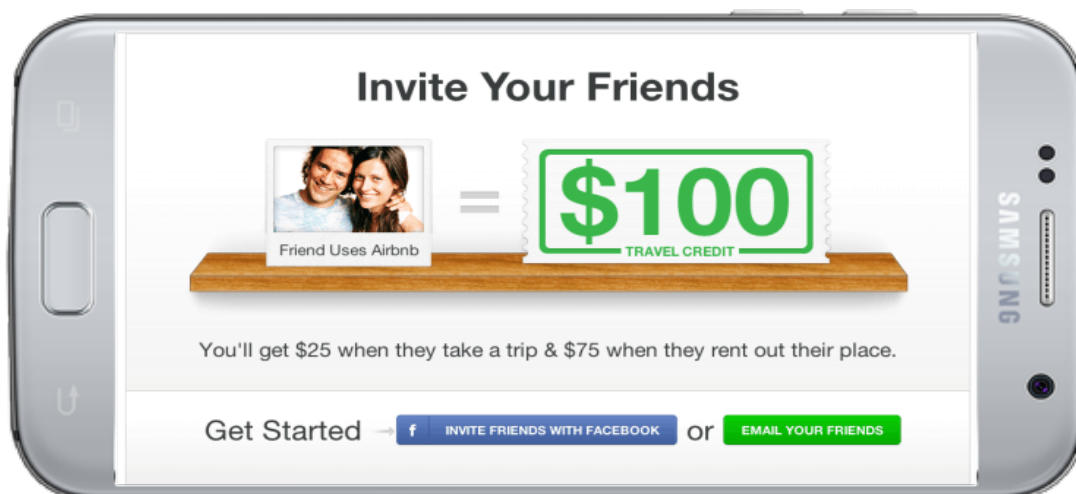
- Good for one hug!
- I'll do the housework for a day next week-end.
- One day of garden chores!



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.

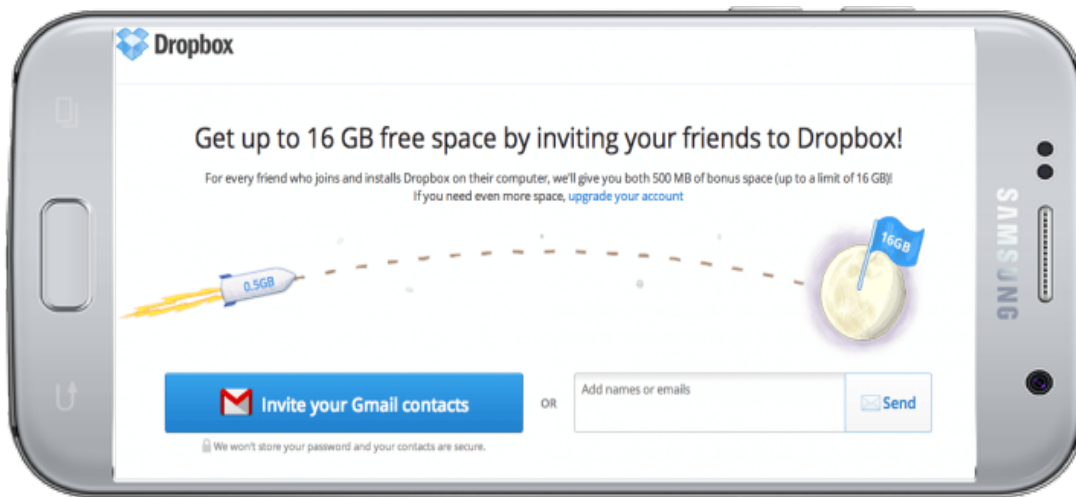


#### EARN ACCOMMODATION CREDITS

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.

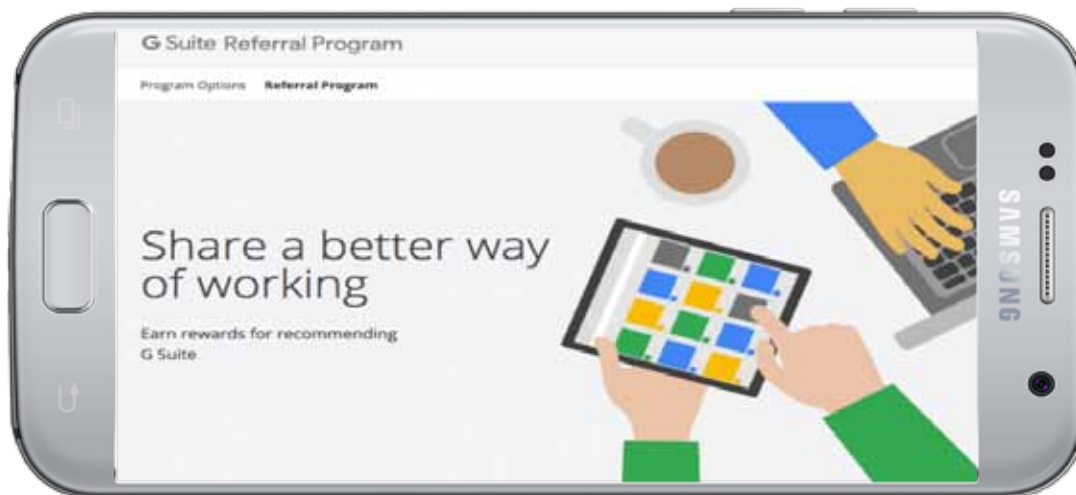
### **2012: SHARE YOUR CODE**

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**





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

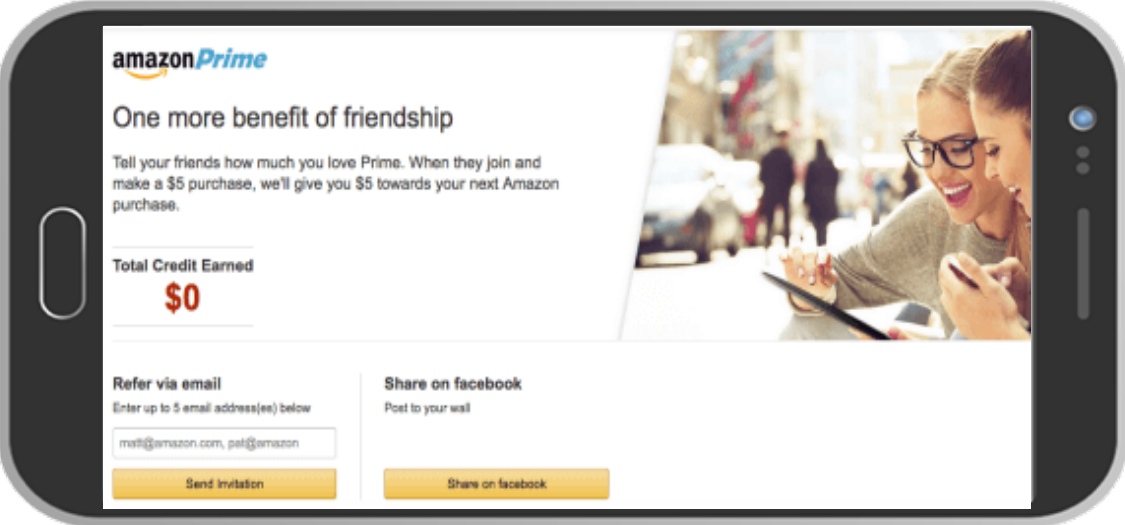
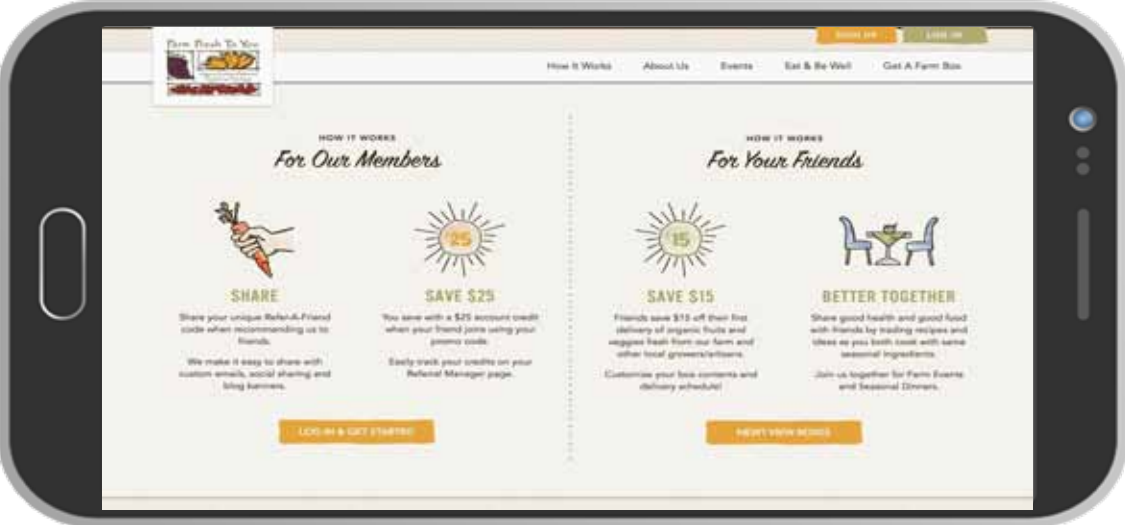
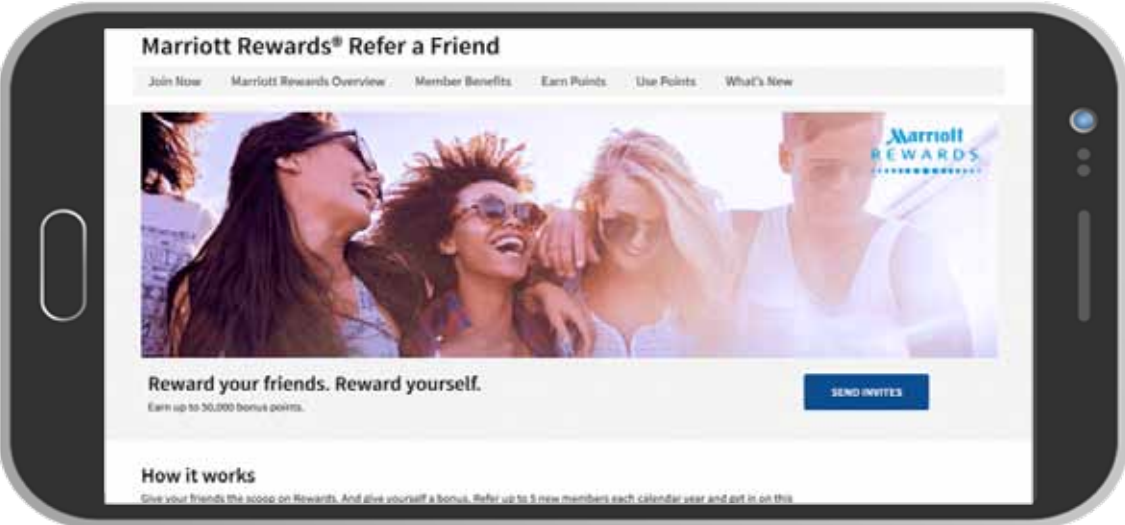
Prime Members are a segmented group of customers who spend 2x more than others & who order more often.

- 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.

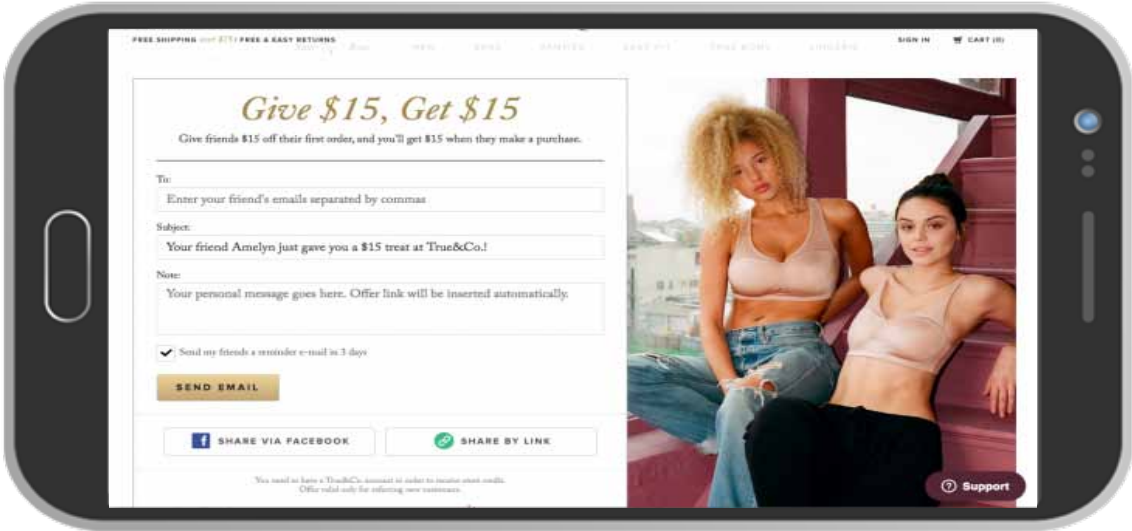
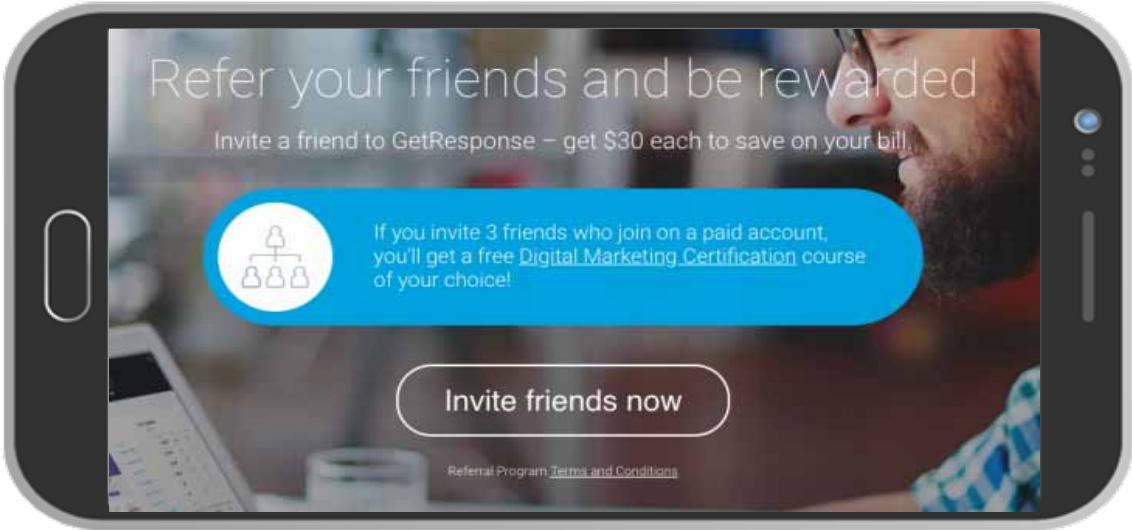
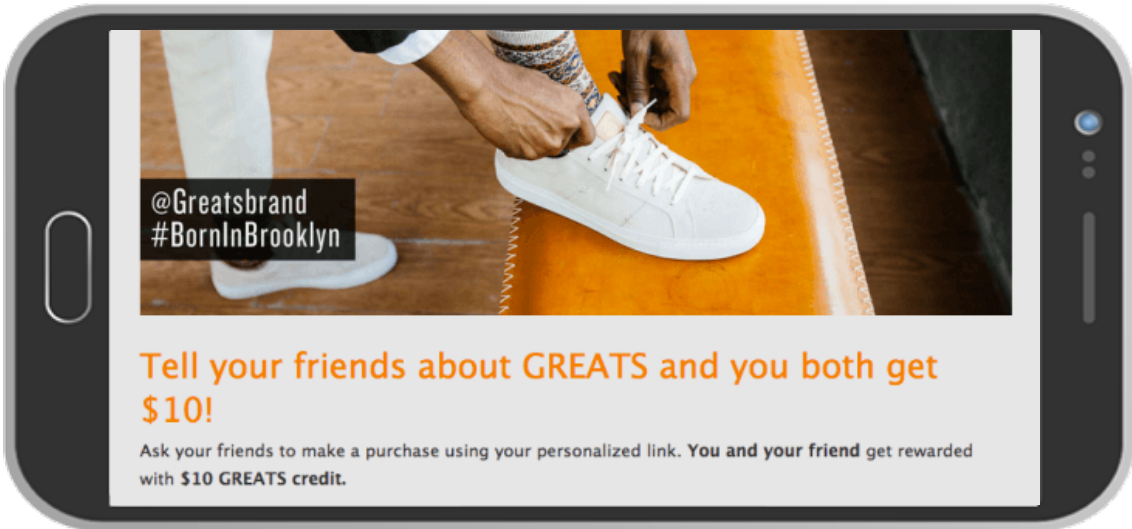
They believe that:  
Easy to share  
=’s  
Referral program  
success.

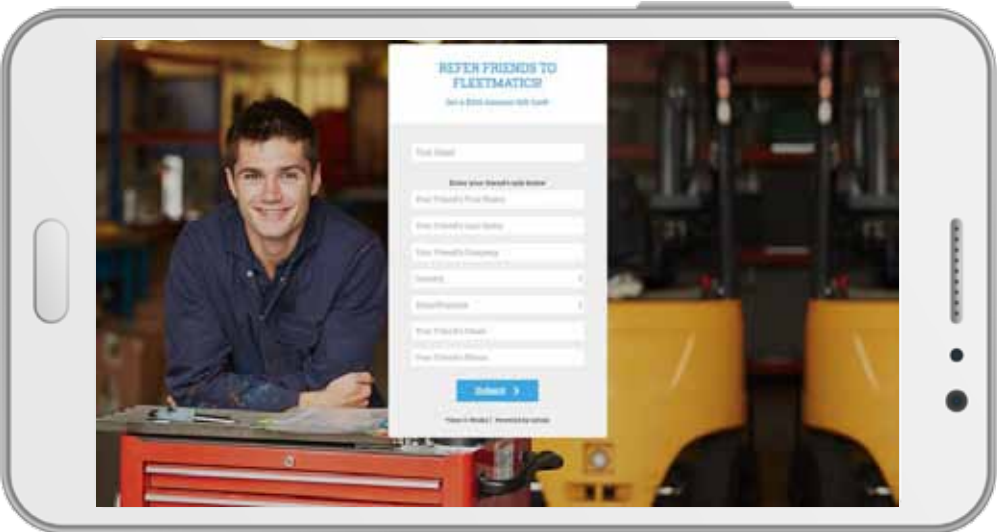
LEESA  
MATTRESSES

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.





FLEETMATICS  
GIVE GIFT CARDS

Fleetmatics supplies GPS tracking for fleet management. When advocates make referrals, they get a \$200 Amazon gift card.

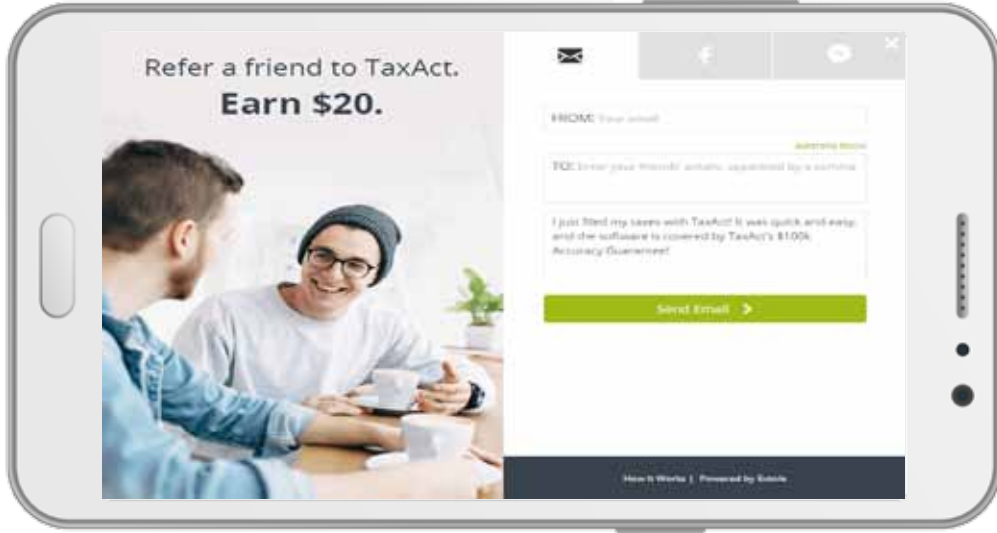
Consider a Buddy Deal with a Local Retailer who provides you with Gift Cards at a discount!



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.

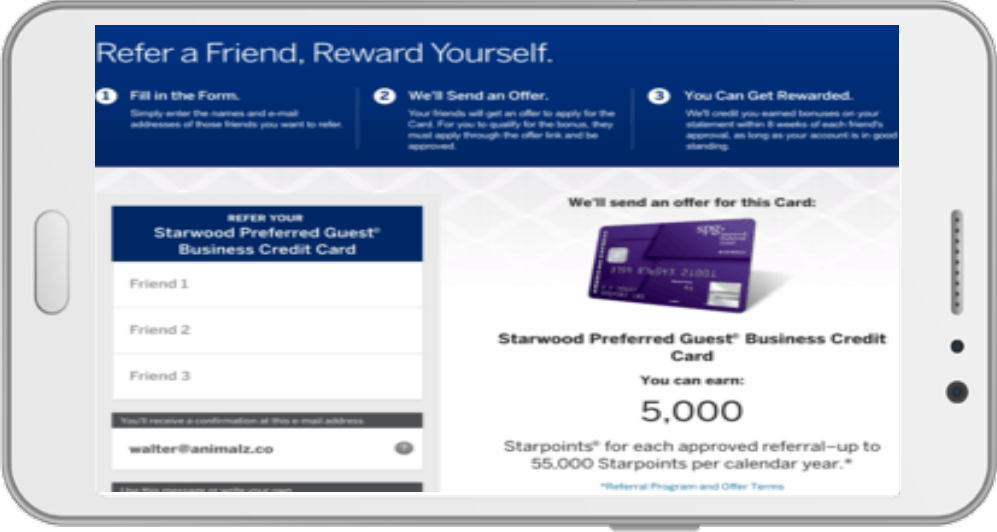
The T's & C's give the detail.



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

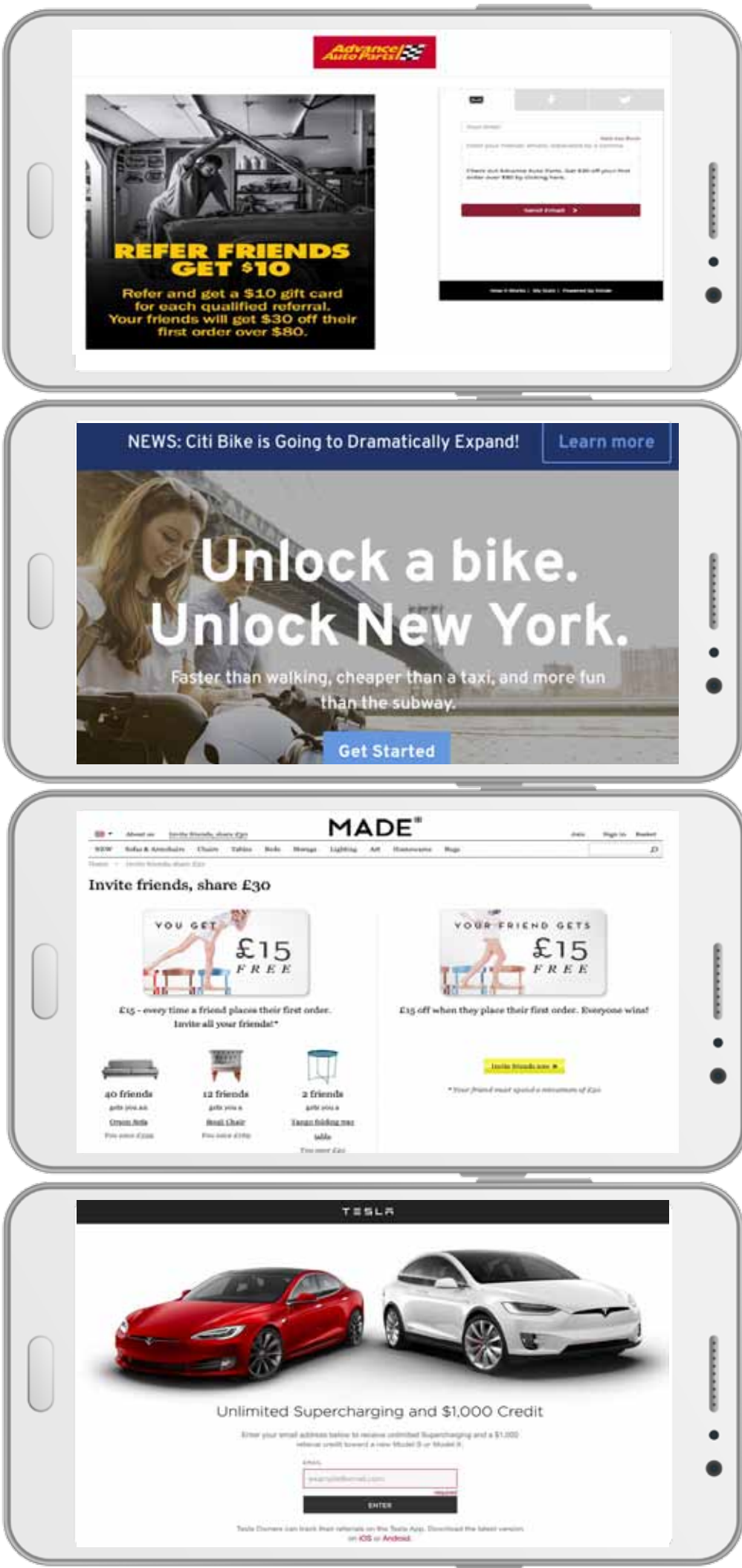
Refer 2 friends and get a foldable tray, a chair for 12 referrals and get a sofa for 40 referrals.

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

NICHE CAR SALES: TESLA

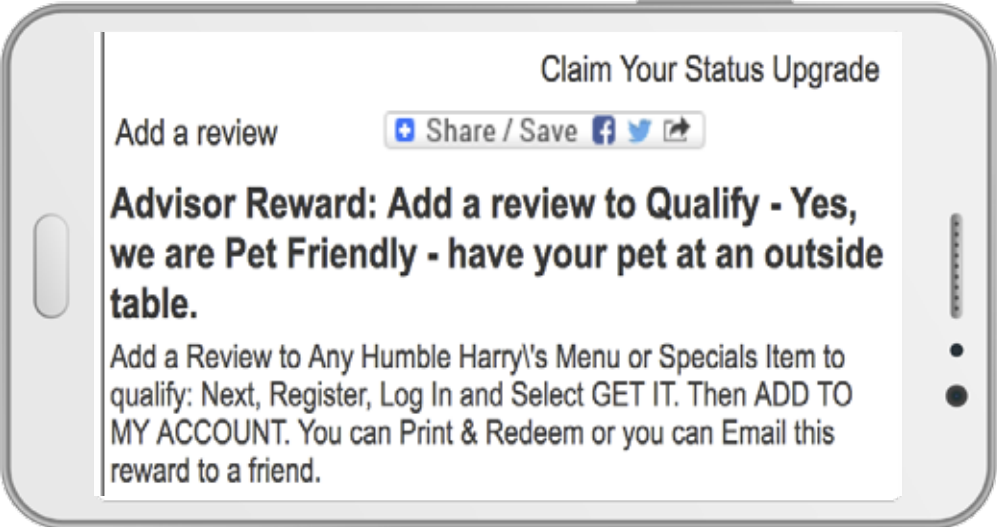
Tesla owners can track their referrals on an App.

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.





# 4. WEBO L& R REWARD EGS



## 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 quality 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.



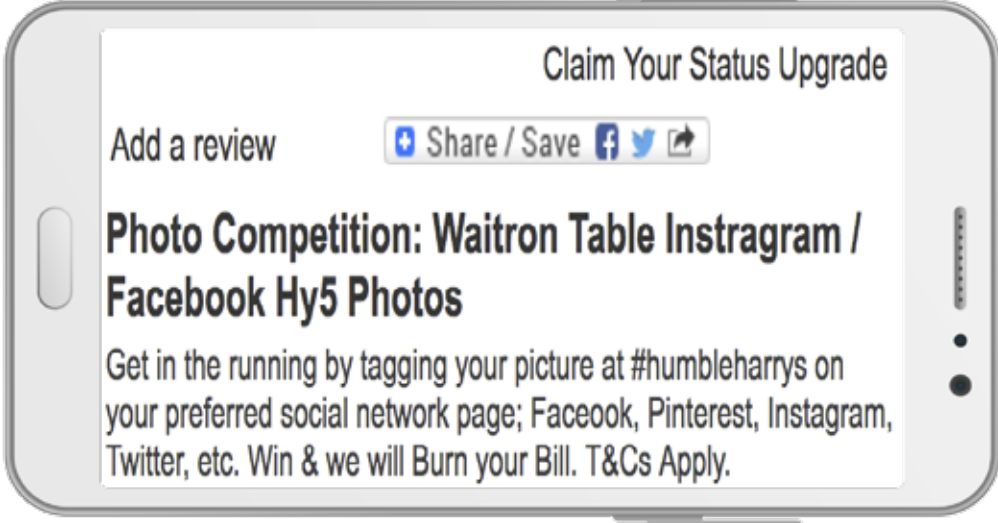
**SLOW DAY TREATMENT SPECIAL**

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.

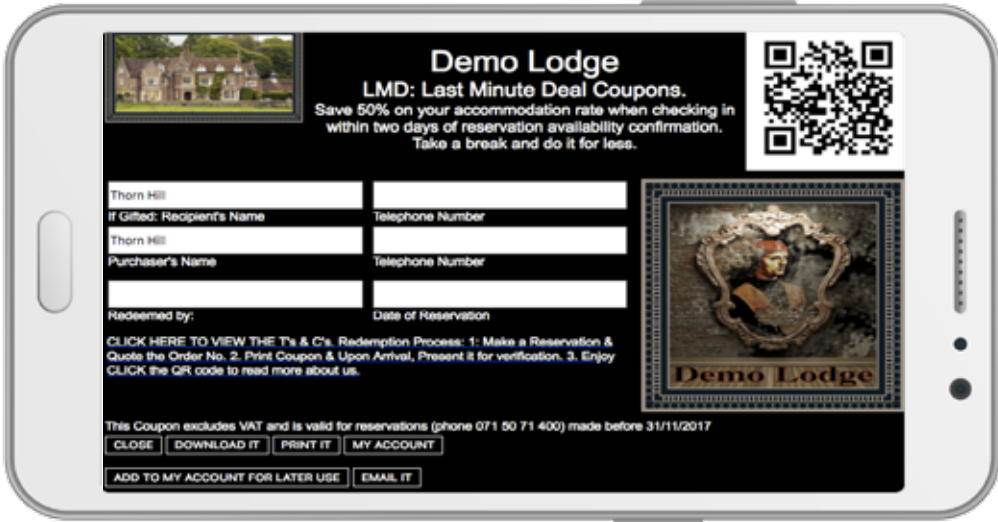
Waitron earns a  
CASH Reward and  
the winning Table wins a  
“Burn the Food Bill”  
Booking.



**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.





**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**

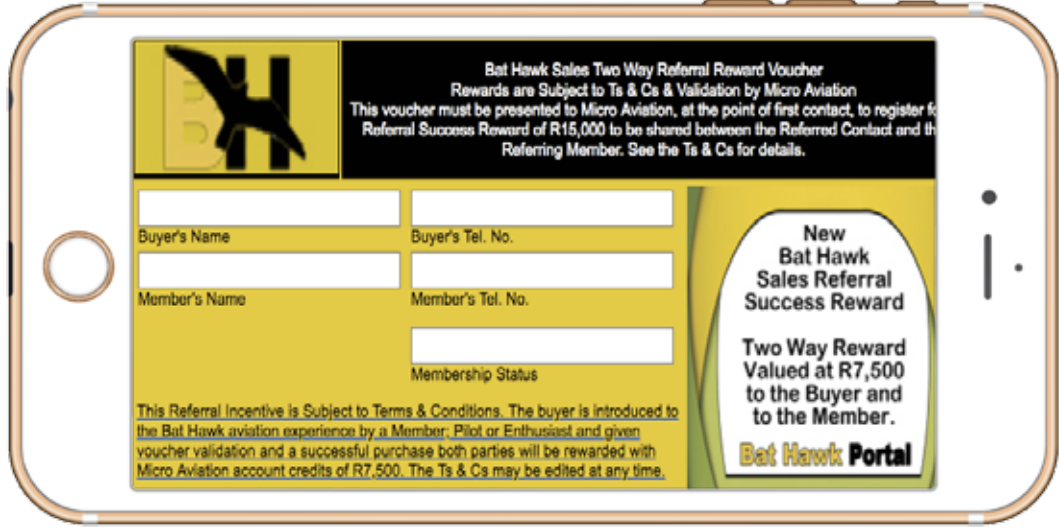
Volume Based  
Monetary Reward



**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.



*Webo Affiliates earn lifetime SaaS sign-up margins plus build and maintenance fees, eg Affiliates with 20 clients earn up to R10,000 pm + own build & mtce fees of R20,000 pm Thats - R240,000 pa !*

**For each B4U earn R500 pm + your fees & for DIY earn R200 pm**

**WEBO AFFILIATES  
WORK FROM HOME AS  
CERTIFIED REFERRAL  
SITE BUILDERS**

Register for a free trial & build a demo site of your choice. It could be a site for a friend or yours. We help & certify that you meet our build standards: With word & photoshop skills it's easy.



**Bike Mania**  
10% off all new bikes this month  
Available to Advocates and Advisors who may gift it to a friend.



XPZ - 1 QUOTE THIS CODE WHEN MAKING TELEPHONE CONTACT WITH BIKE MANIA

My Referral Code Number is:	
Wally Anderson	061 234 6729
My friend's name is:	My friend's phone number is:
Jack Wilson	011 567 3935
My phone is:	My mobile phone number is:
Customer: Signature	Office Line
	Advisors
Team: Signature	Agency: Signature



**CAR / BIKE SALES:  
SHOWCASE SPECIALS  
& OFFER SUCCESS FEE  
REFERRAL REWARDS  
WITH REFERRAL  
CODES**

“Get 10% off by quoting my referral code when you phone to book a test ride.”



**Gift a  
Coupon to  
Friends & you  
both get Free  
Delivery on  
orders  
before 6pm**

**MANY HAPPY RETURNS  
REWARD YOUR  
LOYAL CUSTOMERS  
FOR BUYING MORE**

Get the 10th FREE!



**Customers  
earn  
points for  
purchases  
& they can  
gift the  
points to  
friends.**

**TRAVEL LUGGAGE  
EARN & GIFT POINTS  
FOR  
PURCHASES**

The more you spend the more points you get.

With 1,000 points you can gift any case that you purchased or you can gift your points.



ORGANISE A GAME NIGHT

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 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

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

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.



Read More

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.

GREAT DEAL

SHOW IT

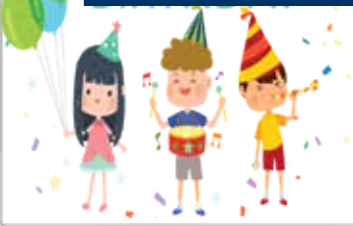
DOWN-LOAD IT


MY ACCOUNT




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

TREE HOUSE RESTAURANT PARTIES







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

REWARD STRUCTURING with the Webo SaaS Version 1-2 Page 16





## Loyalty Programmes vs Automated Word of Mouth Marketing

Word of mouth marketing aka networking has grown reputations and businesses by referral for generations. The realisation that Coupon, Loyalty and Referral Marketing are mutually exclusive is the key to unlocking the power of the Internet to generate the synergy that together, when relevantly rewarded, they can generate.



The power of social media and the opportunity for automated coupon, awareness and referral marketing lies at the heart of new perspectives on multi channel marketing. Loyalty too benefits as the opportunity to share a relevant and valued benefit will build the social profile of those that share, but only if relevantly rewarded.

### Commonly Quoted Referral Marketing Statistics

*Less than 25% of delighted clients make Referrals  
BUT over 70% do if it's easy & if it's rewarded  
35% of purchasing is influenced by referrals  
Facebook sharing's reach multiplier is over 1 to 200*

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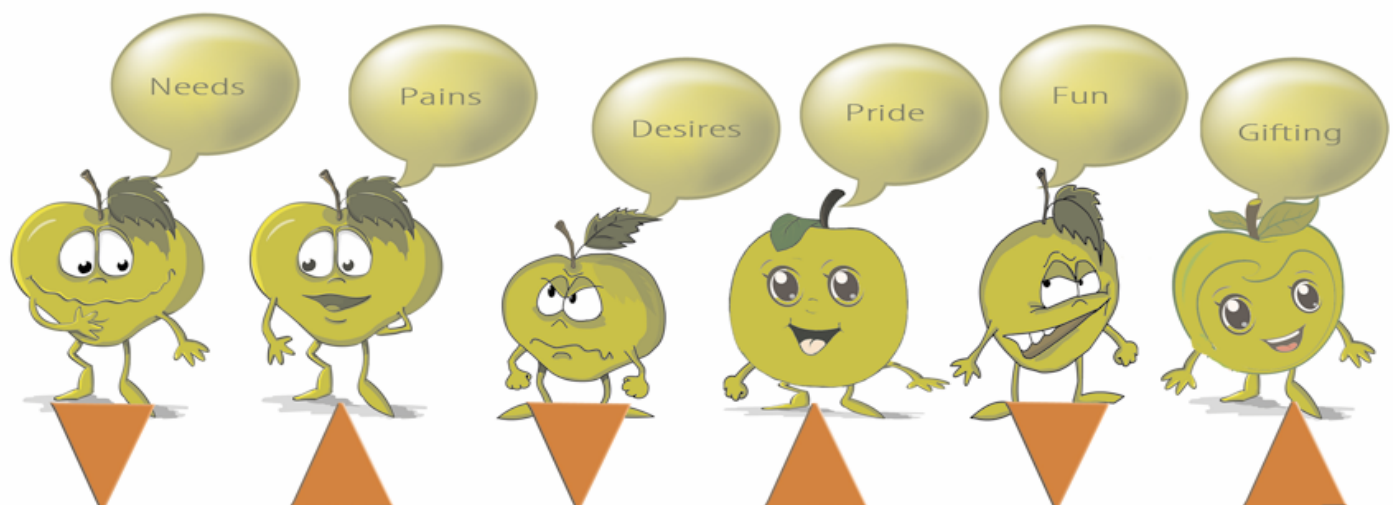




## Explore the following when assessing Customer Delight



## Explore the following when evaluating Referral Reward Relevancy



## Give Information Apps. Referral Marketing Rewards need not be Cash

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



# 5. Loyalty & Referral Programme Design Considerations

## Reward System Structure Options

- There are a variety of reward structures including the following:
- **Transaction Based Systems**, e.g. Coffee Shops & Restaurants that give the 10th cup free, Hotels that give a free night after, e.g. 10 nights.
- **Activity Based Systems**, e.g. Status is granted for activities such as writing reviews, social network sharing, submitting a quiz, event participation, no. of times a table is booked, no. of times a conference is booked, etc.
- **Spend Based Tier Systems**, e.g. Loyalty Tiers based on the amount spent, on defined purchases, within a defined period such as a calendar year.
- **Points Based Tier Systems**, e.g. Systems where benefits are based on tiers that could be based on points that are earned on spend or for defined activities.
- **Category Based Systems**, e.g. systems that segment customers into business executives, families & singles or public sector, private sector & NGO's.
- **Combo Tier Systems**, e.g. Hotels that base tiers on a minimum spend together with a minimum no. of bed nights.
- **Points Based Redemption Systems**, e.g. Rewards can be "purchased" with points and if so redeemed the Total Points Count will be reduced which may result in a downgrading of the member's Tier Status.
- **Tier Based Redemption Systems**, e.g. Benefits and rewards accrue to members on specific Tiers. Redemption does not impact status however the number of rewards that a member redeems may be limited.
- **Tier Based Points Acceleration**, e.g. One point per currency unit spent for the first membership level, plus 10% bonus points for the second membership level, plus 25% bonus points for the third level and 50% bonus points above 50,000 points.
- **Frequency based points acceleration**, e.g. After 10 bed nights in any month you earn 25% bonus points.
- **Combo Redemption Systems**, e.g. Membership tier status is earned on the basis of points and points are deducted for reward redemption however the status, once attained, endures for a given period such as for the calendar year or for two calendar years, etc, during which time, the member must qualify once more by bringing her/his total points back up to the qualification level.
- **Combo membership**, e.g. Corporate and individuals (staff members) where points are split between the company and the staff member.



## Terminology and Attractiveness

- **Coupons** are an offer to buy on the basis of set terms and conditions.
- **Vouchers** are in essence “a receipt” for a product or service to be supplied on set terms and conditions that was acquired by purchase/points.
- **Buddies:** Buddy deals may be promoted by the issue of coupons or vouchers by an entity that are redeemable at a third party, e.g, a restaurant rewards patrons with a coupon for a discounted offer from a local fashion store.
- **Partners:** Partner deals may be secured by the redemption of points at a participating partner outlet with or without the requirement for the transfer of the points from the one outlet to the other.
- **Value** is often based on relevance or desire/indulgence. Partnerships that group everyday consumption with desired lifestyle experiences or with luxury rewards are often highly successful at ensuring consumer loyalty.

## Points Acquisition Options

- **Earned:** Points can be earned on the basis set out in the Terms and Conditions of the Loyalty Programme, e.g. for purchases or for referrals
- **Purchased:** Where permitted, points can be purchased from the business.
- **Transferred:** Where permitted; points can be transferred between group entities, e.g, between hotels, restaurants, amenities (e.g. a gym or spa) or a resort.
- **Gifted:** Where permitted points can be gifted.
- **Collaborative Partnerships:** Where permitted; points can be transferred between partners, e.g. Hotels, Car hire and Airlines.
- **Gamification:** Points can be offered as a monthly prize.

## Structure Impact & Outcomes

- **Behaviour:** Members buy more & more often to obtain points/status rewards.
- **Third Party Payment,** e.g, Individual membership points/status rewards with accounts paid by a company can lead to businesses strategically increasing prices to fund higher reward benefits or individuals purchasing more or higher priced services to obtain more points or to promote tier status advancement.
- **Transaction based systems** can result in purchase splitting into multiple smaller “baskets” which results in higher handling costs.
- **Multiple Reward Structures.** Loyalty & Referral Programs may be designed to accelerate a variety of objectives. Rewards will need to be designed to suit the nature of each of a variety of objectives such as Tier Rewards for a layered customer status structure. Rewards for activities such as for writing reviews or for sharing. see the infographic on the next page where each layer will need to be rewarded.



## Marketing Impact Slider

Move the Sliders (in your mind's eye) to visualise the objectives for each layer in your multi channel loyalty & referral marketing programme.



# 6. Selected Features of the Webo Loyalty Programme

## Modus Operandi

Points determine the Loyalty Status of a guest on a max of 3 levels (Fan levels 1, 2 and 3) and activities determine their Referral status (Advisors: write a review, Advocates: share and comment on social media and Ambassadors; successfully refer friends who buy a set number of times).

There are thus 6 Memberships. Members can hold one Loyalty status and each of the referral statuses. Status titles can be customised.

Flexibility: An Administrator can override the system and appoint a guest to a status selected by awarding points

e.g. 1: A loyalty or referral status may be awarded to a Wedding Planner who utilises a hotel's facilities even though payment is made by the father of the bride

e.g. 2: Points may be awarded to a supplier for outstanding service, e.g. 3: Points can be deducted or status can be removed when appropriate - maybe for a no-show, or non-payment by a company?

Hotel Guests could claim defined benefits that they qualify for and they can save these for later use (given that they have the status at that time). This means that limited time promotions can be run, e.g. Stay during the next month (a low season) and claim a 2/4/1 restaurant deal that you can save and use during a "free nights" stay with the family at Xmas.

Benefits can be redeemed as "Free Benefits" or they can be redeemed against the redemption of points at fixed or varying rates. This means that you can either be required use your points to buy rewards or the points that you earn define your status and your status qualifies you for specified rewards.

e.g. 1: A free night in high season may require 10,000 points but only 5,000 points during a low season, e.g.

2: Wi-Fi in the room or Cable TV may be a free benefit or it may be activated against the redemption of a set number of points,

e.g. 3: A room upgrade may be a free benefit on the check-in date or it may require the redemption of a set number of points depending on the extent of the upgrade.

- Benefits can include tickets to events or functions
- Promotions via #hashtag entry can be set up.
- Feedback by way of coupons or tickets that are issued by the system

### **Limits**

- There is no limit to the number of participating partners
- There is no limit to the number of customer loyalty accounts
- “No Limits” means that there are no literal limits. Package pricing will depend on fair usage and hard drive utilisation.

### **Buddy Appointments:**

- Buddy businesses are businesses that accept promotional coupons but who do not award points nor referral status.
- Bulk buy and promotional offers can be set up with own and local suppliers who accept coupons issued by the Programme Owner for spa, dining, etc
- Administrators can be appointed at any Buddy Store who can redeem coupons online.
- Overall max coupon issue and max coupon issue per member can be set.
- Buddy deals and specials coupons can be issued as a free status benefit.

### **Exclusion Dates:**

These can be set globally e.g for Public holidays or they can be set for specific exclusion days for individual rewards.

### **Points duration:**

- The days to expiry of Loyalty points from the date of award can be set.
- The days to the expiry of a reward can be set (i.e. you can set a use by date).
- The points earned from each transaction are tracked and the accumulated total of the valid points will determine a guest's status.
- This means that guests must maintain a status, within the expiry duration period, by maintaining the minimum points set for that status. e.g. If the points duration is 365 days then points earned during the past 365 days will be active and they will determine the guest's status.

### **Referral Status Duration**

The days from the date of the last qualifying activity can be set for each status e.g. This means that guests must maintain a status, within the expiry duration period, by maintaining the minimum points set for that status. e.g. If the points duration is 365



days then points earned during the past 365 days will be active and they will determine the guest's status.

### **Progressive Loyalty Status Rewards**

Any reward can be set to be available to one or more loyalty or referral status plus it can be set to be available to a higher loyalty level plus to the loyalty lower levels

### **Potential Cons**

- Partner Participation may be an optional extra but it will require finalisation between partners which may take time. (Note: Partners could redeem and award points and they could award loyalty and referral status. They also could honour points awarded by other Partners automatically or alternatively points may be required to be formally transferred to a “redeeming partner” before that can be redeemed).
- Partner programmes are an optional customisation extra and are subject to agreement. As an example: Appointments for the redemption of Partner deals and specials e.g. using points at a local restaurant will require cash settlement terms and conditions relating to nett points settlement. e.g. Points could be given a value of X and Partner settlement would involve a cash settlement where a Partner did not issue points that a customer redeems. i.e. a local restaurant redeems 30,000 points that they did not award. The Points Generation Business owner would need to pay the restaurant for the points redeemed at a settlement rate. Settlement terms and conditions as well as settlement dates and accounting reports / data file exchanges can but need to be managed manually or automation will need to be set up and this requires Webbo SaaS customisation.

### **Points Gifting**

There are no restrictions required

### **Voucher Gifting**

Customers can purchase a voucher online in a Managed eCommerce Store which they can eMail to a friend.

### **Registration Fees**

The the online collection of registration fees is easily managed by the eCommerce module in the Webbo SaaS.

### **Points Processing Time**

Loyalty Marketing (Online points )and Referral Marketing Status Administration is online and administration is done by Admin Officers who update membership accounts in the presence of members at the time of an in-house visit against PIN Number vali-

ation. Offline printed loyalty cards, tickets, coupons and vouchers are redeemed at the point of e-mailing, downloading or printing. Printed coupons, vouchers or tickets can be validated online.

## **Build Support**

The Web Academy is dedicated to your build success.

- A comprehensive online meeting room is available to SaaS subscribers to support their build success.
- Microsoft Powerpoint Roadmap Templates can be viewed online or they can be downloaded for editing as can step by step guidelines.
- An ebook library can also be viewed online or the ebooks can be downloaded by subscribers.
- Detailed implementation roadmaps are available.
- Step by step “Getting Started” and “Loyalty & Referral Marketing” ebooks will get your build started in a “paint by numbers” style. It’s easy, you can do it.
- The Web Academy SaaS meeting room has live chat and private chat functionality as well as video conference functionality
- Webinars are hosted to meet demand.
- The chat group offers peer support.
- The Admin panels have “How To Tips” panels on every page of the Admin Panel.
- Where subscribers prefer to have a built for you set up and maintenance service this is available.

## **Customisation**

Web Academy has been founded in 2004 and has thousands of listed members. The SaaS platform is and will remain in continuous development. We welcome ideas for leading edge innovation to support subscriber needs.

## **Automated Rewards**

- Submit an agile quiz survey and get a reward automatically posted to your loyalty account.
- Register your family (husband, wife, sons & daughters) and events (e.g Anniversaries) and have specified rewards automatically posted to membership accounts on specified dates.
- Automatically redeem a specified number of points when a reward is claimed. Alternatively rewards can be manually redeemed when they are presented.

Build Support

Read more at <https://academy.webo.directory>



# 7. Reward Guidelines

## **Guidelines to Reward Programme Impact & Outcome Success:**

Programmes should be easy to join, easy to monitor status and participation, easy to gift, review and share. Simple to manage, simple terms and conditions and reward redemption processes. Managed automation and status transparency is important. Focus on Customer satisfaction enhancement rather than on monetary reward maximisation. Easy to communicate across multiple channels in push and pull information flow systems. POPI Act (South African online Privacy), GDPR (EU online Privacy), opt-in and opt-out management, personal information protection criteria, and other privacy requirement compliance surrounding data storage, mailing and messaging. Web sites enjoy outgoing encryption, advanced site firewalls, malware monitoring, user data privacy, e-mail and SMS opt-in /opt-out options and the https (secure site) protocol on every page (enabled by wild card SSL).

## **Guidelines to Reward Programme Failure:**

Statistics suggest that reward programme failure is in the region of 20 to 30 percent. Of those that fail over 70% fail because the rewards are irrelevant to the customer as they are not desired. Rewards can lack relevance due to them having:

- a perceived low value,
- redemption complexity,
- reward options confusion,
- free or discounted product servicing and maintenance issues,
- invasive sign-up forms (some 30 to 40% feel companies cross privacy norms),
- a lack of personalization or a lack of personal relevance,
- a focus on coupon discounts rather than on referral advocacy,
- no feedback on negative reviews and on action taken to address concerns, no relationship management nor loyalty recognition.

## **Guidelines to Programme Status Monitoring:**

- Understand and track changes in customer lifetime duration and value,
- Average transaction value,
- Average transaction frequency ( Total no of purchases / no of unique buyers),
- Adoption rate or % new customers,
- Churn ( Net gain or loss of customer numbers),
- Lost Value (Lost average value of sales lost from lost customers),
- Retention (% of customers retained / retained + lost)
- Researching Key Performance Indicators informs performance monitoring needs.

## The Power of Social Media Marketing

Convenience and Ease of Use, Relevancy & Desire are the Keys to Success

The Webto 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.

Statistical 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,
- 70% will share with friends on say,
- Facebook where, on average, they have 338 friends.
- This referral will then reach:  $70\% \times 338 \text{ people} \times 100 \text{ customers} = 23,660$  referrals in the first step.
- In the next step the reach explodes but suffice to say 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 Webto App making it easy, you will earn your brand positive engagement and you will leverage customer advocacy to effectively accelerate growth.

## Tier Segmentation

**It does not need to be about points. Could it be the Key to your growth?**

In a product or hospitality centric application the Webto LPM offers three points based loyalty levels which leverages the enthusiasm of the happiest, highest-spending customers with the most points in Level 3. In a referral-centric application such as a local high-end independent hotel the Webto Fan based application can categorise guests into groups such as corporate executives, leisure travellers and public sector officials. Why? In the latter case, growth will be driven by referrals more effectively than by a points based benefit reward structure.

*Because like follows like and those that spend more and who spend more often are likely to be an identifiable group who may respond to different incentives. This customer segment is most inclined to refer customers who will be satisfied with your offering and spend money similarly. Referral incentives should be targeted to specific groups and this is what makes them effective. The idea is to target customers to get target customers.*

- Airbnb)

## **Non-Financial Reward Ideas**

In lower to middle income groups the attractiveness of even low cash discounts (5% or 10% off mid-week deals or “bogof” (buy-one-get-one-free) deals are attractive offers that will grow short term loyalty. In this segment offering long-term loyalty benefits through “VIP Club” memberships offers the opportunity for creative benefit structuring.

In high-end income groups consumers have more choice when it comes to value for money versus absolute pricing. Brand loyalty among high-end income groups will tend to be more effectively achieved with reward status and exclusivity.

## **Geographic Location Limitations**

Many businesses are localised due to customers having more convenient supply options. Where the customer has to travel the incentive/reward for doing so needs to be sufficiently high. In the end the decision to do a monthly shop at a discounter on the other side of town will depend on a cost / benefit based analysis. We thus have a trade off between the reward and convenience. Ask yourself how far you will travel to take your dog to a vet? What if the Vet fetched and delivered pets? The focus would now switch to the transportation fee versus the added value/benefits received. The world is well populated with working couples who have time pressures and rewards that are structured to save time and increase convenience will be highly prized.

## **Buddy / Partner Deal Experiences and Long Term Loyalty**

Value is in the eye of the beholder. The higher the “desire” the greater the value.

Desire translates to be that which is a personal indulgence. Indulgences often appease desires that are against one’s better judgement. Spending hard earned cash on an indulgence will not happen when everyday needs prohibit indulgent expenditure. Where the opportunity to earn an indulgence via loyalty rewards exists customers will often lock in to a programme that offers indulgent rewards.

Indulgent rewards should be considered where the accumulation of points for purchasing “consumables” and other regular needs, in a competitive market exists.

Small Indulgences: Rewarding oneself with a small indulgence will be valued, e.g a box of high end chocolates, a box of high end coffee or tea are indulgent reward examples. Another example is a pamper box of high tech products such as pocketable phone speakers and other “gadgets.” A His/Hers Health & Beauty/Personal Care Box of pamper products. High end branded golfing/sports/gym/cycling etc clothing or other branded products or travel luggage. Home Pub bottle openers, bar counter



games, crystal glasses, etc. Home & Kitchen indulgences such as garden solar lighting, high end carving knives, high end crockery that can be collected. Some of these ideas may fall into the long term category of what we call “Bucket List” Indulgences.

Personal Indulgences: Examples include oil painting portraits, framed caricature sketches, signed “To You” framed sports memorabilia.

Bucket List Indulgences; The sky is often the limit (literally & figuratively). Consider: Airfare, two nights accommodation and a ticket to dive with sharks, visit a wine farm, attend a theatre production locally or abroad, tickets to a live show, theme park, game reserve locally or e.g watch the wildebeest migration from the air over the Masai Mara.

Do you know what the bucket list ideas are that your customers have? By definition many will be prohibitively expensive; that’s why they are on a bucket list. They can be the “carrot” to long term loyalty or to a fun competition that could go viral and create huge awareness in your market place because it will give your customers something to talk about and share with friends. As an example hold an annual bucket list competition. Entries require customers and friends to register and enter. To qualify they may be required to e.g enter a selfie, a fun pet phone video etc that they share on their preferred social media. If 500 customers enter and share the reach will be in excess of 100,000 in step one alone. If only 1% become customers what is 1,000 customer worth to your business?

Google bucket list ideas and categorise them into an agile questionnaire e.g Ask your customers what their #1 Bucket List desire is related to?

Options could be: Fitness, Travel, Golf, etc

> If Fitness: Are you an active jogger? Are you an active cyclist?

>>If Jogger: Would you like to run the New York Marathon, the Boston Marathon etc.

>>If Cyclist: Would you like to watch the Tour de France, Ride the 94/7 etc.

>>If Travel: Would you like to: Attend the Samba Parade in the Brazilian Carnival?

Attend the Maidens Reed Dance in Swaziland. Do the Cape Town Open Bus Ride?

>>If Golf: Would you like to play the “Old Course at St Andrews,” Play the .... name some local/foreign courses.

Alternatively, instead of putting up ideas, engage with your customers and ask them to respond by telling you what their #1 bucket list desire is. Desires and rewards go hand in hand - be innovative and find touch point indulgences. They can be competition rewards or they can be milestone rewards. They may be costly but many need not be.

What about:

- Learning a new skill e.g become an archer or an accomplished cook.
- Camaraderie: Host a “Murder Mystery” dinner for 20 friends, be in a “flash mob.”
- Activities: Learn to play bridge, poker, ride a horse on a beach, learn to speed read.
- Help: Get a professionally prepared retirement plan, career counselling, etc.
- Swim: With sharks, dolphins or swim the Midmar mile.
- Drive: A dune buggy, sports car, speed boat, etc.
- Charity: Sponsor a meal, adopt an elephant, sponsor a child’s school fees.
- Sport: Attend a sports final, game in a private box, etc.

In summary, explore the desires that your customers have and you will find the touch points to short and long term loyalty and referral programme reward structures. Where pricing is prohibitive consider setting up a competition; if the prize is attractive enough it will engage many and grow awareness like few other ad campaigns can. What will an ad campaign in print media cost vs the cost of an airfare, accommodation and tickets to a Broadway show for two. What will be the reach and engagement of each?

## 8. Reward Options, Ideas and Types of Reward Checklist

### **Awareness:**

Offering Rewards for Reviews is a great way to create awareness about new product ranges. Reviews build social credibility and reputations. Solid reputations and current reviews grow businesses. Depending on the product offering Free Trials, or discounted “slow day” usage or limited time usage for reviews may be desired and relevant. The objective of free trials, etc is to remove the risk and barriers to entry that may exist where reputations may not be well established. In addition, where products need customisation such as with software the free trial goes a long way to establishing the relevance and value of the product to the buyer. For example offer a free trial on a cappuccino machine to a local company for staff use and solicit reviews. It is no different to hosting a cheese & wine with review cards that can be captured & shared.

### **Bucket List Ideas:**

Ever dreamt of looking like a prince or princess when you attend a formal event at a conference, association ball or a matric dance? Hollywood stars attending awards events often get the use of jewellery, designer clothing, etc. Jewellery stores, fashion boutiques, limo services and exotic car sales dealerships could, for instance, hold a lucky draw for customers who enter a competition. Making the reward a competi-

tion reward will ensure that the prize is relevant to the winners. Prizes could relate to the use of Jewellery, Dresses, Limo Rides, Vintage Cars, Super Cars, Extreme Sports Cars etc. The competition could be set up as a “Buddy Deal” e.g by a cosmetic dentist with a local jewellery manufacturer. The dentist and the jewellery manufacturer both benefit by promoting the competition to their respective customer lists.

### **Buddy Benefits and Discounted Gift Cards:**

You could offer gift cards, coupons, event tickets, etc that you acquire at a discount e.g a gift card for a day at the spa with a face value of R1,000 may be acquired for R500. We define a Buddy to be supplier whose deal is promoted by you.

### **Cashbacks:**

Generally, cashbacks take the form of an account credit against future purchases. The key benefit of cashbacks is that it is akin to a cash discount but with a significant difference in that it, to a degree, distances itself from a perception being formed on direct product pricing and in addition it encourages repeat business. As for percentage off discounts cashback programmes should not be the norm or price and value perceptions may be affected.

### **Community:**

A strong community spirit can be a strong driver.

*“Hi Bill, I purchased ???? from Henderson’s Home Store and earned 100 points. If you hand in the attached coupon with our names on and you too donate your points to the Lily Old Age Home they will match our combined points which should allow the home to get a small free TV for a resident.”* Donating rewards can be structured in support of a variety of community matters.

### **Consultations / Advice:**

In the area of services that relate to professional advice, beauty therapy, legal, wardrobe makeover, landscaping, depression, HIV, Pregnancy, tax & trauma counselling, etc. can be valued in the hands of a person in need of these services. By making the reward transferable by way of it being gifted means that it will have a higher chance of being relevant e.g., an hour with a beauty therapist.

### **Discounts:**

Monetary rewards are generally valued but they carry the risk of cheapening the perceived value of the product. If they are offered they should not be repeated and where possible they should be associated with a campaign or season so as to reduce the expectation that the discounted price is the norm. Percentage off offers should be carefully considered and in most cases offering a monetary reward credit that can be used against a range of products is preferable. Instead of a discount offer of 50% off consider the use of cash backs on next purchase, store credits, gift cards, etc.



**Education:**

Offering workshops, webinars, mini-courses, video & audio presentations, etc may suit complex products such as weight loss, health foods, high performance motor lubricants, etc. Short courses such as a three day culinary skills course, a flower arranging course etc that can be gifted may be valued by a parent signing up for a child for an expensive hospitality college diploma.

**Events and Presentations:**

Arranging social events, workshops with guest speakers, etc may be highly prized and allowing customers to share rewards within a refer-a-friend program could attract a new audience of potential customers.

**Fun and Entertainment:**

Competitions, Lucky Draws, Giveaways, Free Gifts, DvD's, Gifting time to free up time for the receiver to enjoy an event, etc will engage and build relationships. The goal is to engage and build relationships that lead to customers becoming advisors, advocates and ambassadors.

**Gamification:**

#Hashtag contests, #Selfie Contests, Lucky Draws, Sweepstakes and more are likely to engage and build relationships that go beyond the value of the prize or reward. Consider a cocktail lounge that hosts a waitron and guests selfie competition on Facebook. The guests will share, as a part of the contest so say 5 people are in the photo. If they share, the step 1 reach is over a thousand and the step 2 reach, is to say the least many thousand.

**Group Rewards:**

Book Clubs, Ballet Schools, 10 Friends in a Tennis Group, Soccer Clubs etc, can nominate a beneficiary of a printed coupon, for instance and the associated rewards can result in a gifting event where the accumulated reward is announced and presented. Another novel small group idea is the purchase of a bracelet each by six friends from a local jeweller. When one of the group makes a purchase of over a specified amount then each of the friends gets a charm for the bracelet.

**Information:**

How To Guidelines, Newsletters, eBooks, Articles, Brochures, White Papers, Community WhatsGood Pages, e.g., where to eat, where to shop, what to do, etc are often highly valued. A little research often goes a long way towards creating an information product that will continue to be a return on the investment by way of it being valued by new customers. Often, prized newsletters are about the customers and their success stories rather than being about the suppliers products and services.

### **Last Minute Rewards:**

A deep understanding of the variable cost structure, fixed and stepped fixed and incremental variable costs plotted on a cost, profit, volume chart will reveal the out of pocket cost or opportunity for a margin associated with spare capacity. It may be that a charge of say, 30% may result in a contribution to fixed overheads of, say, 10%.

### **Loyalty:**

A current customer base of delighted customers is an amazing asset. Given an effective referral programme the customers can make a significant difference in the growth of the business. Loyalty programmes have a different focus to that of coupon programmes designed to attract new customers and referral programmes. The loyalty focus is not only to retain the customer but to maintain the delight that the customer has. Key to success is understanding needs, desires, frustrations, satisfaction levels and more on what drives the delight that the customer has. There will be big differences and slight differences in the circumstances of different customer segments. Quizzes, interviews, feedback forms, tracking behaviour, trends and more are critically important within a loyalty programme. It is not just about the 10th is Free!

The ultimate conversion of the customer base is their conversion to being advocates and ambassadors. In business sectors where purchases are irregular, loyalty programmes can drive huge capacity opportunity by coaching customers to utilise low season specials. As an example, the summer season is hectic for popular air-conditioning/heater businesses. By offering winter specials on air-conditioner/heater servicing the business boosts high season capacity for new installations. When the focus is on what the business can do for the customer the chances of success far exceed the chances when the focus is only on buy more or buy more often. These matters need to be a result of loyalty rather than the direct target of attention.

### **News:**

Topical Press Releases, advertising customer milestone achievements, newsletters that are about your customers and not about you are likely to be valued.

### **Points:**

Some 70%+ of loyalty programmes are points based. Welcome points, birthday points, points for reviews and sharing are other popular loyalty programme dynamics. Points for referrals is popular and for some points for transactions rather than for the value of purchases is the preferred structure. For some points take the form of stars or some other in-house currency. The advantages of a points structure include that it can be easily understood, e.g one point for R10 in purchases. Bonus points can help to drive buying behaviour. The redemption of points can become confusing and needs to be clearly spelt out. Where redemption is against defined rewards a catalogue may

need to be readily available. A major matter surrounds the duration of points and the complexity that this can introduce. The Webbo Customer Loyalty Accounts are fully transparent in that customers can track their reward acquisition, redemption, gifting and expiry or points duration/expiry as each transaction/points is scheduled.

### **Reality:**

Case Studies and Success Stories are generally highly popular information products. Tracking product use to customers is only the start. Tracking usage & satisfaction through to the end user often opens the door to constructive reviews that can be highly valuable to other customers.

### **Reciprocity:**

Two-way or win:win rewards are structured around refer-a-friend success rewards based on shared refer-a-friend coupon reward redemption. It can be that the advocate gets an equal reward or advocate rewards can be based on multiple friend reward redemptions. The Webbo system offers the ability to count reward redemptions.

### **Refer-a-friend Referral Reward Programmes:**

There is a psychology to reward structuring. There is value gleaned from giving as well as from the value of the reward received. Some programmes are structured around Code Sharing. Advocates share the code that identifies the advocate or giver so that rewards can be accounted for by the referral programme. The alternative is to make it more personal by promoting the advocate and friend by name. Fraud plays a large part in reward structuring. If the objective is growth then the fraudulent duplication of reward coupons may not be an issue. It can however, be a huge issue. Companies may want to limit the number of rewards and duplication prevention can be enhanced by online redemption, ID number verification, voucher numbering, signatures, PIN number redemption and more. All of these are Webbo Coupon options versus the “just-mention-me option. Referrals can be one-on-one referrals or one-to-many via social media. The power of social referrals is huge. It is based on customer delight, ease or convenience of making the referral and the reward for doing so. It is important to school advocates in the art of sharing calls-to-action. This can be done by featuring referral comments that are effective in converting prospects to customers.

The Webbo 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. 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:

- 70% will share with friends on say,



- Facebook where, on average, they have 338 friends.
- This referral will then reach:  $70\% \times 338 \text{ people} \times 100 \text{ customers} = 23,660$  referrals in the first step.
- In the next step the reach explodes but suffice to say that the local reach will be saturated. What this means is that the multiplier is around 1 to 200 in step one. In local communities the multiplier tends to duplicate but unique referrals of 300 to 500 are possible. Often a likely multiplier of 200 to 350 is quoted.
- 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. When referral programmes take the form of integrating coupon marketing the added power is massive. Advocates gifting coupons to friends attracts new audiences that are likely to not be fickle bargain hunters and they are likely to become loyal customers.

### **Reviews:**

Consider feedback on videos, written opinions, feedback on audio podcasts, etc. Encourage and reward feedback early and often to uncover needs and unmet needs.

### **Simplify:**

Reward customers with articles that summarise or which include Infographics or Graphs, Checklists, etc. should be considered. Visualise data wherever possible.

### **Slow Day Rewards:**

Promote slow day, time of day, time of month and time of year shopping.

### **Surprise:**

There is much to be said in showing that you care. Say thank you with small indulgences where the thought is more prized than the reward. Consider small indulgences such as coffee, flowers, chocolates, craft stationery, gift baskets, box of cup cakes, kitchen spices, etc. Timing is critical and the more spontaneous it can be the better.

### **Status:**

- Elite Membership Benefits, Exclusive VIP Access, VIP Memberships,
- Secret Menus, Free Trial Memberships or Skill certification,
- Tier Names ( Team, VIP, Elite), (Social Elite, VIP, Exec), (Player, Star, Captain),
- Top ten rally: Top 10 customers drive supercars e.g Ferraris in a week-end rally.
- VIP parking, Flexible month end shopping hours.
- Status awards are powerful and they merit exploring out the box ideas.

## **Surveys:**

Assessing the impact and outcome of reward programmes is critical to success and often it leads the way to finding rewards that are highly relevant to customers. Polls and Forms are some of the options that the Webbo SaaS offers to solicit feedback. The Webbo SaaS also offers a very powerful tool; the interactive/agile quiz. Essentially it is an online quiz where the answers to a question direct the selection of the question that follows. Consider a ten by ten stack of 100 questions. Any one person will however only be asked to answer 10 questions. Consider the impact gender, marital status, extra mural preferences, interests, etc. Each of these will suggest a more relevant next question and in a short series of questions you will be able to establish a deeper level of understanding on the objectives of the survey and you will maintain the interest of respondents. Often needs or desired opportunities that are not normally considered are established. Done right, you should be able to find desires & upsell desires.

## **Tiered Programmes**

Companies in the hospitality industry; hotels, lodges, restaurants (that maintain customer lists), bnb's, etc, travel and transportation, luxury retailers and many e-commerce traders find that points based systems suit their needs. Points based tiered programmes raise a number of matters for consideration including:

- Points duration: 7 days, 1 month or 1 year, etc.
- Points breaks: 1,000, 2,000 & 3,000 vs 1,000, 5,000 and 20,000, etc.
- Tier branding: Silver, Gold & Platinum vs Team, VIP & Elite, etc.
- Tier benefits: Gifts, privileges, exclusive rewards, etc.
- Tier milestones: Reward qualification at specified point milestones within a tier.

The advantages include being able to identify, track and invest in high-end customer rewards. It is likely to lock in high end customers. Where the tiers relate to other segmentation criteria such as: Private, Corporate or Public Sector segmentation by a legal firm may be more appropriate than spend tiers.

## **Transaction Based Rewards:**

The 10th is free etc. Programmes that are built around punch cards etc are easy to understand and to promote. They can often be easily defrauded.

## **Trend Tracking:**

Top 10 Lists, What's Good Apps, Surveys and the results thereof together with Reviews can detect emerging trends that may allow companies to be first or at least early to market so as to enjoy a larger market share.

## **Upsell Benefits:**

Free optional extras. Mention me and get a free funky coffee mug when you buy over ??? can be valued for the surprise versus the absolute cost/value of the upsell cost.

As it is an upsell product it is more likely to be appreciated as the base line product will have established the baseline desire.

### **Services & Value Added Services:**

Expedited Delivery, Improved VIP Service with Dedicated / Personal assistants, extended returns or returns collection (phone and we'll collect & pass a credit). Funeral Services as a reward in say, a home for the aged. Child care, Care for the aged.

### **Volume Buys:**

The legendary BOGOF (Buy One, Get One, Free) and variations thereof e.g Buy (4 for 3), (6 for 4), etc. Volume buys tend to distance themselves from the risk of price setting or price reduction and tend to be popular in the hospitality industry. Medical:

### **Transport**

Transport: Air, bus and train tickets or passes

### **In Conclusion**

Convenience, Ease of Use and Relevancy/Desire in relation to Rewards are the Keys to Success. Communication and engagement are arguably more important key performance loyalty programme indicators of success than the structure of the system to award and redeem points.

The existence of deeply discounted bargain deals does not build loyalty, it erodes margins and is often marketed by third party vendors as a "Quick Fix" to low customer patronage. Rather than market value it attracts those that will leave immediately competitor offers are available or when the discounted campaign is over. No amount of volume turns a loss leader into a profit and when the bargain hunters leave you will be left with the loss and damaging expectations. Bargain hunters are a different breed to value hunters! The former offer little prospect of ever generating a return however the latter are a highly desirable customer group that are likely to be the friends of existing customers.

There are those that heavily market, e.g. a daily special that is offered at a deep discount. This practice has long term implications for perceptions on value. Marketing value, on the other hand, rather than price alone, has a positive impact on the customer experience and it promotes loyalty longevity. Asking for reviews, asking customers to share and to complete surveys, all of which is conveniently located on, e.g. a button on their phones will enable you to better service their needs by better understanding their needs and the relevancy of the rewards that you offer.

Information rewards are often much more valued than pricing discounts. Information that takes time to gather, analyse and summarise saves time and offers instant value that can be scaled the more that it is shared.



## PROMOTE REFERRALS

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

## SEGMENTATION

Identify market segments within your customer base & research pains, needs & aspirations.

## CONVERSION

From Bargain Hunter to Loyal Customer. Delight by exactly meeting needs & by exceeding expectations & 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

## TRANSACTION HISTORY

Site Name	C, V or T Name	Order Number	Downloads	Qty Purchased	No. Coupons Downloaded	No. Coupons Redeemed	Balance Available	Expires	Redeem
MallMarketing	Coffee Shop	1673	GET	1	0	0	1		Redeem Now
MallMarketing	Sally's Seafood	1674	GET	1	0	0	1		Redeem Now

[CLEAR HISTORY](#) [GO TO MY ACCOUNT](#) [LOGOUT](#)

FIND ALL YOUR REWARDS IN YOUR ACCOUNT

**MallMarketing**

**Coffee Shop**  
10% off on Mondays  
Available to Advisors and Advisors who may gift it to a friend.

Very Well

011234567

My name is

011456789

Customer Name

011456789

My name is

011456789

Page 3

[CLOSE](#) [DOWNLOAD IT](#) [PRINT IT](#) [MY ACCOUNT](#)

[ADD TO MY ACCOUNT FOR LATER USE](#) [EMAIL IT](#)

**Sally's Seafood Restaurant**

**Sally's Seafood Restaurant**  
Carpaccio 2/4/1  
2/4/1 Mondays to Thursdays Only

Thank you

710271400

If Q&A: Recipient's Name (3 Digits)

Telephone Number

Purchase's Name

Telephone Number

For Office Use

Advisors

Redemption Action

Share for Advisors and review for Advisor status.

Subject to T's & C's - Click Here to view. Redemption Process: 1. Make a Reservation & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy.  
Note: This Coupon Excludes VAT & Service On 31/11/2017

[CLOSE](#) [DOWNLOAD IT](#) [PRINT IT](#) [MY ACCOUNT](#)

[ADD TO MY ACCOUNT FOR LATER USE](#) [EMAIL IT](#)

01	<p> Lorem ipsum  Dolor sit amet, consectetur  laboris nisi ut aliquip ex ea  cupidatat non proident, sua  laudantium, totam rem aper  voluptas sit, aspernatur aut</p>	<p>Advisors write reviews, which grow your brand’s reputation and they share them with friends and business connections on their preferred social networks because it is easy and it is relevantly rewarded.</p>
02	<p> Lorem ipsum  Dolor sit amet, consectetur  laboris nisi ut aliquip ex ea  cupidatat non proident, sua  laudantium, totam rem aper  voluptas sit, aspernatur aut</p>	<p>Advocates share reviews, coupon deals, specials, featured products and services, competition entries, quizzes and event tickets on their preferred social networks with friends and business connections because it’s easy &amp; rewarded.</p>
03	<p> Lorem ipsum  Dolor sit amet, consectetur  laboris nisi ut aliquip ex ea  cupidatat non proident, sua  laudantium, totam rem aper  voluptas sit, aspernatur aut</p>	<p>Ambassadors e-mail, print and deliver by various means coupon or voucher benefits with friends and business connections and they earn the identical benefit when the friend redeems the coupon or voucher.</p>
04	<p> Lorem ipsum  Dolor sit amet, consectetur  laboris nisi ut aliquip ex ea  cupidatat non proident, sua  laudantium, totam rem aper  voluptas sit, aspernatur aut</p>	<p>Audiences targeted by customers follow up the offers received and engage with the businesses because they have a credible expectation of being delighted by the suggested offer received based on the recommendation of a known person.</p>
05	<p> Lorem ipsum  Dolor sit amet, consectetur  laboris nisi ut aliquip ex ea  cupidatat non proident, sua  laudantium, totam rem aper  voluptas sit, aspernatur aut</p>	<p>Businesses segment customer lists to ensure that each segment represents a like minded group of people/businesses so that they can be make relevant offers that suit their specific needs.</p>
06	<p> Lorem ipsum  Dolor sit amet, consectetur  laboris nisi ut aliquip ex ea  cupidatat non proident, sua  laudantium, totam rem aper  voluptas sit, aspernatur aut</p>	<p>After three to four purchases buyers who perhaps arrived as “bargain hunters” are likely to become loyal customers as a result of a businesses consistently good service and because they enjoy the benefits of the loyalty programme.</p>
07	<p> Lorem ipsum  Dolor sit amet, consectetur  laboris nisi ut aliquip ex ea  cupidatat non proident, sua  laudantium, totam rem aper  voluptas sit, aspernatur aut</p>	<p>New customers will write reviews, share and make referrals because it is easy and rewarded thus joining a highly engaged community of customers who have opted in to the push/pull communication channels available to them.</p>

Web0 Loyalty Status Levels: Fan Level 1, Fan Level 2, Fan level 3 (Titles can be are customised). Levels can be further split on the basis of specific rewards that are available to loyalty members with a specific no. of points. Point duration and Status duration can be independently set. Referral Status has three categories: Advisors who write reviews, Advocates who share & Ambassadors who refer.





# 9. Why do Referrals Work?

Loyalty Programmes seek incremental growth by incentivising customers to return on a regular basis. Customers value loyalty programmes because membership is in their own self interest. There is another way. It involves a multi channel focus; coupon, loyalty and referral marketing that influencers friends to become members. If, on average, members introduce one friend each the businesses turnover will double.

*People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral is the holy grail of advertising.*  
Mark Zuckerberg



*Research the percentages & you'll find that there is little trend variation in these %'s*

## How to Maximise Social Media Engagement

**Provide Enablers:** Provide your advocates with the tools to refer your offers and referral program to grow awareness. Make it easy for them to do and reward them for doing so. **Make it Easy & Relevantly Rewarded:** In addition, making it easy and rewarding them for writing and managing their reviews will grow your reputation and build awareness. **Innovate:** The more opportunities you provide, such as promoting automated 2-way referrals and last minute deals on social media the more your business will be promoted by delighted guests. **Listen:** What's the buzz on you and on your competitors and understand why these views exist. **Influence:** Establish who is driving or influencing online conversations and provide them with meaningful information and pictures of popular product choices that they can share. **Be Dynamic:** Change is inevitable; monitor trends and adapt your strategies to support your brand and those that support and influence opinions on it.



# 10. Do Information Rewards Work?



A study by the University of Chicago found that non-financial rewards are 24% more effective than financial rewards. Receiving gifts, products and services that are relevant and desired offers surprise value that goes a long way to making receiving them memorable.

Rewarding delighted guests promotes loyalty that will be repaid in the form of genuine advocacy. Friends and colleagues tend to offer personal experiences in support of their referrals which makes the referral effective.

Supporting Advisors (who write reviews) and Advocates (who share) builds a community that will boost inter-personal relationships; especially with staff that you spotlight on your sites/apps.



Some 83% of guests who have had a positive experience will agree to share their experience with others if it is easy and rewarded if not, only 29% do.  
0% - Lackluster rewards attract nobody! Increasing customer retention by 5% can lead to an increased profit of from some 25% to 95% depending on the market.  
Do you offer free wi-fi ?



Clients that have been briefed by a friend tend to be confident buyers who are likely to spend some 16% more than other customers over their customer lifetime. Some 89% of patrons research restaurants new to them online and 57% will return when making a booking. Some 33% will be influenced by reviews irrespective of website content. The impact of receiving rewards means different things to different people. Offer exclusive treats to “1st Tier” qualifiers to make a good 1st impression. It only takes 3 visits to establish loyalty. If you bulk buy at wholesale prices and brand the treats they will offer exclusivity “at a discount on retail pricing.”

In a detailed study by Kelton customers that were gifted a reward, as a percentage of responses, felt: Chosen 24% | Deserving 18% | Excited 47% | Honoured 34% | Justified 11% | Proud 27% | Recognised 33% | Rewarded 54% | Smart 21% | Special 36% | Superior 10%

*Multi Channel Marketing outperforms traditional campaigns because of the accumulated impact of increased engagement. Success is the result of laying multi layered foundations (one upon the next) and becoming familiar with the tools that will allow you to automate your campaigns and benefit from the coupon, loyalty and referral marketing synergies to an accelerated turnover growth that will fund the rewards.*

# Customer Relationship and Loyalty Management

Loyal customers follow your brand and they will maximise their benefits through writing reviews, sharing and enjoying rewards. They are “fountains of knowledge” that they share as ambassadors because they will have selected a preferred communication channel or two, e.g the pull phone bookmarklet button that opens your communicator when they tap the button during a quiet moment or if you build anticipation with a consistent “press release” day and time. Perhaps they will have opted-in for e-mail or for SMS notifications. What’s important is that they in return for you trickling rewards will supply constant feedback that allows you to fine tune your service delivery and guest expectations.



According to InMoment Retail CX Trends Report, 61% of loyal customers will go out of their way to buy from specific brands. More so, 60% of them make frequent purchases. Depending on the niche, Millennials could amount to 70% of your sales and 50% of these customers could become loyal and repeat customers. Most importantly, loyal customers will offer honest feedback.



Pareto is alive and well in many industries; it is likely that about 20% of your customers will be responsible for some 80% of your turnover. Those that know your business well are likely to create awesome user generated content on the internet that will boost your social media standing that, in turn, will drive traffic to your Internet channels; sites, blogs, apps & social media pages. Per a Yotpo survey some 90% of customers are actually loyal to brands that they follow and 55% ascribe loyalty to brand quality and value. Three memorable brand experiences are likely to establish brand loyalty.

## Loyalty Drivers

Knowing the motivations for loyalty engagement enables a deep understanding of needs and desires which will support long-term customer retention and advocacy activity. Customer types include:

**Bargain Hunters:** These customers will monitor your deals and specials and will migrate to the competitors for cheaper deals. It’s not personal, they’ll return for your next “killer deal.”

**Benefit Addicts:** These customers are hooked on your reward creativity and especially on a VIP or unique reward that makes them feel highly valued or recognised. Be sure to allow them to share these rewards with friends as this will more than double the value to them.

**Communication:** Communication needs have an interactive channel such as on a blog. Regular engagement and predictable anticipation around news & deals builds loyalty. Being first to spread the word may only be subjectively measurable but it remains a powerful loyalty builder.

**Engagement Addicts:** Some of us live to chat. Expect to be kept in the loop. Appoint selected loyalty addicts as guest bloggers (they are likely to not stick to brand topics on your blog (allow this as social followers will engage more and be informed when you have news) as they will share engaging relevant local content and build a community of followers. Their consistent online content will boost search rankings on search engines and they will keep the community engaged.

**Loyalty Addicts:** There will be those that are loyal to loyalty rewards above brand loyalty. Some of these will remain loyal, if they feel appreciated, simply because change is not enjoyed.

**Neighbours:** Location and convenience are sound motivations for membership. Last minute deals will attract neighbours who are in a position to arrive and benefit from “slow days”.

**Satisfied Customers:** Last but not least this group need to be encouraged and rewarded. They are likely to appreciate the value of your products and services and will be loyal to your brand. Build trust, personalise benefits, offer innovative deals and be dependable for service quality.

**Extravagant Rewards:** Costly rewards will normally offer a return on investment when the lifetime value of the customer is taken into account.

### **Do your Customers Know You? Do You Know Them?**

Consider maintaining a database of customer information on; Names of Family, Kids Ages, Birthdays, Anniversaries, Usual Preferences, etc. It can be as easy as uploading a spreadsheet to create a Bookmarklet App that contact staff can tap to open to access information to personalise their engagement and a relationship.






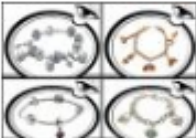




*DO YOUR CUSTOMERS  
INTRODUCE THEIR FRIENDS ?*



Capturing, sharing, rewarding and managing reviews and social sharing is automated.

# 11. JEWELLERY STORE DEMO

 Read More	<div>Claim Your Status Upgrade</div> <div>Add a review<div>Share / Save</div></div> <div><b>GFJ Brand Ambassador Something Borrowed Jewellery Box</b></div> <div>All reservation requests will be subject to availability on a first come first served basis.</div> <div>You are logged in. Select an option below.</div> <div><div>CLICK HERE to GET IT</div><div>SHOW IT</div><div>DOWN-LOAD IT</div><div>MY ACCOUNT</div></div>
GFJ Promotions	
 Read More	<div>#free5charmbracelet</div> <div>Claim Your Status Upgrade</div> <div>Add a review<div>Share / Save</div></div> <div><b>FREE 5 Charm Friendship Bracelet</b></div> <div>Spend R1000 and as a bonus select a bracelet and 1 charm. Nominate 4 friends. When a friend spends R1000 they receive the bracelet and two charms. The next gets 3 charms, etc. First up buyers get mailed their catchup charms. Select SHARE and spread the word.</div>
 Read More	<div>Vote</div> <div>Claim Your Status Upgrade</div> <div>Add a review<div>Reviews</div><div>Share / Save</div></div> <div><b>Vote for a preferred Spring Promotion Pendant</b></div> <div>Vote for an option or send us a suggested design to be the feature of our spring promotion.</div> <div>You are logged in. Select an option below.</div> <div><div>CLICK HERE to GET IT</div><div>SHOW IT</div><div>DOWN-LOAD IT</div><div>MY ACCOUNT</div></div>
 Read More	<div>#GFJhi5</div> <div>Claim Your Status Upgrade</div> <div>Add a review<div>Share / Save</div></div> <div><b>#GFJhi5 Xmas Tree Competition</b></div> <div>#hashtag a picture to #GFJhi5 and submit the url on an entry to stand a chance of winning one of 5 fifty % off coupons.</div> <div>You are logged in. Select an option below.</div> <div><div>CLICK HERE to GET IT</div><div>SHOW IT</div><div>DOWN-LOAD IT</div><div>MY ACCOUNT</div></div>





## Gilbert Ford Jewellers Brand Ambassador Something Borrowed Jewellery Box Reservation Request

<input type="text"/>	<input type="text"/>	
Gifted Recipient	Telephone Number	
<input type="text"/>	<input type="text"/>	
Customer's Name	Telephone Number	
<input type="text"/>	<input type="text"/>	
Signature	Required from	Required to
<input type="text"/>	<input type="text"/>	<input type="text"/>
Redeemed by:	Nature of Event or Occasion	



The T's & C's are printed below. Redemption Process: 1. Make a Reservation Request & Quote the Order No. 2. e-Mail us this reservation request. 3. Contact us to discuss availability & eligibility.

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### Gilbert Ford Brand Ambassador Terms & Conditions

**Brand Ambassador Rewards:** Defined Jewellery Boxes may be granted to a customer, subject to availability and insurance eligibility, for periods specified by Gilbert Ford Jewellers.

**Disqualified Participants:** Members of the public that are not Gilbert Ford Jewellers customers or people not introduced by qualified customers.

**Immediate Families:** Immediate Families include: Grandparents, Parents, Children, Grandchildren, siblings and spouses whether by marriage, past marriage, remarriage, adoption, co-habitation or other family extension.

**Limit per customer:** One Brand Ambassador award may be awarded to one customer, to a member of their immediate family or to a friend of the customer designated by the customer on a reservation request coupon.

**Customer Status:** Customers are persons who can produce a receipt for a purchase from Gilbert Ford Jewellers.

**Validity Days:** This promotion is valid until withdrawn.

**Verification:** Coupon Validity is subject to verification.

**Delivery/Collection:** Pick-up or delivery arrangements will be specified here.

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

**Service:** The Coupon administrator is not responsible for service and item delivery.

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





Find this Loyalty & Referral Communicator at <https://www.jewellery.webo.directory>

In this example we feature the concept of rewarding customers with the use of assets. Movie stars attend awards and other events in gowns sponsored by designers wearing jewellery created famous jewellery manufacturers. The concept of "something borrowed" has a charm all of it's own and it is more than a romantic notion for it makes perfectly sound business sense. In this example inviting applicants to share the joy of extravagant jewellery will not only be remembered but it will create awareness among girls in their senior years at surrounding schools. In a short few years many of these girls will become engaged and married. The 5 charm friendship bracelet creates a circle of friends who will share in the joy of the indulgences that the friends will share. Voting for a seasonal new release turns customers into advisors who are more likely to buy more often.

The #hashtag promotion is opens the door to build upon the relationships that exit.



# 12. DECOR STORE DEMO

Living Spaces	
 Read More	<div>Claim Your Status Upgrade</div> <div>Add a review   Reviews   <a href="#">Share / Save</a> <a href="#">f</a> <a href="#">t</a> <a href="#">s</a></div> <div><b>Pre-Order Coupon for this Blue Velvet Sofa.</b></div> <div>At the price you will find the value far exceeds the price.</div> <div>You are logged in. Select an option below.</div> <div><div></div><div></div><div></div><div></div><div></div></div>
 Read More	<div>Claim Your Status Upgrade</div> <div>Add a review   Reviews   <a href="#">Share / Save</a> <a href="#">f</a> <a href="#">t</a> <a href="#">s</a></div> <div><b>Sofa: R10,500 OFF Coupon Deal</b></div> <div>Save R10 500 off the R21 000 List Price.</div> <div>You are logged in. Select an option below.</div> <div><div></div><div></div><div></div><div></div><div></div></div>
 Read More	<div>Claim Your Status Upgrade</div> <div>Add a review   Reviews   <a href="#">Share / Save</a> <a href="#">f</a> <a href="#">t</a> <a href="#">s</a></div> <div><b>Sofa: R8,000 OFF Coupon Deal</b></div> <div>It is a classic couch - Share or e-mail this coupon to a friend.</div> <div>You are logged in. Select an option below.</div> <div><div></div><div></div><div></div><div></div><div></div></div>
 Read More	<div>Claim Your Status Upgrade</div> <div>Add a review   Reviews   <a href="#">Share / Save</a> <a href="#">f</a> <a href="#">t</a> <a href="#">s</a></div> <div><b>Sofa Chair: R3,400 OFF Coupon Deal</b></div> <div>At half price this single seater sofa is a steal - only 1 left!</div> <div>You are logged in. Select an option below.</div> <div><div></div><div></div><div></div><div></div><div></div></div>

# DECORATE: The Decor Store

## Coupon Deal: Sofa: R8,000 OFF Coupon Deal

It is a classic couch - You Can share or e-mail this coupon to a friend.

If Gifted: Recipient's Name

Telephone Number

Purchaser's Name

Telephone Number

For Office Use

Redeemed By:

[CLICK HERE to view the T's & C's at: Redemption Process: 1: Contact Us, Confirm Availability & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy](#)

This Coupon excludes VAT and it expires on 31/12/17

CLOSE

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EMAIL IT

## Decorate: The Demo Decor Store Coupon Terms and Conditions

1. Information provided on the Coupon Communicator App or Site on how to participate forms part of these Terms & Conditions. By participating, claimants agree to be bound by these Terms & Conditions. Claimants must comply with these Terms & Conditions for a coupon to be valid.
2. Each claimant is entitled to a maximum of one coupon per person however registered members of our loyalty programme are encouraged to send coupons to their friends and business connections. Coupons may be gifted but are not transferable and are not redeemable for cash and cannot be combined with any other coupons or any other offer or discounts or promotions offered.
3. Each coupon is identified by an Order Number and has different rewards.
4. These Coupon Terms and Conditions are equally applicable to vouchers.
5. To redeem the coupon, Decorate Demo Decor Store types a code into the online coupon redemption field on the online coupon at the time of redemption.
6. Each coupon is valid for a limited time only and expires on the date specified on the coupon.
7. Coupons cannot be replaced if deleted or lost by any manner.
8. A coupon cannot be applied to previous purchases.
9. Coupons and vouchers are subject to confirmation at the time of finalising a purchase and sale.
10. Decorate Demo Decor Store assumes no responsibility for any failure to receive a claim or for inaccurate information or image or for any loss, damage or injury as a result of technical or telecommunications problems, including security breaches. If such problems arise, then Decorate Demo Decor Store may modify, cancel, terminate or suspend the coupon.
11. Decorate Demo Decor Store shall not be liable for any loss, damage or injury suffered or sustained (even if caused by negligence) as a result of accepting and/or using the coupon, except for any liability which cannot be excluded by law.
12. Decorate Demo Decor Store accepts no responsibility for late, lost or misdirected email, downloads or other communications.
13. These Terms & Conditions are subject to South African law and to the jurisdiction of the courts of South Africa.
14. Decorate Demo Decor Store reserves the right to discontinue a coupon at any time.
15. Please contact Decorate Demo Decor Store to resolve any queries that you may have.

Find this Loyalty & Referral Communicator at <https://www.decor.webo.directory>

Let's say, the Decor Store will publicize their Annual Sale is three weeks time. It will feature end of range furniture at discount prices. So, they offer customers the opportunity to buy these items pre-sale at sale pricing but in addition, customers can invite their friends to share in this opportunity.

This communicator makes customers feel special and it opens the door to Refer-A-Friend benefits.



# 13. RESTAURANT DEMO



It is all about word of mouth marketing and it works like this:

- Delighted customers will add reviews that grow your reputation
- and they will share and email referrals if
- you make it easy to do and
- if you reward them for doing so.

For many restaurant owners creating a list of customers is a good first start.

The Loyalty & Referral Communicator makes it easy to review, share and to create SMS & email customer lists.

An industry norm is to promote specials. The result is that the specials become the dominant seller and food cost averages can rise by up to 10%. With reduced cash flow the little things that make a big difference get cut!

Growing the number of reviews on your menu will boost your reputation for tasty meals and for value for money. Reviews give your customers ideas that they can share. You guessed, it's the start of your online word of mouth marketing campaign.







## Sally's Seafood Restaurant

Sally's Secret Menu : Available to our VIP  
ADVOCATES

Follow the Link on the APP and use the password @a1b2c3 to gain access to the secret menu.

JACKIE ANDERSON	071 123 4567
<small>If Gifted: Friend's Name</small>	<small>Friend's Telephone Number</small>
SALLY GOODMAN	066 307 1938
<small>Advocate's Name</small>	<small>Advocate's Telephone Number</small>
	<small>For Office Use</small>
	ADVOCATE
<small>Redemption Admin</small>	<small>Advocate Status is valid for 10 days after Sharing.</small>



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

CLOSE
DOWNLOAD IT
PRINT IT
MY ACCOUNT

EMAIL IT
ADD TO MY ACCOUNT FOR LATER USE

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 COUPON to their accounts.

On the App select "Link to our Secret Menu" and use the secret password of @a1b2c3 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 **066 307 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:** Sit 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:** Webbo who administers the Loyalty 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:

Find this demo app at <https://www.restaurants.webbo.directory>

On this app you will find a full range of rewards to attract, engage, convert, retain and encourage referrals that will grow the business by word of mouth referral marketing.

14. LODGE DEMO




FAMILY HOLIDAY REWARDS

LOYALTY CARD

Treat your Family to a High Season Holiday

30 B&B Bednights in a year gets you 6 High Season Bednights for the Family



Friends Name:

Telephone Number:

ame

Telephone Number:

ed by:

DEMO SITE - Redemption Process: 1: Accumulate 30 signed off Bednights on Loyalty Card or accumulate them online on your phone in your Loyalty Account. . CLICK or SCAN the QR code to read more about us. To read more about rketing with the Web SaaS CLICK HERE


DOWNLOAD IT

PRINT IT

MY ACCOUNT

MY ACCOUNT FOR LATER USE

EMAIL IT



FAMILY HOLIDAY REWARDS

Having a roadmap to the future that is desired will assist in exploring reward opportunities.

Hotels and BnB's will tend to cater to business or to a holiday audience. In cases where they cater to tourists the provision of a “What’s Good “ bucket list of contacts that suggest hundreds of things to do will be highly prized.

In the example on the left the guest may select an option to print a loyalty card or the guest can manage the loyalty points awarded by way of the online allocation on phone of the points awarded on each stay.

Find this communicator at <https://www.lodges.webo.directory>

Demo Bed Night Based Loyalty Card - Terms & Conditions

Card:

his Pre-numbered Loyalty Card is a limited time and availability offer, at is subject to validity confirmation at the time of redemption and which fers entitlement, subject to confirmation, to the offer stated below.

his Loyalty Page may be presented for points allocation for each B&B bednight and must be forfeited at the time of redemption.

ternatively points can be allocated online on phone at the time of checkout at the rate of 100 points for each bednight

its Accumulated:

ame & Number:

Bednight No.	Signature
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
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20	
21	
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25	
26	
27	
28	
29	
30	

his reward card has cash or other value except as part of the redemption criteria for the reward detailed above. Part sage redeems the full 3,000 points.

his is a B&B Bednight based reward. For 3,000 points the guest shall be eligible for a family fun high season family om booking (two double beds plus a pull out couch bed) for 6 continuous B&B Bednights for 2 adults ( kids under 12 ay free and if over 12 a breakfast charge will apply for the child over 12.)

**Ownership:** Title passes upon delivery.

**ion:** Validity is subject to verification. Prior use voids coupons and vouchers.

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

All images are indicative and may not be specifically representative.

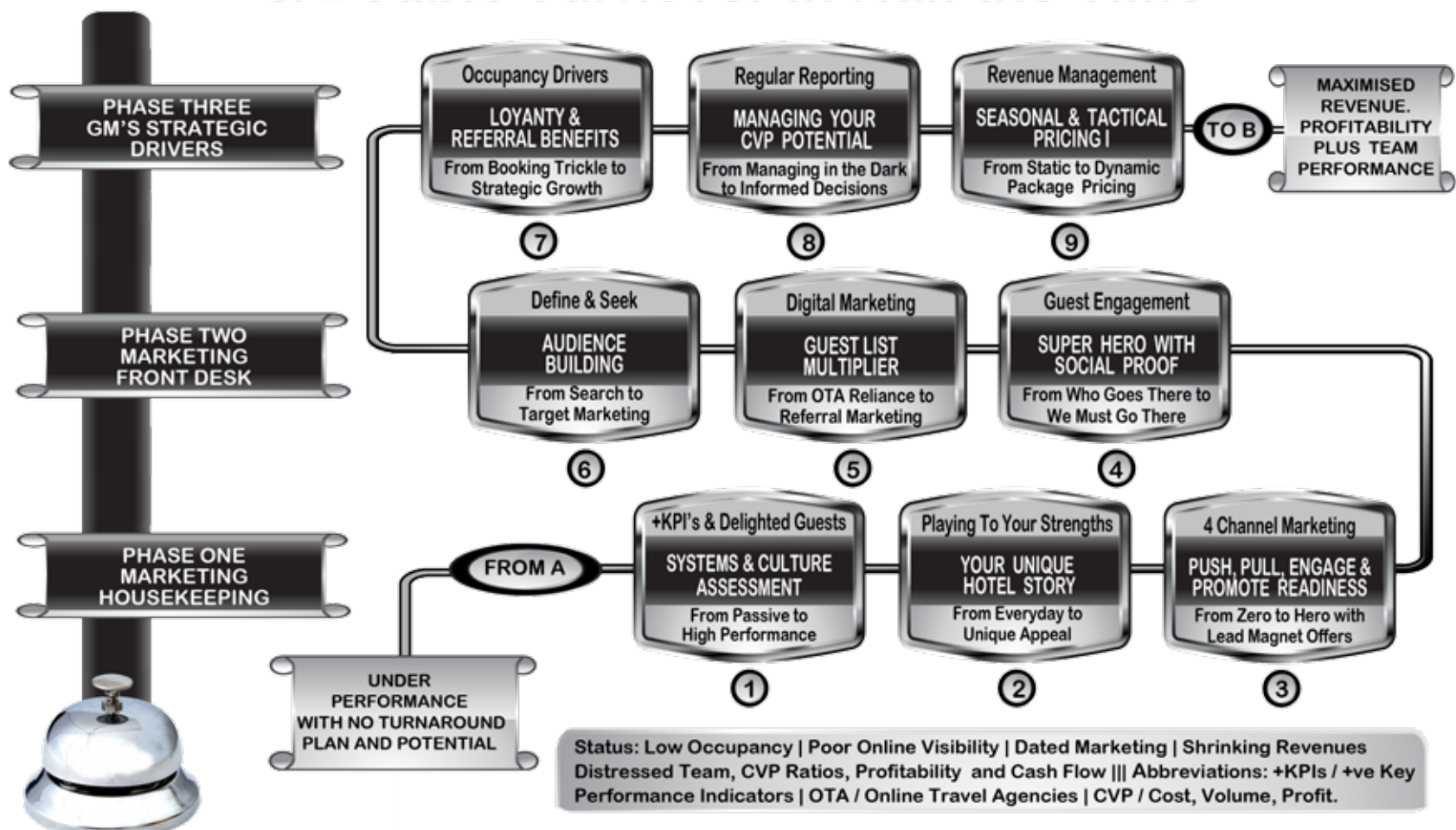
The Coupon administrator is not responsible for service and item delivery.

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

There is a Science to Referral Marketing Success. Let us show you how. Page 51



# We Help Under Performing Hotels to Delight Guests & Double Turnover in Half the Time



Read More

Add a review

## High Season Family Holiday Rewards

To Start: [Sign Up or Sign In](#)

Next: Click to [Show Online](#) or [Download Print Version](#)

Alternatively: See it in [My Account](#)

[Share the link](#)



Read More

Add a review

## Accommodation: 2/4/1 Monday to Thursday Coupon. Get one night free.

Save R445 to R1500 with this coupon deal.

To Start: [Sign Up or Sign In](#)

Next: Click to [Show Online](#) or [Download Print Version](#)

Alternatively: See it in [My Account](#)

[Share the link](#)





# 15. SHOPPING CENTRE DEMO

Consider the dynamic  
Our customers =s mall tenants. Their Customers =s shoppers.



If there are 100 shops in the mall and only 100 customers from each shop make a referral then the marketing message reach will be  $100 \times 100 \times 200 = 2,000,000$  Done right the potential for collective marketing astounds!



Many shopping mall shops offer their customers mall coupon booklets that have a coupon of theirs in the booklet. Great idea. If 100 shops each distribute 100 booklets the reach is  $100 \times 100 = 10,000$  Not shabby but way off the 2,000,000. In reality in a local community there will be “incest” in the reach and all will not be unique potential shoppers but suffice to say that with automated sharing on a phone app the reach will far exceed the printed booklet.

10,000 booklets (100 for each of 100 shops) is 50 double sided pages =s 500,000 pages. This means that when a coupon is redeemed the opportunity for using the one on the other side of the page is lost). In round numbers a printed booklet for one seasonal promotion (Xmas, Valentine’s etc) will cost double the cost of the Webo B4U SaaS for an entire year of many promotions and monthly specials. The Mall button on the phones of local shoppers will be the destination for finding the latest deals, arrivals, promotions, entertainment, the mall store contact directory and more.

While shops need to attract shoppers so does the shopping mall need to have a plan to retain tenants and to increase the turnover of their commercial centre. The Webo SaaS offers the opportunity for a collaborate marketing plan between store retailers, shoppers and mall management. Integrating the power of the social reach multiplier brings a disruption to traditional though and best of all it is affordable.

Find this Mall Marketing Communicator at <https://www.malls.webodirectory>



# 16. REWARDS PLUS T's & C's

There is an aspect of reward structuring that is critically important to the success of any reward programme; the terms and conditions.

There are a number of principles to consider including:

- Qualification: This may relate to a structured reward programme:
- Coupon Programmes
  - Distribution; print, 3rd party vendors or via an inhouse referral programme.
- Loyalty Programmes
  - Segmentation: The tiers to a layered or split loyalty structure.
    - Fan Levels: Setting the title, points allotment & duration
    - Alternatives to a points system: Split on categories or customer interests
- Referral Programmes
  - Advisors: Customers who write reviews
    - Review validity: The time that a review remains valid.
  - Advocates: Customers who make referrals by social network sharing.
    - Share validity: The time that a share remains valid.
  - Ambassadors: Customers who make one-on-one referrals.
    - Referral count: The number of "loyalty" referrals needed to be made to qualify for an Ambassador Reward Coupon.
    - Referral validity: The time that a referral remains valid.

As a general rule coupon programmes distribute coupons with minimal qualification and they relate to discount offers to potential new audiences. Loyalty programmes are designed to engage and convert and these offer rewards in exchange for reviews and sharing. Ambassador programmes require the redemption by one or more prospective customers before the Ambassador earns the specified reward.

The above matters will dominate terms and conditions as will matters like disqualification criteria such as the sending of unsolicited mail to strangers.

The structuring of the reward needs to take into account the lifetime value of a new customer and hence the reward may exceed any given margin in the month of signup. In the Webbo Refer-a-Friend Reward programme the payment of the reward is made after three months of subscription. At three months the programme will not be at breakeven given the amount of the reward and the cost of the support provided to the new customer. Setting the payment date at 3 months is a compromise that encourages referrals rather than say a payment annually in arrears which may fail to excite action.

In the Webbo Refer-A-Friend programme the customer making the one-on-one referral will have the coupon in their account. The potential customers can make an immediate online one-on-one meeting booking and they can register their claim with the promotion code on their registration online form for the free trial of the SaaS package. In circumstances where there is the once off purchase of goods or services the payment can be calculated based on both parties receiving an Ambassador coupon. The new customer redeems the coupon for the reward and the Ambassador does likewise after the potential new client has redeemed the coupon against purchase and payment.





Refer-A-Friend  
You Earn Cash  
Friend Gets Help

## REFER-A-FRIEND COUPON

Please Read the Terms & Conditions



MY PROMOTION CODE IS:

Thorn Hill

Friend's Name:

Friend's Telephone Number:

My name is:

My Telephone Number:

Loyalty Status

Click the QR Code to read more about the Webo Pricing Structure Please click here to Link to The Webo Digital Communicator App



**Webo**  
*Referrals Grow Businesses*

GET YOUR CUSTOMERS  
TO SPREAD THE WORD

The Webo Referral Marketing App  
Makes it easy  
We have done it for others  
&  
can do it for you



**Refer-A-Friend Rewards**

**You Get R500 or USD \$30  
& your friend gets build time  
DURING A FREE TRIAL**

CLOSE

DOWNLOAD IT

PRINT IT

MY ACCOUNT

ADD TO MY ACCOUNT FOR LATER USE

EMAIL IT

# Webb Referral Programme Terms and Conditions

Last Updated: November, 2018.

### Refer-A-Friend Registration Requirements:

- To claim the Refer-A-Friend rewards both parties; The Webto SaaS Advocate (Advocate) and the Friend or Business Connection (Friend) must register their participation in the programme.
- The Advocate must create their own unique eight digit (numbers, letters and characters) promotion code which must be entered in the top row of the coupon.
- The Friend must enter this promotion code on the SaaS signup form (No Credit Card is needed – you only have to verify your email address).
- The Friend must also enter the Name and Surname (spaces are permitted) of the Advocate who sent the referral coupon in the ID Number\* field on the signup form.
- The Friend must contact us to request the activation of the Loyalty & Referral Communicator App in their Admin Panel.
- The friend must book an hour of dedicated build support by selecting the following link. [Book With Me](#)

**All terms not otherwise defined herein shall have the definitions advised by Webó Digital.**

**These Referral Programme Terms and Conditions (“Terms and Conditions”) govern Your participation in the Webto Digital Referral Programme (the “Programme”).**

- Advocates may refer friends and business connections to the Webo SaaS Loyalty and Referral Communicator App by e-mailing a coupon to your Friend.
- Friends are entitled to a fourteen (14) day free trial of the Webo Digital SaaS Package. In addition, Friends may book a one hour dedicated support service to assist with the building of a Webo Communicator App.
- The availability of build support bookings is subject to availability.
- Only new and returning Webo Digital customers that have not been customers in the past twelve



(12) months are eligible to redeem this Referral Offer.

- Once a Friend subscribes to a Webo Digital Digital SaaS Package for at least 3 monthly billing cycles, Advocates will be eligible as a South African resident to receive R500 (payable by EFT) or if an Advocate is a resident of another country the equivalent of a USD \$ 30 Referral Fee (payable by Paypal to your Paypal account).
- Once Advocates become eligible for the Reward, We will make the Advocate payment within 15 days.
- By participating in the Programme, You will submit personal information about Yourself and Your friends, such as names, e-mail addresses, and your Paypal account details which may be shared with a Webo Affiliate (for the purpose of offering assistance) or with any Webo third party Programme administrator (to effect payment).
- All information collected, stored and/or shared through the Programme shall be subject to Our Privacy Policy that can be found on the Webo Digital Blog. By participating in the Programme, You agree to the collection and use of Your personal information, as is required to execute the provisions of this agreement by us and acknowledge that You both have read and accept Our Privacy Policy.
- You may not participate in the Programme where doing so would be prohibited by any applicable laws or regulations. You must be eighteen (18) years or older and a resident of a country that you advise is your domicile.
- In addition to the restrictions You agree to Our Terms and Conditions and you agree that the following activities are expressly prohibited and engaging in any of these will be grounds for immediate termination and disqualification from the Programme, and may lead to the forfeiture of any existing Programme invitations without compensation.
- Prohibited activities: Spam, bulk distribution of invitations, distribution to strangers, or any other promotion of Your Programme invitations that would constitute or appear to constitute unsolicited commercial e-mail or spam under any applicable law or regulation. Fraud, attempted fraud, or abuse of the Programme or these Terms & Conditions. Selling, trading, bartering, or providing anything of value to Your Invitee beyond the Programme invitation, or otherwise using Your Programme invitations or Rewards for promotional purposes.

If You do not comply with any of these Terms and Conditions, Webo and any division of Webo reserves the right to terminate and disqualify You at any time from participating in the Programme.

You may be required to complete an applicable tax form and furnish Your Tax Registration Number, and you may be issued a form by a competent tax authority for the total value of the Rewards You have earned, if You earn Rewards in excess of the tax threshold in the country of your residence in a calendar year

We reserve the right at any time to modify or discontinue the Programme, either temporarily or permanently (or any part thereof), with or without notice.

We will not be liable to You in the event of any modification, suspension or discontinuance of the Programme. We reserve the right to amend, modify or waive these Terms and Conditions at any time in our sole discretion.

Find this coupon at <https://www.refer-a-friend.webo.directory>

Find links to more Link and List plus Loyalty & Referral Communicators here:  
<https://www.communicators.webo.directory>



# 17. LAW FIRM DEMO

Find this communicator at <https://www.LawFirms.webo.directory>

Law Firms, like others grow by reputation and referrals. Rewards should meet needs and giving information products that will be shared will generate the referrals that will grow the firm. Here are some examples.

 <p>Click Here to open this App</p>	<p>Share the link</p> <p>Add a review</p> <p><b>The Goodmans Wedding Planner App</b></p> <p>This App is a Reward for Adding a Review: Open, Add to Home Screen &amp; Tap to View The Goodmans Online Weddings Trade Show</p>
--	--

In the area of Private Law - market entry for many is when couples get married. In advance of the wedding many will seek legal advise in finalising the contracts that will govern a dissolution of the marriage. Offering a sharable reward of a Wedding Planners Contact list of 1,000 wedding suppliers will be highly desired and it will be shared to the right audiences at the right time.

 <p>Click Here to open this App</p>	<p>Share the link</p> <p>Add a review</p> <p><b>Legal Links</b></p> <p>This App is Reserved for our Corporate Clients: Open, Add to Home Screen &amp; Tap to View</p> <p>To Start: <a href="#">Sign Up</a> or <a href="#">Sign In</a></p> <p>Next: Click to <a href="#">Show Online</a> or <a href="#">Download Print Version</a></p> <p>Alternatively: See it in <a href="#">My Account</a></p> 
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It is not that corporate executives cannot find the links that detail matters that may on a regular basis be needed to finalise issues that arise. The fact is that the availability of an on phone button with links to hundreds of legislative, regulatory, local government, business association, etc links will be highly appreciate by many and it will be shared creating the opportunity for audience building through awareness marketing.

Link to this communicator and find eBook downloads, Flipbook reads, Link and List information communicators, online meeting rooms and much more. Certainly with a little research professional firms can create reputations for being modern fountains of knowledge !





## Sally's Seafood Restaurant

### Sally's Secret Menu : Available to our VIP ADVOCATES

Follow the Link on the APP and use the password @a1b2c3 to gain access to the secret menu.

Sally Guestbook	0003071938
Friend's Name	Friend's Telephone Number
Sally Guestbook	0003071938
Advocate's Name	Advocate's Telephone Number
	For Office Use
Redemption Address	Advocate status is valid for 10 days after sharing.

Subject to the T & C below. [CLICK HERE](#) to read more about the sharing and redemption of this coupon.

[CLOSE](#)
[DOWNLOAD IT](#)
[PRINT IT](#)
[MY ACCOUNT](#)

[EMAIL IT](#)
[ADD TO MY ACCOUNT FOR LATER USE](#)

#### 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 COUPON to their accounts.

On the APP select "Link to our Secret Menu" and use the secret password of @a1b2c3 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 **096 307 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:** Sit 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.

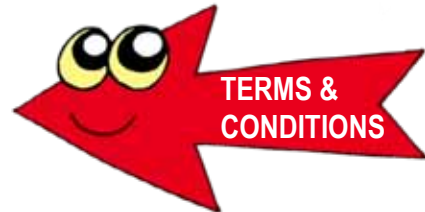
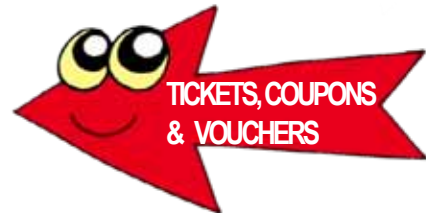
**Refund:** Coupons are free - refunds are not applicable.

**Service:** Webbs who administers the Loyalty 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:



REWARD STRUCTURING with the Web SaaS Version 1-2 Page 58

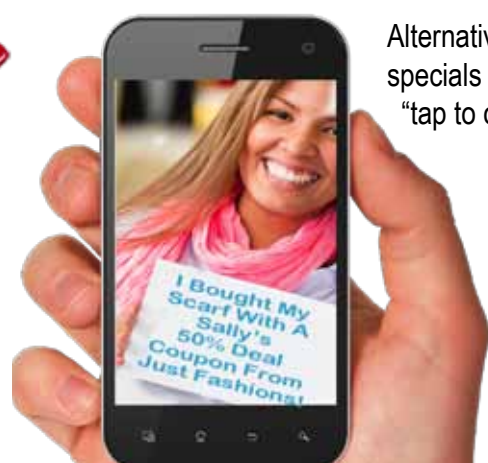




Restaurants can have as many Link & List Mobi Apps as they like.

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



# 19. FREQUENTLY ASKED QUESTIONS



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.



## Rewards - Think





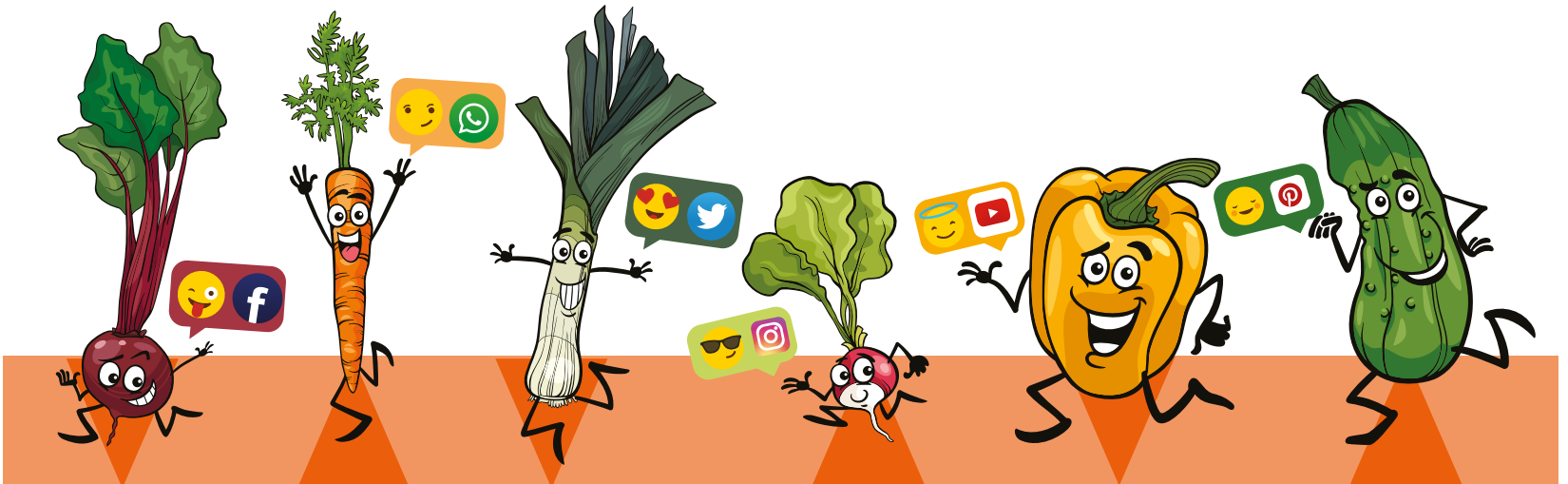


Q: How many customer segments should I have?

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





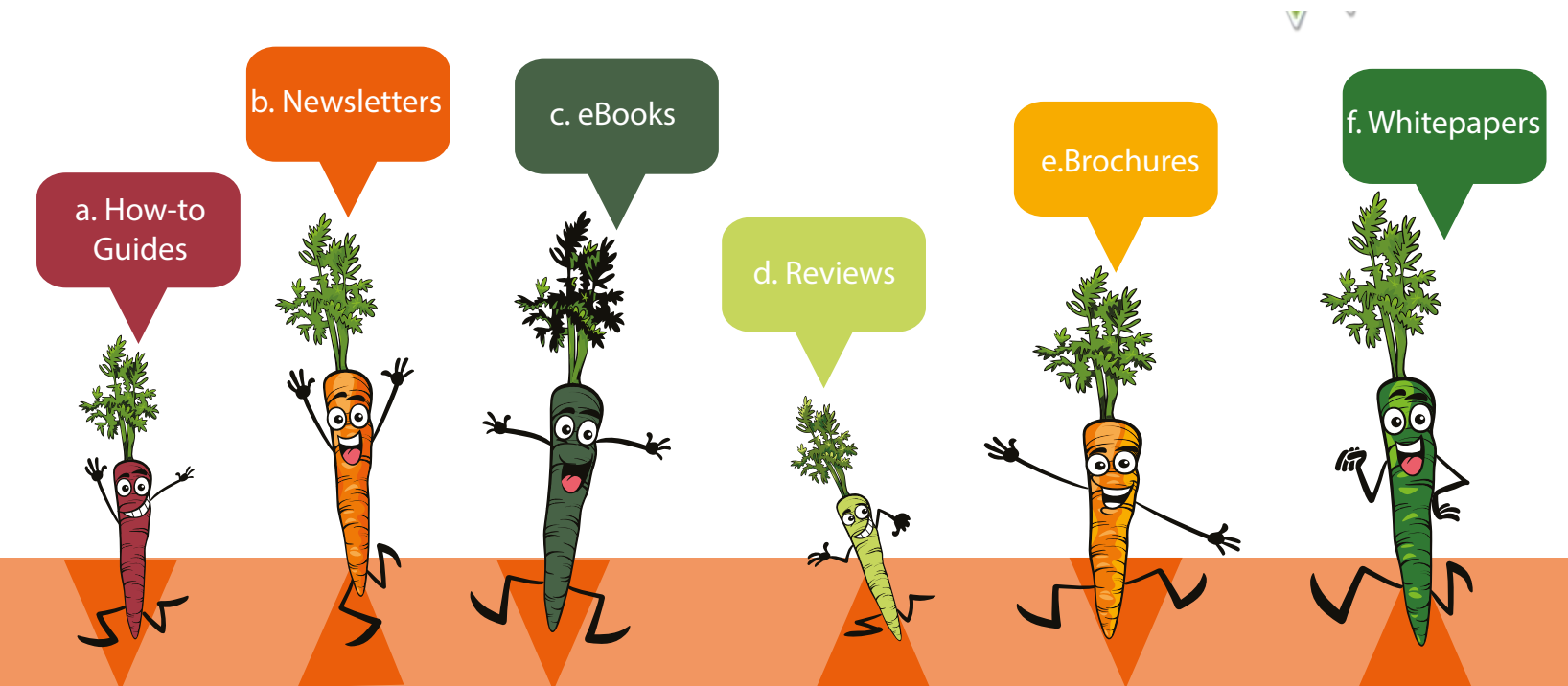


Q: I believe that financial rewards that have a monetary value are often less preferred than rewards that do not have an obvious monetary value. Is this true and what are non-monetary rewards?

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





: 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*





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 idetical. 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**

**Webo**  
DIGITAL

**Making it  
easy to  
Review  
&  
Share**



## 20. BUTTON BOOKMARKING THE APP ON PHONE HOME SCREENS

### 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.



## 21. SELECTED CALLS TO ACTION

- 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 quiz. 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.”

## 22. QUICK LINKS

- Getting Started Started: DIY Guideline.
- Digital Marketing For Law Firms; Why It Does Not & Why It Does Work

### 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>

### Pricing, Links to Read More & Downloads

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

### The Web0 SaaS Package Support

<https://academy.webo.directory>

### Web0 Digital

<https://webo.directory/vouchers/>

### Getting Started with Loyalty & Referral Marketing

<https://quiz.webo.directory>