



Directory Marketing How To Manual

I've added the button to my phone



There's 1,000's of Tap-To-Dial Contacts.
Best is you can follow the deals posted by your favourite local business. Just select the home page subscribe option >

Neighbourhood Pocket Advisors have arrived



Getting Started On The Webo Directory

About Webo

Webo is a full-service media creation, digital marketing platform, business performance coaching consultancy that arguably provides the most comprehensive directory site builder in the world.

We provide our clients with professional support and solutions.

Our DIY or Built-For-You solutions cover a vast range of content marketing enablers across the full eBusiness, eCommerce and eMarketing spectrum.



Around the world iconic brands built over decades to represent retail chains, luxury items and fashion legends, travel companies and airlines, hospitality BnB's, restaurants and hotels are closing or discontinuing production.

Worldwide there is a job loss of over 900 million jobs. In the first five months of the world wide Corona Virus (COVID-19) pandemic thousands of companies have gone bankrupt and huge debts have been created that will add to the overheads of those that have survived.

Some Facts on the state of the world wide economy:

1. Victoria's Secret declared bankruptcy.
2. Zara has closed 1,200 stores.
3. La Chapelle withdrew 4391 stores.
4. Chanel is discontinued.
5. Hermes is discontinued.
6. Patek Philippe discontinued production.
7. Rolex discontinued production.
8. The world's luxury industry has crumpled.
9. Nike has set aside a total of \$23 billion US dollars preparing for the second stage of layoffs.

10. Gold's gym filed for bankruptcy
11. The founder of AirBnb has been quoted as saying that because of the pandemic, 12 years of efforts were destroyed in 6 weeks.
12. Starbucks has announced that they will permanently close 400 stores.
13. Prada closed 127 stores worldwide.
14. Domino's Pizza closed 553 stores worldwide, announcing a \$833 million dollar loss.
15. Anglo American - South Africa has retrenched over 1800 staff.
16. Harrods - London lost over £1 billion in 90 days.
17. Flight Centre closes 117 branches in Africa.
18. Pentravel closes 32 branches in South Africa.
19. Many fear that Africa will suffer the most.
20. Unfortunately, many also fear that the worst is yet to come.

Will the Internet reboot businesses across the globe?

Consider the following timeline:

1991 - The First Website

The first-ever website (info.cern.ch) was published on August 6, 1991 by British physicist Tim Berners-Lee while at CERN, in Switzerland. On April 30, 1993 CERN made World Wide Web ("W3" for short) technology available on a royalty-free basis.

1994 Yahoo Founded
1995 Amazon Founded

1995 23,500 Websites

1997 Netflix Founded
1998 Google Founded
1999 Paypal Founded

2000 17,087,182 Websites

2001 Wikipedia Founded
2003 LinkedIn Founded
2004 Facebook Founded
2005 You Tube Founded
2006 Twitter Founded
2008 Dropbox Founded
2010 Pinterest and Instagram Founded

2010 206,956,723 Websites >>> 2020 1,74 billion Websites

In Jan 2020 some 1,5 bn websites were dormant or abandoned leaving 200 million websites active but due to keyword abuse, low search result quality has meant that only 76% of browsers look beyond the first page of a search result.

Growth in the Number of Websites on the Internet





Marketer Driven

**Inbound "Push"
Marketing**



Consumer Driven

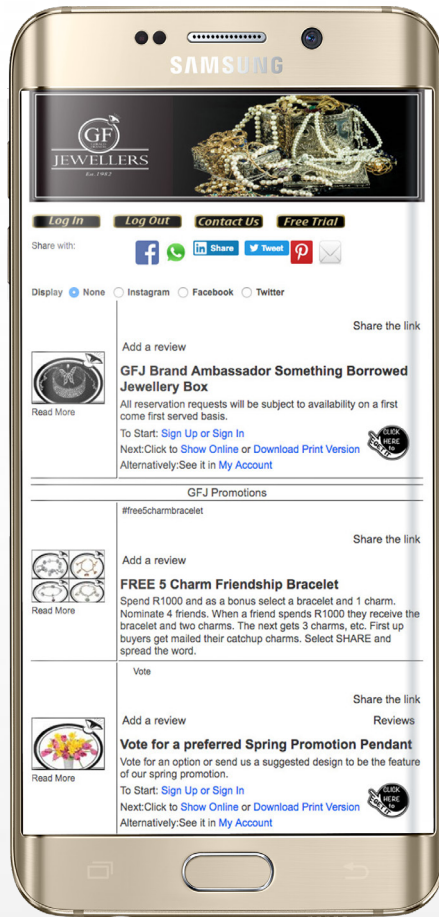
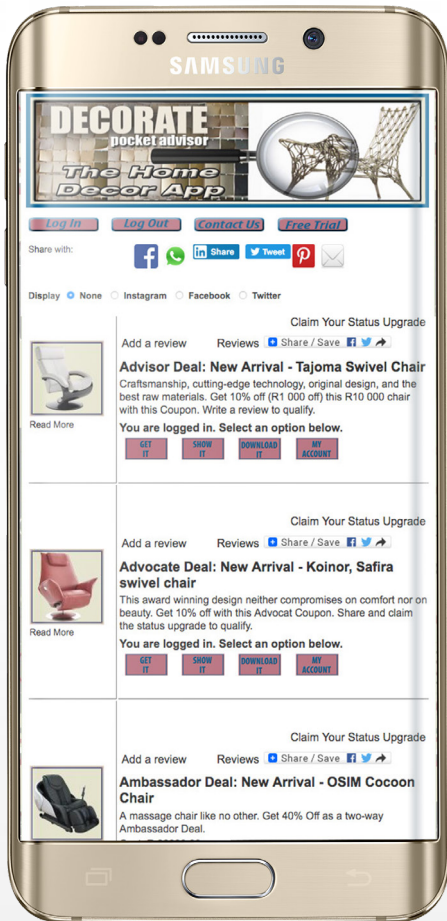
**Outbound "Pull"
Marketing**

In the past, driving traffic to your website was affordable, but as Pay per Click (PPC) advertising is auction-based the cost has risen as the number of advertisers, in line with website growth, has skyrocketed. Today Inbound Marketing continues to work, but it is subject to budget availability. Big business who have big budgets will continue to be found by way of inbound marketing (driving traffic to your site).

There are other ways of getting found on the Internet:

- 1. Get listed on a credible directory. Given that your focus is your home zone and not the world a directory is akin to a smaller and more manageable Internet. In the fight for the top of website rankings, keyword credibility was discounted, due to massive abuse, and website backlinks became more important. Directories sprang up and were abused for this purpose and thus it is important to steer clear of directories offering "backlink packages."*
- 2. Get your customers to grow your business by making it easy for your customers to share relevant rewards with friends and connections.*

Web Directory Listings are designed to host links to content on websites, stores and more. The link destinations need not be on the Web Directory but if you do not have online content the Web Directory is often quoted as being the most comprehensive Directory Site Builder in the world.



Web Directory Listing Options

Directory Search
All Listings

Mobi List Apps
All Free + VIP Listings

VIP MARKETING
VIP MARKETERS



Search, Mobi Apps and Printed DEAL FINDERS all point to Directory Listings & Sites

NEIGHBOURHOOD MARKETING WITH THE VIP MARKETER

THE VIP MARKETER PACKAGE IS DESIGNED TO ATTRACT, RETAIN & GROW AUDIENCES

2020

THE PROBLEM

Without big budgets websites are not found on the internet and SMEs are increasingly abandoning websites because "Eyeball traffic" to their websites has dried up due largely to keyword abuse.

ATTRACT
with Printed Deal Finders & Directory Traffic

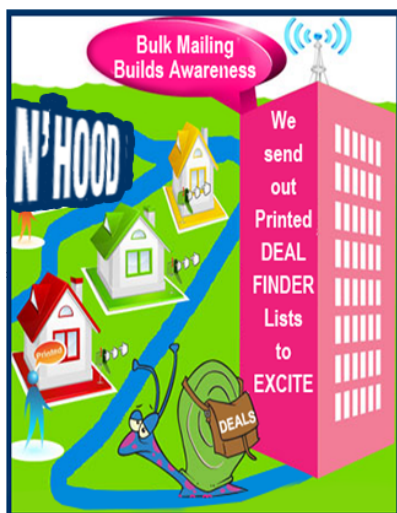
RETAIN by delighting customers with Service & Deals

GROW with 2-Way Relevant Coupon Deals, Referral Marketing Campaigns & with Collective Marketing



VIP LISTINGS and VIP MARKETER's listing enhancements include Whats-Good Communicator Apps & Link & List Communicator Apps; egs of which are above. On the left, above are egs of the VIP Marketer Reputation & Referral Marketing Apps. Users can subscribe to Listing Deals and Rewards.

Simple Measured Affordable Marketing That Works



Simple Measured Affordable Marketing That Works

4 CHANNEL MARKETING

PRINTED DEAL FINDER
aka Fridge List

MOBI N'HOOD LIST

MOBI DIRECTORY

PC DIRECTORY

- All 4 Channels Point to Listings, Deals & Rewards + Sites
- From L to R: Free Listing eg, Mention-Me Listing eg, VIP & VIP MARKETER eg, Mobi List & Printed DEAL FINDER

As a Dad whose children have left school a discounted ballet lessons loyalty reward is not going to excite. A definite Yes, or No is likely dependent upon demographics. If I had a young daughter, my response could have differed. There is a secret to reward structuring. Ask about our eBook on reward structuring; it's packed with advice on how to boost your conversion rates. Our eBook on ReferralMarketing will astound; it's packed with success



stories. The secret lies in getting found. The chances of a local business without a massive ad spend budget, getting the internet to drive traffic to their website is very, very slim. So what is the answer? The answer lies in making the internet smaller, and it is all enabled by our directory, on which, you can boost your visibility to the next level by enhancing your Free Listing with the three upgrade options above.

**One Preferred
VIP MARKETER
Per Category**

A Directory and Site Builder

The Webo Directory offers upgrades as does the Webo Site Builder. The Directory and the Site Builder are separate and require separate registrations.



Excite with a Directory Listing and LINK Information on Mobi Neighbourhood Pocket Advisor Apps and Printed and Mobi DEAL FINDERS to Information on eBusiness Websites, Blogs, Apps, Surveys, Online Meeting Rooms, eCommerce Stores and on eMarketing enablers.



Simple
Measured
Affordable
Marketing
That
Works



Printed & Mobi Deal Coupons



Printed Deal Finders & Neighbourhood Lists

Phones,
iPads &
PC's

Eyeballs to Info



Websites, Blogs
Apps, Surveys,
Online Meeting
Rooms, etc
Stores
&
eMarketing

Listings
and
DEALS



Access via: Lists, Coupons, Loyalty & Referral Rewards

Collectively Marketing Individuality



4 Access Options provide links to LISTINGS. COUPON DEALS. WEBSITES & STORES



- > Register & Chat or List & Link to Your Sites
- > Login To Access Your Listing or Web Site Admin Panels
- > Browse & Find A Listed Business
- > Browse & Find A Deal
- > Subscribe to Deals & Rewards
- > Advanced Search
- > Browse Reviews
- > Browse by Location
- > Browse Websites
- > Browse Stores
- > etc

Quick Reference Listings & Local Reviews



DEAL Coupon Management & Distribution



DEALS Excite



- > Directory Downloaded at www.webo.directory
- > Browse Listings on PC's or Phones by Location & Category
- > Visibility Promoted via Featured Supplier Status
- > Direct Links to Deals & Promotions, Coupon Deals & Loyalty Rewards, Referral Rewards, Websites, Stores etc
- > Download All Mobi Lists
- > Download All DEAL FINDERS

DEAL Coupon Management & Distribution



DEALS Excite



- > Mobi Lists Downloaded at www.Webo.directory & at Neighbourhood Mobi List URL's on PC's & Phones
- > Scroll Listings Offline or Online + Tap to Dial
- > PRINTED DEAL FINDERS Only Emergency No's & One Preferred Supplier per Category are Listed
- > Select & Tap an icon on phone to open and auto update

Explore Websites



for Information

Showcase with Stores



- > Bi-quarterly Printed Paper Z-Fold DEAL FINDER "Fridge Lists"
- > Distributed by the Post Office to a minimum of 10,000 active postal addresses per neighbourhood.
- > or Distributed by the Preferred Suppliers
- > Printed DEAL FINDERS Provide links to Mobi Lists & Mobi Deal Finders per Neighbourhood
- > Mobi Lists offer tap to open links to Deals & Rewards

Access Options take Eyeballs to Information on Listings, Deals, Websites & Stores



Link for the Directory to Information



The Web Directory enjoys over 1.5 million hits a month.

Each option builds on the preceding option

- There are four listing options:
 - The FREE LISTING
 - The Free Listing with VIP LISTING ENABLERS
 - The Free Listing with VIP Listing Enablers and the VIP LISTING BUNDLE with DEALS included.
 - The Free Listing with VIP Listing Enablers, the VIP LISTING BUNDLE with Deals included and the VIP MARKETER BUNDLE
- Listing boosts Internet Visibility and offers a credible site backlink.
- Listing enables browsers to subscribe to your deals and rewards and to LINK to information.
- VIP Listings enjoy Featured Status and thus get more exposure
- The VIP Marketer is actively marketed online and offline to a defined neighbourhood.



DIRECTORY

MARKETING

<p>SP</p> <p>OPTION 1</p> <p>FREE LISTINGS</p> <p>Free</p> <ul style="list-style-type: none"> DIY Annual renewal 0 DEALS 1 N'Hood 	<p>VIP</p> <p>OPTION 2</p> <p>FREE VIP LISTINGS</p> <p>Free 30 Days</p> <ul style="list-style-type: none"> DIY Mention-Me Reward DEALS - Extra 1 N'Hood + Extra 	<p>VIP</p> <p>OPTION 3</p> <p>PAID VIP LISTING</p> <p>R300 pm</p> <ul style="list-style-type: none"> DIY 4 DEALS for 30 Days 4 N'Hoods 	<p>VIP</p> <p>OPTION 4</p> <p>VIP MARKETER</p> <p>R500 pm</p> <ul style="list-style-type: none"> B4U 6 DEALS & 6 COUPONS FOR 90 DAYS 10 N'Hoods
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MEMBERSHIP PLAN	SP FREE LISTINGS	VIP FREE VIP LISTINGS	VIP PAID VIP LISTING	VIP PAID VIP MARKETER
• +/- 50 X 2,000= 100,000 e-Mail Audience Builder Campaign*				<input checked="" type="checkbox"/>
• 2 x 10,000 Printed DEAL FINDER "Fridge Lists" distributed that point to 6 DEALS & 6 COUPONS on a Mobi Deal Finder				<input checked="" type="checkbox"/>
• PLUS online Loyalty Accounts for every Customer of a VIP Marketer + Inclusion in all relevant Online N'Hood Lists				<input checked="" type="checkbox"/>
• Monthly Subscriber new DEAL / COUPON Notifications		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• DEALS, COUPONS & REWARDS Marketed Online		Deals Extra	4 Deals	6 Deals 6Coupons
• Online on PC & Mobi Niche & Neighbourhood List Inclusion	1 N'Hood	All Relevant N'Hoods	All Relevant N'Hoods	All Relevant N'Hoods
<small>* The estimated Bulk e-Mail Campaign reach of 100,000 is based on 50% of the listed entities on a 100 entity list having an opt-in customer customer database of 2,000 customers each.</small>	FREE with Annual Renewal	DIY 30 Days FREE per REFERRAL	R 300 pm DIY Billed every 30 Days	R 500 pm B4U Billed every 90 Days

Market Reach

BROWSE OUR LISTINGS by Country, Region or City

--All Countries--
 --All States--
 --All Cities--
 Enter a postcode

BROWSE OUR LISTINGS by Category & Sub-Category

--All Categories--
 --All Sub-Categories--

Subscribe to a Business's Deals and Rewards

Browse Your Selection

- Emergency Services (109)

Webbo
Directory & Site Builder
List & Boost Visibility, Attract, Retain & Grow

Place our Supplier's Directory on your Phone: It's easy!
 > ENTER A SITE NAME
 > ENTER A PRODUCT NAME
 > Select

HOME FEATURED LISTINGS LISTING DEALS FEATURED STORES FEATURED WEBSITES ABOUT US MY ACCOUNT

Search or Browse for Information by Category With Deals & Specials or Buy Pre Paid Vouchers With Deals & Specials

Mobi Directory & "What's Good" Contact Lists

BROWSE OUR LISTINGS by Country, Region or City

--All Countries--
 --All States--
 --All Cities--
 Enter a postcode

BROWSE OUR LISTINGS by Category & Sub Categories

--All Categories--
 --All Sub-Categories--

Subscribes to a Business's Deals and Rewards

Listing categories

- Emergency Services (109)
- Webbo Team: Join Us (3)
- Animals & Pets (210)
- Arts, Crafts & Hobbies (584)
- Auto Sound & Security (1)
- Auto, Bikes, Bakkies & Related Other (66)
- Aviation (93)
- Baby, Kids & Teens (330)
- Blags (3)
- Business Opportunities (4)
- Business, Community & Other Associations (2)
- Clothing & Gifts (2)
- Collective Marketing Chapters (0)

Find This Communicator at www.Deals4UWebbo.Directory
 Use Search & Download

SUBSCRIBE TO DEALS

Community Hubs: We supply Directories with Site Builders to B2B Corporates click for a VIDEO Intro

CLICK TO download our guide to how to find info & on how to get listed on the directory

DIRECTORY BROWERS CAN SUBSCRIBE TO DEALS

Subscribers are e-mailed a link to your DEALS and each time a DEAL is updated subscribers receive an e-mail notification in the monthly update

NOTICES & EVENTS

ADD Compliments & Comments

RATE OUR FEATURED LISTINGS

DEALS ARE FEATURED ON THE HOME PAGE

HOT DEALS & SPECIALS BLOG

- Prawn Cocktail
- ROGOF Oysters
- Wiltshire Pudding Pl
- ites in Lettu
- WWW SHOW SPECIAL -
- Special TOPAZ Quick Actio

DEALS are SHOWCASED WITH FULL DETAILS on the DIRECTORY HOME PAGE .

Deals can be printed or they can be shown on phones to redeem the benefit.

FEATURED LISTINGS

FEATURED DEALS

HOME FEATURED LISTINGS LISTING DEALS FEATURED STORES

VIP LISTING AND DEALS ARE FEATURED ON THE DIRECTORY HOME PAGE MENU BAR

Browsers can link to your VIP Listing where they can find DEALS, COUPONS, REFERRAL REWARDS AND MORE



DIRECTORY BROWSERS CAN SEARCH FOR DEALS BY DEAL FINDER, CATEGORY & SUB-CATEGORY.

VIP MARKETERS ENJOY SUB-CATEGORY EXCLUSIVITY ON DEAL FINDERS.

UPGRADE PATH



Printed DEAL FINDER Fridge Lists:

We distribute 2 x 10,000 magnetised “Fridge Lists” to active postal addresses or Suppliers do so to customers these promote **Mobi DEAL FINDER LISTS** with tap to open DEALS, COUPONS & REFERRAL REWARDS

01



Be found
on the
Fridge

It's
Affordable,
Simple
and it is
Measurable

02



Be found
on Cell
Phones

Ratings
and
Reviews
Influence
Buying

Mobi Fridge List: Cell Ph/PC

This is the Fridge List as a “bookmarked” download on your cell phone or PC desktop. When opened these pages refresh and they link to supplier ratings, listings and websites.

03

Be found
on PC's

Collective
Marketing
Just
Works!

Mobi Directory: Cell Ph /PC

This is a downloadable link to the Directory where you can browse by category and see what your neighbours say!

04

Be found
on the
Internet

Internet

This option
offers search
and more on

www.
WebDirectory

Web 2 x 10,000 Printed Deals Finders



Quarter

What's Good & What's Not!

Download Lists to Cell Phones & PC's

DEAL FINDERS ATTRACT
DEALS & DELIGHT RETAIN
GROW WITH CUSTOMER REFERRALS & COLLECTIVE MARKETING

Tap an Icon to Link to the Deal or Reward Selected

FRIDGE LIST, MOBI LIST, MOBI DIRECTORY, PC DIRECTORY

ATTRACT with Printed Deal Finders & Directory Traffic

RETAIN by delighting customers with Service & Deals

GROW with 2-Way Relevant Coupon Deals, Referral Marketing Campaigns & with Collective Marketing





WhatsGood Neighbourhood Marketing

Getting Found

We recommend two ways to be found on the internet that are equally effective but which are poles apart in terms of budget needs and methodology.

The first is available to big business who use big budgets to attract online eyeballs through PPC saturation marketing. It works; money can optimise your website's SEO, build and add content on a daily basis and buy you traffic. Other big budget options include TV advertising, print media adverts and the rest. They all take a big budget and they deliver.

The second way lies in understanding that most local businesses seek a local rather than an international or national audience. If you want to market to a defined "Home Zone / neighbourhood" and your customers are drawn from that same "Home Zone" then the chances are that your customers know who you desire to attract to your business.

Delighted customers that are prepared to refer you to a friend do not. The reason is that at "the moment of delight / satisfaction" it is not easy to make a referral and so lethargy and self interest cause them to not take action.

Getting customers to refer you to a friend is achievable but there is a secret to success; you have to make it easy (this addresses lethargy) and rewarding (so it's in their interest).



Every Category Header on the WhatsGood Pocket Advisors offer the opportunity to share the link and in doing so to offer a comment to your friends.

Understanding the power of social media sharing is, these days, legend but most do not appreciate how powerful it is. Let me illustrate.



Social Sharing

Statistically, studies have shown that 70% to 86% of us will share when it is worth our while and if it is easy to do. Thus:

- For every 100 customers of yours, if say 70% share with friends on say, Facebook where, on average, they have 338 friends.
- Referrals may 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.

Give to Get

At the heart of the secret to success lies the principle of give to get. Give your customers something to talk about or give them something to share and, you guessed, they will. In summary: Customers that have found your value will have friends and connections who too will find the value that they have found. One more time: Make it easy and rewarding for customers to network and generate leads for you and they will.



WhatsGood Communicators aka Pocket Advisors

The WhatsGood Pocket Advisors are designed to offer tap-to-dial convenience to users that can easily add a tap-to-open button on the home screen of their phones. Each time a button is tapped the latest version of the page will open.

As stated, when the Pocket Advisor page is open, users that select the social sharing option (see top left), will be directed to their preferred social media account so that they can add a comment before sharing.

WhatsGood, Info, Deals, Coupon, Loyalty, Reputation and Referral Marketing

The above image is a mock up drawn from the WhatsGood Westville Pocket Advisor. At the top on the left are the links to five social media platforms and to an email option.

The link to Explore Listing Options, links you to the <https://webo.directory/whatsgood/> website where you can read more about our Communicators / Pocket Advisors. Users seek more than a telephone number and to this end they seek information that has a focus on a defined deliverable.

The Free Splash page is a pop-up page that offers:

- Contact Information; who to contact
- Links; to websites, etc.
- Location; where you are located
- A short crisp information page on who you are
- Review; to see what others say about your products and services.

Each of the listing links offers a defined deliverable. These are the five buttons, in the green header section on the right-hand-side.

- Suppliers can tap a button in the green header section to read more about the link option selected.
- These same buttons when available in the blue contact details section, open to provide users with the information on this aspect.

Find the splash page on the left at:
<https://SplashPage.webo.directory>

Logo & Social Sharing Options.

Contact Information & Links
 Who to contact, website, etc

Note

The FREE SPLASH PAGE has adverts and is 450 pixels wide. It is a normal FREE LISTING page on the Webo Directory but it has the restriction of not having images, video and product offers on it to qualify for a FREE LINK to a WhatsGood Communicator

The VIP LISTING PAGE is 900 pixels wide and it has no adverts on it nor does it have restrictions.

Splash Page Information

Note

There is an affordable Listing Page VIP Upgrade and this page will be linked to a Pocket Advisor, where relevant, without content restrictions.

The VIP listing has extensive and advanced functionality and can be used to manage and promote a large amount of content. The key to this page is that it is, in essence, a mini website that is built by the user. There is also a mention-me reward that makes the upgrade FREE. The Paid Version has Deals included in the bundle.

Location

Reviews

What's the Secret to Getting Found on the Internet ?



Ok, so which schools do you recommend?

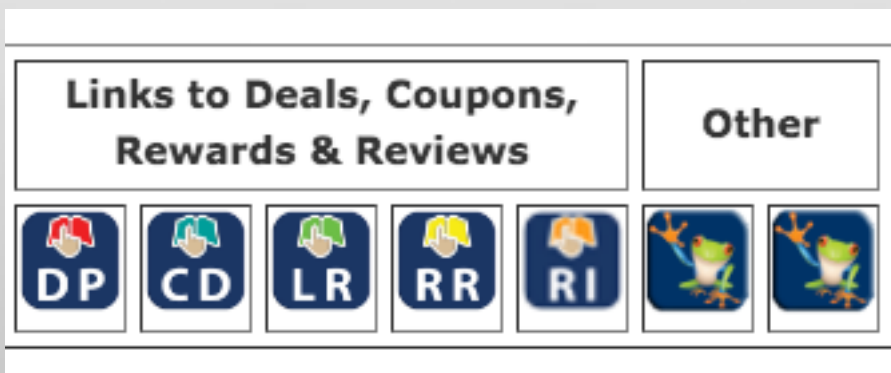


Have You Recommended your favourite florist to your neighbours?

Directories & Information Hubs



The VIP listing has a wide range of content management enablers. It also has a row of button links that link browsers to benefits, Deals and Content.



TUTORIAL ON BUILDING A DIRECTORY LISTING

Place our Supplier's Directory on your Phone : It's easy!

ENTER A SITE NAME GO

ENTER A PRODUCT NAME GO

--- Select --- GO

Select a List Below & Add to Home Screen

POCKET ADVISORS LOCAL

HOME FEATURED LISTINGS LISTINGS STORES FEATURED WEBSITES ABOUT US MY ACCOUNT CONTACT FORM



Mobi Directory & "What's Good" Contact Lists

BROWSE ALL OUR LISTINGS What's Good & What's Not!

- Map: Browse by Location
- 1,0 Emergency Services (109)
 - 2,0 Webo Divisions (0)
 - 2,1 What's Good Contact Lists (0)
 - 2,2 Link & List Communicators (1)
 - 2,3 Tickets, Coupons, Vouchers (1)
 - Animals & Pets (210)
 - Arts, Crafts & Hobbies (581)
 - Auto Sound & Security (0)
 - Auto, Bikes, Bakkies & Related Other (64)
 - Aviation (85)
 - Baby, Kids & Teens (328)
 - Blogs (1)
 - Business Opportunities (2)
 - Business, Community & Other Associations (1)
 - Clothing & Gifts (1)
 - Collective Marketing Chapters (0)
 - Education, Tuition & Extra Murals (252)
 - Giveaways (0)
 - Health, Beauty & Fitness (215)
 - Home & Garden Goods & Services (643)
 - Lifestyle: Sports & Leisure (254)
 - Medical & Related (298)
 - News, Stories & Reports (0)
 - Other Professions & Services (271)
 - Real Estate (60)
 - Services to Business (486)
 - Transport, Tours, Travel Packages & Guides (45)
 - Weddings, Conferences, Events & Expos (498)
 - Weekend Breaks & Getaways (151)
 - Where to Eat & Drink (325)
 - Where to Pray (33)
 - Where to Shop (866)
 - Where to Shop, Malls & Markets (24)
 - Where to Stay (533)

Find This Communicator at
www.WhatsGood.Webo.Directory
Use it to Search & Download

Google Us / Browse by Category / Download MOBI LISTS

Google Search - Please Enter Your Search Term Below

Google Custom Search

-- Alternatively, Select a Directory --

-- Then, Select a Category to Browse --

-- Next, Select a Sub-category --

-- Finally, Select a Listing + GO --

Download a "Tap to Dial" Contact List
Open & Add to Home Screen
To Start: Select a contact list below
One Click Content for Ph's & PC's
Click select an option then click

WhatsGood Neighbourhood Contact Lists -> GO

Other WhatsGood Contact Lists Are Here --> GO

Communicator Egs: Info Links on Phones-> GO

Hubs, Sites, About/Help Manuals, Reg.etc-> GO

Video Reviews & Free Published eBooks -> GO

Read About What We Do For You Below
Join Us: We are Appointing Affiliate Marketers
We specialise in getting info to Eyeballs!
It's About Your Online Success
Find the links below

Link to one of the Webo Divisions GO

Step 1

On the Webo Directory
www.webo.directory

Select Featured Listing
and in the dropdown
options select the FREE
LISTING OPTION

Register and note
your username and
password. Next, login
on the home page and
the Admin panel shown
on the right will display

Step 2

Select Edit My
Directory Listing and
follow the instructions
at the foot of the page.

MY LISTING BUILDER

- See My Directory Listing
- Edit My Directory Listing
- Manage User/Guest Reviews
- Resize/Edit Images
- Setup Facebook/Instagram Integ
- Setup Directory Search Tag Descr
- Setup Search Engine Descriptions
- Setup Niche Directory

VIP LISTING ENHANCEMENTS

- Administration
- Build A GIF Image (Alternating Images)
- Build A Form
- Manage Built Enquiry Forms
- Manage Enquiry Forms Submitted
- Manage Accommodation Enquiry Form
- Build Pricing Calculator
- Access
- Image Mgt
- Slideshows
- Add An... & Comments
- Add Footer... Generator
- Add To Showcase Gallery
- Showcase Gallery Admin
- Setup Showcase Category Options
- Manage Showcase Reviews
- Manage Flash Gallery
- Manage Webpage Gallery
- Directory Setup
- Setup Benefits Link Option1
- Setup Benefits Link Option2
- Setup Benefits Link Option3
- Setup Benefits Link Option4
- Setup Benefits Link Option5
- Setup N'hood/Contact List
- Link Setup
- Setup Blog Link
- Setup Deals Link
- Setup Flash Gallery Link
- Setup Newsletter Link
- Setup Online Quote Link
- Setup Product Showcase Link
- Setup Services Showcase Link
- Setup Showcase Album Link
- Setup Store Link
- Setup Webpage Gallery Link
- Setup Website Link
- Marketing & Social Media
- Add A Poll/Survey: + Images
- Add A Poll/Survey: Text Only
- Blog: Add / Manage Topics
- Manage Blog Comments
- Hub: Add Site Categories
- Manage Deals
- Setup: Link & List Communicator
- Setup: WhatsGood Communicator
- Setup Vip Facebook/Instagram Integration

STEP 2

As an example if you select Edit My Directory Listing in the Admin Panel then the page below will open at the foot of the page where you will find the How To Tips Guideline on building this page. Each of the other options has a How To Tips Guideline at the foot of the page selected.

HOW TO TIPS: ABOUT LISTINGS AND HOW TO EDIT THIS PAGE

INTRODUCTION

Telephone Books (White Pages) and Directories (Yellow Pages) met the demand for information in a residences as printed books in the hallway where the landline telephone would normally be found. In the modern world the telephone has moved to a mobile phone in your pocket and the directories have moved to be online. Many of the options available are similar to the old printed books. If you knew the name, you used the telephone book, if not, you browse by category in a yellow book. The problem with this is that we want more than just basic contact information. We want product information and a whole lot more. We are used to getting this on a website but searching the internet offers thousands, if not hundreds of thousands, of search results. It is a case of information overload on a mobile phone. We are the solution in that we give focus and advanced content. Our directory and niche directories ensure that your listing is placed so as to localise and customise the results to those that are relevant to the online browser.

Bill Gates coined the phrase "Content is King" we believe that "...and Presentation is Queen" completes what is, today's reality.

LISTINGS

There are two types of listings. A Free Listing (The Listing Builder) and a VIP Listing (With VIP Listing Enhancements). In addition, there is also an upgrade to a Site Builder.

- The free listing offers a comprehensive contact us panel, user/guest reviews, social media image galleries and search engine SEO setup. In addition it offers a full WYSIWYG webpage with unlimited functionality.
- The VIP Listing offers the above plus a wide variety of advanced content presentation enablers. Slideshow, Forms, Online Quotes,
- We also offer an upgrade to a website, blog and online store builder that nudges the limits of possibility. The online shop, for instance, allows you an e-commerce gateway to online sales for products, services, digital books/media and you can showcase it, sell it at fixed price or you can auction it. Product variation, delivery options, specialist category builders, online payment options and order tracking are what make the store builder awesome and unique for a directory site builder. Each option in the VIP Listing builder is taken to the next level in the Site Builder. Try and free 14 day trial option and explore the possibilities.

Note that VIP Listing Enhancement options are activated once the payment for the upgrade is received.

DESCRIPTION AREA

The DESCRIPTION AREA allows you to provide details on your business, service, product or job.

On the page above you can edit your listing by replacing content before resubmission.

IF YOU DO NOT CLICK SUBMIT AFTER EDITING A PAGE YOUR PAGE WILL NOT BE UPDATED.

If you leave a question that is not required to be completed then that title/question will not be displayed. If you provide the information the title/question and the response will be displayed. Required information is indicated by a *

Please add South Africa to the Physical address and the postal code.

You can obtain a South African dialing code at the following link [Click Here for the Dialing Codes](#)

and you can download a spreadsheet with all postal codes on it [Click Here for the Postal Codes](#).

- If you add a complete address then we should be able to read it to gather the GPS co-ordinates automatically.
- If the map displays a wrong location or no map appears then please go to Google Maps and navigate to your location.
- Go to www.google.com and then select MAPS. Place your cursor at your location (often using "satellite view" is best) and right click on your mouse.
- Then select "What's here?" This will place the GPS co-ordinates in the search "box" at the top of the page. Copy and paste the co-ordinates into the above field.
- You do not need to do this for most urban addresses and if you do not want a map then please do set the Map Status to Inactive.

Below the Heading "Listed Information Detail : " you will find the Toolbar buttons. These are at the top of the CKEditor (this is the "box" above into which you type your content) where you can activate most of the editor features. Each button in the toolbar accesses a different function. There are simple functions for basic text formatting and others for more advanced features like for the creation of links and tables. To see the full page click on the small "light blue" square that is the third last button. If you hover on it, it will pop up a label "Maximize."

To find a button's name in the toolbar you must move your mouse pointer over a button. The button will highlight and a message with the information about the button function will appear. Click on the button to execute its function. With more experience you will have full control over all CKEditor features and you won't have to read the description of the buttons. You will just use them intuitively.

You are likely to need the one on the left of the **f** in a red circle that has a "nut with orange flitch" - this is the image uploader. Here you must set the image to be a max width of 470 px. You can also enter 100% for width if you want the image to go from edge to edge.

Another button that may be needed is the one in the top row with the W on a clipboard. This is the "paste from word" option. Microsoft Word adds text tags that are not visible. To copy from word one opens the word document and copies the text. Then click on the "W" button above and paste the content into the editor.

[CLICK HERE to see the full user manual on the CK Editor which is used above](#)

Besides the toolbar buttons there are also toolbar combos (drop down boxes). The combos are the white areas with a little arrow on its side. They can be easily accessed by clicking on the white area or the little arrow. Once clicked the menu will expand so you can choose from one of its available options. To execute one of them, simply click on it.

To create listing content in the description area you can go to a website of yours and highlight/copy content and paste it into the Description area within the CKEditor. The description area is managed by CKEditor they are a supplier of this WYSIWYG webpage editor that is rated by most as the best in the world.

The cut, paste and copy options are explained below.

Cut

To cut a text fragment, start with selecting it. When the text is selected, you can cut it using one of the following methods:

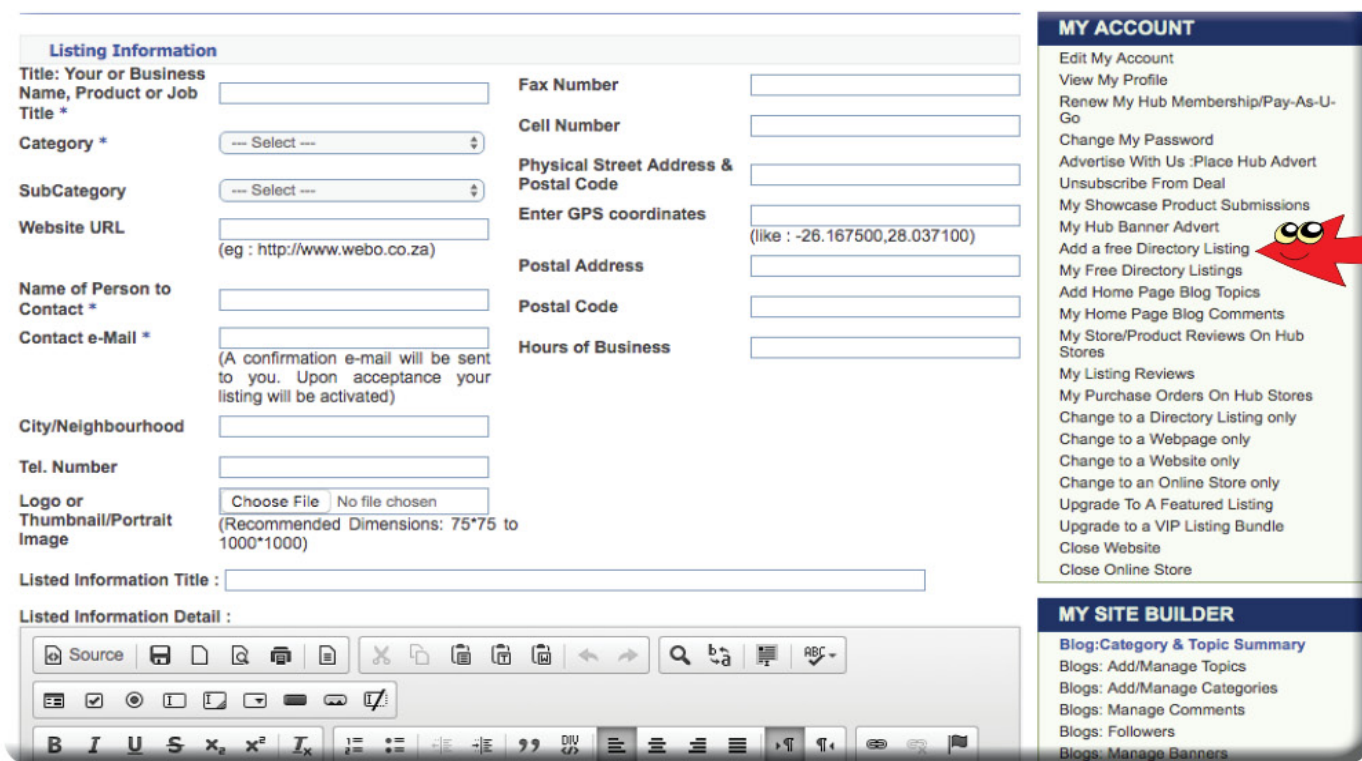
- Press the **C** button on the toolbar.

Why List on the Web Directory

Listings are free and building a Listing, a Communicator, Blog, Website and eCommerce Shop or Product Showcase Window with the WYSIWYG (What You See Is What You Get) Editors & Button Selectors in the Web SaaS toolbox is easy as there is no coding knowledge needed.

To start we will cover some basics. We do not need to cover the complete "How To" here as each option in the Admin Panel of the Member's Portal offers "How To" tips on building the option that you selected. Thus, you should register, login and select an option. The "How To Tips" page will be at the foot of the site builder page that you opened. Please review the Getting Started Guideline which covers the basic steps involved in setting up your site.

Web SaaS subscribers have an option in their Admin Panels to create a Listing (see below). Should a Web SaaS Subscriber wish a Listing Upgrade they should contact us for a free upgrade..



The screenshot displays the 'Listing Information' form in the Admin Panel. The form includes fields for: Title: Your or Business Name, Product or Job Title *; Category * (dropdown); SubCategory (dropdown); Website URL (with example http://www.webo.co.za); Name of Person to Contact *; Contact e-Mail * (with a note: 'A confirmation e-mail will be sent to you. Upon acceptance your listing will be activated'); City/Neighbourhood; Tel. Number; Logo or Thumbnail/Portrait Image (with 'Choose File' button and 'No file chosen' text, and a note: '(Recommended Dimensions: 75*75 to 1000*1000)'); Listed Information Title; and Listed Information Detail. To the right is the 'MY ACCOUNT' menu with options like 'Edit My Account', 'View My Profile', 'Renew My Hub Membership/Pay-As-U-Go', 'Change My Password', 'Advertise With Us :Place Hub Advert', 'Unsubscribe From Deal', 'My Showcase Product Submissions', 'My Hub Banner Advert', 'Add a free Directory Listing' (highlighted with a red arrow), 'My Free Directory Listings', 'Add Home Page Blog Topics', 'My Home Page Blog Comments', 'My Store/Product Reviews On Hub Stores', 'My Listing Reviews', 'My Purchase Orders On Hub Stores', 'Change to a Directory Listing only', 'Change to a Webpage only', 'Change to a Website only', 'Change to an Online Store only', 'Upgrade To A Featured Listing', 'Upgrade to a VIP Listing Bundle', 'Close Website', and 'Close Online Store'. Below the menu is the 'MY SITE BUILDER' section with options like 'Blog:Category & Topic Summary', 'Blogs: Add/Manage Topics', 'Blogs: Add/Manage Categories', 'Blogs: Manage Comments', 'Blogs: Followers', and 'Blogs: Manage Banners'. At the bottom of the form is a rich text editor toolbar.



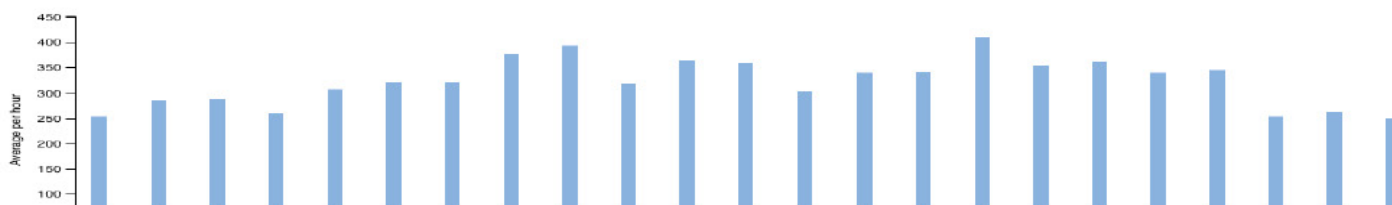
Why list your business on the Web Directory? Online business directories localise the internet and they offer the opportunity to participate in the collective marketing of the directory. Browsers use the directory for various reasons. Search results are limited to listed entities and thus Google Keyword Search or Category Browsing is manageable on a phone. You will only get local relevant results. As an example the http hits on the directory for the past few months have been as follows. As a trend, traffic spikes at month end, but remains relatively constant for other days of the month.

Over time the hits will vary however the general trend can be gleaned for these current statistics.

Http Hits on the Directory Website

Full Month of October 2015	Total: 369,310	11,913 on average per day
Full Month of November 2015	Total: 306,672	10,222 on average per day
Full Month of December 2015	Total: 382,887	12,351 on average per day
Full Month of January 2015	Total: 669,206	21,587 on average per day
To 23 February 2016 (Today)	Total: 369,337	16,058 on average per day
+/- 5 Month Average	Total: 2,097,412 (146 Days)	14,365 on average per day

Average Traffic per Hour



Browsers



We believe that the popularity of the site is because we offer more functionality to Free Listing businesses than is offered by most other online directories that we have found. Those that upgrade to Featured Listing Status will be amazed at the additional functionality that they get. One of these enhancements is the Link and List Communicator.

How to Register for a Listing Upgrade

Web SaaS subscribers will find the option to add free listings in their Admin Panels. For other subscribers please register and navigate to the Directory Home Page desired in your internet browser. There are a variety of registration options. On the directory home page, click on:

FEATURED LISTING

on the horizontal menu bar below the header image and select:

“Get a **FREE Listing or Upgrade** from the options in the dropdown list.”

Fill in your information in the required fields (marked by *) on the Seller Registration webpage. If you do not have an email address, click on the link “Click here to get a Free Google Email Address.” This will redirect you to the Gmail sign up page where you can register for a Gmail email address. The username that you use must be unique on the directory, as must be the e-mail address. The username should be in lower case letters without spaces between the characters. The form populates a database and thus you should not use special characters in these fields, e.g. &,%,\$,@. Baker & Son will be rejected as a Title but BakerAndSon will be accepted.

When you have filled in the form please complete the captcha game to prove that you are not a robot, accept the T's and C's and click SUBMIT. You will be sent an e-mail to verify your e-mail address and when you respond you will be able to login with your e-mail address and password on the Directory Home Page.

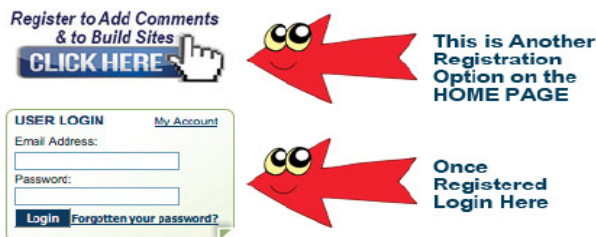
Once you have logged in, select Member's Portal to go to the Admin Panel where you will have the Free Listing options activated. Next, in the **MY ACCOUNT** section select Upgrade to a Featured Listing and follow the checkout options.

Once you have selected your payment method e.g. payment by EFT and you have paid the VIP Listing Enhancements will be activated. Credit card payments are processed immediately. If we do not receive payment within a few days the listing will be deactivated.

Once activated by payment the functionality will be immediately available. If you experience problems contact us.

How to Build your Listing

After registering , go to your Directory Listing and login with your email address and password. Alternatively, Login on the Web Directory Home page - see below.



In the Listed Information Detail section you can type in and style your content.

The width of a free listing page is 400 pixels and that of a Featured Listing is 900 pixels. 900 to 947 Pixels is the normal width of a website page. Many PC's now boast wide screens and where sites are built for these wide screens it can produce an unfriendly phone handset result as the page will be resized to display the wide screen rendering text unreadable. Should you wish to create a wide screen simply create a table that you specify to be as wide as you wish. In these cases you can increase the size of the font used e.g. Verdana 16 which will improve the readability of text on phones.

We use what is arguably the most popular page editor available. It is the CK Editor. In the last row of the Edit Options icons there is a ? Select this option followed by the CKEditor User's Guide option to open the full user manual. If you hover over the icon options you will find that it is mostly self explanatory. In the top row there is a "Paste from Word" option. It is important to use this option as it removes the Word tags. You can also copy and paste from a website.

In the Admin Panel each option has How To Tips at the foot of the page. See the next page. Select and option desired and read the how to tips.

A popular choice for first time users that are experts at Word or PowerPoint is to create a page in Word or in PowerPoint and to save these pages as .jpg images which you load into the CKEditor.



1. Market Research: Profitability, Solutions, Appetite & Dominance potential.

2. Avatar Research: Demographics, Psychographics, Influencers and followers

3. Channels: Sites, Blogs, Apps eg (FB Groups, Twitter, WhatsApp etc) & Social media integration (Image harvesting, #hastagging, etc.)

4. Communicators / Apps: Automate Lead Generation with WhatsGood, Link & List, LPM, Meeting Rooms with chat, private messaging and video conferencing plugins.

5. Attract: Promote Awareness & Interest with Lead Magnets & Offers

6. Engage: Cold eg email, adverts etc & Warm: referrals

7. Sell: Online, Off-line: Fixed Price or Auction Sales

8. Delight: Confirm with on and off line Surveys and Polls

9. Convert: From visitors and bargain hunters to customer

10. Keep: Identify needs by segment, engage and reward loyalty

11. Fans: Grow Turnover & Reward buying more and more often

12. Advisors: Reward writing reviews and sharing which grows reputations

13. Advocates: Reward sharing and commenting which grows awareness

14. Ambassadors: Reward referral effectiveness in growing turnover

15. Build: Build your Brand & Community Relationships

Audience Building

The concept of Give to Get is a foundation stone to lead generation and the conversion of a customer's friends to being loyal customers. Each of the buttons has a role to play in building your audience. What is different is the synergy that arises when you give your customers coupon benefits that relate to deals, competitions, events and more and then invite them to share their rewards with a friend. This stitches together the power of coupon marketing, loyalty programmes and referral campaigns in a way that each option builds on the option before - see below. It's an affordably brilliant concept!



- 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.
- 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 & rewarded.
- Ambassadors e-mail, print and deliver by various means coupon or voucher benefits to friends and business connections and they earn the identical benefit when the friend redeems the coupon or voucher.
- Audiences targeted by customers follow up the offers received and engage with the businesses because they have a credible expectation of being delighted.
- 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.
- 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.

- 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.
- Webo Loyalty Status Levels: Fan Level 1, Fan Level 2, Fan level 3 (Titles can be are customized).
- 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.

Reviews and Information:



A user that selects this option for a listed supplier will be able to read reviews and to add reviews. To add reviews users will be required to open a private account where they can find, edit or delete a review that they have made.

Suppliers will be able to raise an objection for Webo investigation but will not be able to edit a review. Abusive reviews on a listing or on the Webo Directory home page will be deleted.

As was covered above the FREE SPLASH page allows a supplier to enter contact, location and about us information. It is a full webpage that allows for text images and video content. This said, to qualify for a link on a relevant Pocket Advisor the FREE SPLASH PAGE must not contain images, video and product pricing information. The FREE SPLASH PAGE offers quick links and a headline on what they will find if they follow the links.”

Deals Pages:



Deals pages are free standing sales funnel pages that may take the form of a webinar invite, an event invitation, a deal with a link to sign-up or buy now, etc. Deals pages are built by Webo and are fully hosted as PC and Mobi friendly sales pages.

Coupon Deals:



These are online digital coupons that can be presented on phone for redemption or they can be printed for presentation and redemption. The Coupons will be made available on a Webo PC and Mobi Communicator. Every user that claims a coupon can be required to register so as to add their coupons to a private online account that is maintained online for them without charge. Suppliers can have thousands of registered customers with coupon accounts.

Loyalty Programmes:



Webo can create a loyalty programme for the supplier that is based on tier and milestone segmentation. On phone points allocation and redemption is done by appointed administrators. This programme is extensive and is offered as a done for you solution to meet the need for customer retention.

Referral Rewards:



Reputation and referrals have always grown businesses and the L&R Communicator makes it easy to maintain a referral marketing campaign. Again, this is a done for you solution. Advisor, Advocate and Ambassador status is customisable and automated.

WhatsGood



Pocket Advisor

Neighbourhood Info & Deals 4 U

*With Tap-To-Dial Contacts on
What to do, Shopping, The Arts
A Wedding Planner, and more.
I can't wait for the deals &
loyalty points; it's awesome*





Deals & Specials Updated Instantly



WhatsGood Communicator



DIGITAL MARKETING with the WEBO SaaS

LPM INTEGRATION INFOGRAPHIC



We also offer a **Web SaaS** subscription

The SaaS is a DIY Website, Blog, Product Showcase or e-Commerce Store Site/App builder that interfaces with a WhatsGood, Link & List, L&R Communicator and Meetings Communicator that are all integrated with social media. The Web SaaS is also available as a built for you solution.



DEALS & PROMOTIONS 1,1 Specials (Up to 25% Saving) 1,2 Deals (More than 25% Saving) 2,1 Last Minute Specials (Up to 25% Saving) 2,2 Last Minute Deals (More than 25% Saving) 3,1 Combo Package Specials (Up to 25% Saving) 3,2 Combo Package Deals (More than 25% Saving) 4,1 Volume Pricing Specials eg buy 6 & Get 1 Free (Up to 25% Saving) 4,2 Volume Pricing Deals eg Buy one & Get One Free (More than 25% Saving) 5,1 Experiences & Memorable Moments Specials 5,2 Experiences & Memorable Moments Deals 6,1 Retail Seasonal Promotions eg Easter, Winter, Spring & Xmas 6,2 Holiday Promotions eg Mother's day, Father's Day 6,3 Other Promotions eg St Patrick's Day, Valentines Day, Secretaries Day, etc 6,4 Specials Promotions eg Seafood Evening, Spit Roast 6,5 Package Promotions: Anniversary, Birthday etc set menus 6,6 Promotional Days eg Mondays and Tuesdays 6,7 Promotional Types eg Pensioner days, Local Soccer Club Days, etc 6,8 Promotional Events eg 1st Friday of the month buffet dance, etc

COUPON



MARKETING

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

**SETS UP
COUPON
MARKETING
TO ATTRACT
AUDIENCES**

**THE WEBO
LOYALTY &
REFERRAL
APP**

**DRIVES
GROWTH
VIA REFERRALS
BY BRAND
ADVISORS
ADVOCATES &
AMBASSADORS**



LOYALTY

MARKETING

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

**BUILDS
LOYALTY
TO RETAIN
CLIENTS**



REFERRAL

MARKETING

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

Discounting

It's a given, bargains attract bargain hunters. It's also a given that bargain hunting is a sport enjoyed by bargain hunters who are loyal to the sport and not to their prey! Suppliers see the game as offering a few opportunities. Firstly, it can clear end-of-range, end-of-season stocks and stocks needed to be moved to make way for new designs, etc.

When the focus is on the hospitality industry a popular question asked by restaurant owners is "How can I get more people to dine at my restaurant?" For years restaurant owners have wrestled with the pros and cons of coupons. In a restaurant, there is no need to clear stocks as there is in the retail industry. In restaurants, specials are a norm.

Coupon vendors have been at the door of restaurants for years. Many have learnt that deep discounts attract but do not buy loyalty nor profitability. Many coupon vendors require a 50% discount and they charge 25% leaving the restaurant with 25% that often is only paid some months later. The challenge for restaurants has been to restrict coupons so as to leave the opportunity to upsell with starters, desserts and beverages. The thinking around restaurant coupon vending is that diners will try the cuisine and return. Most have found this to be wishful thinking.

Pros of Restaurant Coupons

Coupons have been in the marketplace since the late 1800s when Coka-Cola hand wrote millions of coupons and in the process grew the business from tiny to national in the USA. This fact embodies the desire that restaurants have which is to get diners to try the menu, get hooked and return. It can happen but really does.

The challenge with coupons is that today they are digital and controlling the distribution is difficult but it can be done by advanced management systems.

Cons of Restaurant Coupons

The first is profitability or the lack of it. When you sell at a loss no amount of volume will fix it. Waitrons earn less in tips and may leave and if you do not have an advanced management system you could flood the market with more coupons than you wanted to.

When a clothing store has a sale or when it offers deals and discounts there is no expectation that the sale pricing will endure. In the restaurant business consistently discounting by way of coupons or specials can alter the perception that diners have of your brand. They could come to expect deeply discounted specials as the discount will not be seen as a reward but as a norm!

The Alternative to Conventional Retail & Restaurant Coupons

Loyalty & Referral Marketing Programmes

When an established customer is rewarded with a coupon for doing something or for reaching a set milestone it is seen as a benefit and it does not negatively impact the perception of the brand. When this customer enjoys the right to share the benefit with a friend/s or business connection/s they will boost their reputation/popularity and they will feel good. The recipient of the gifted coupon will not have brand perceptions as they will attribute their "luck" to the generosity of the friend or connection.

The same thinking applies to referral programmes designed to boost reputation and referrals which have always grown businesses. Writing reviews/testimonials and making it easy to do and rewarding is the key to growing reputations. Making social sharing easy and rewarding will grow referrals.

Giving people something to share is the key. It rewards them for spreading the word.

It should be noted that niche-specific, coupons relevant to loyal customers that are shareable are a completely different story. They brilliantly give customers something that is easily sharable and easily understood.

Understanding who your customers are, what your products mean to them and what they want from you is key to customer retention/loyalty. In short, delighted customers are likely to be loyal.

Customer demographics are likely to play a huge role in finding what they need and desire. Examples include; age, gender, marital status, children (if any), occupation, income, education, disabilities, etc

Customer psychographics too plays a role in defining desired target markets. Matters such as habits, hobbies, values, interests and behaviours. Preferred activities (dancing, parachuting), entertainment (eg movie lovers vs sports addicts), food (eg vegetarian, healthy, convenience), drink (only non-alcoholic drinks, no fizzy drinks) and politics. Sources of joy, pleasure, delight, happiness, excitement, hope, affection, amusement, interest and surprise.

Generally, people buy to solve problems, to meet aspirations, to feed emotional drivers and more.

Understanding the demographics and psychographics are key to defining target markets but as importantly they are key to customer segmentation, retention and segmentation.

Loyalty programmes are often based on sales volume. This is likely as it has been the foundation for loyalty programmes for decades. Consider using demographics and psychographics to segment customers to enable targeted reward relevancy and use milestone rewards to rank and reward customers for purchases in each segment.

The seamless integration of coupon, loyalty and referral marketing creates the synergy that underlies the success of the strategy. It makes referral rewards an integrated part of the customer experience as it enables it to be seen to reward customers for their support rather than it being seen as a "beneficial evil!"

Referral tactic variation not only keeps it dynamic but it maintains interest. Refer-a-friend, two-way and mention-me campaigns, as well as VIP events, early access to sales and new product launches, etc, enables one to maintain interest while maintaining engagement.

Conclusion

In short, the integration of Coupon, Loyalty, and Referral marketing as engineered by Webo is like no other. We call it Hamburger Marketing!