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Q: Why should I read this Digital Marketing eBook?

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

Q: Who should read this Digital Marketing eBook?

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

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

Reward Structuring with the Webto SaaS

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.webo.directory/register.php?opt=Seller>

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/storewebpage.php?catID=580>

2 REWARD GUIDELINES

Guidelines to Reward Programme Impact & Outcome Success:

Programmes should be easily 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. 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.

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,
- 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 lost)
- Researching your Key Performance Indicators will inform performance monitoring needs.

3 REWARD OPTIONS 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 week-end 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 competition 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.

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:

In the area of services that relate to professional advice, beauty therapy, legal, wardrobe makeover, landscaping, 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.

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, 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. Some 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.

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 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. Statistically 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 Webbo 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 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:

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.

Small Indulgences:

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,
- Tier Names (Team, VIP, Elite), (Social Elite, VIP, Exec), (Player, Star, Captain),
- Certification,
- 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 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.

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. In this example a legal firm would be able to structure rewards with more precision than with a programme based on 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 mag 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.


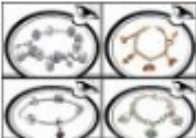


Value Added Services:

Expedited Delivery, Improved VIP Service with Dedicated / Personal assistants, extended returns or returns collection (phone and we'll collect & pass a credit).

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.

4 JEWELLERY STORE DEMO

 Read More	<div>Claim Your Status Upgrade</div> <div>Add a review<div>Share / Save</div></div> <div>GFJ Brand Ambassador Something Borrowed Jewellery Box</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>FREE 5 Charm Friendship Bracelet</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>ReviewsShare / Save</div></div> <div>Vote for a preferred Spring Promotion Pendant</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>#GFJhi5 Xmas Tree Competition</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"/>	<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.

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

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

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.

5 DECOR STORE DEMO

Living Spaces	
 Read More	<div>Claim Your Status Upgrade</div> <div>Add a review Reviews Share / Save f t s</div> <div>Pre-Order Coupon for this Blue Velvet Sofa.</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 Share / Save f t s</div> <div>Sofa: R10,500 OFF Coupon Deal</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 Share / Save f t s</div> <div>Sofa: R8,000 OFF Coupon Deal</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 Share / Save f t s</div> <div>Sofa Chair: R3,400 OFF Coupon Deal</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:


[CLOSE](#)
[DOWNLOAD IT](#)
[PRINT IT](#)
[MY ACCOUNT](#)
[ADD TO MY ACCOUNT FOR LATER USE](#)
[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.

6 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.

The One Page Summary

Coupon on Phone

1. Get the App URL or Scan the QR code

2. On Phone: Add to Home Screen

IOS: Add to Home Screen
Android: Add to Home Screen

3. Tap the App Button on Phone to Open

4. Sign In or Sign Up & Select a Deal: tap GET

5. Pay Admin Fee (if needed) online

6. Print & Present Coupon is an Option

A Printed Coupon Is An Option

7. Hand Phone or the Printout to Seller

8. Seller enters PIN on Phone. That's it!



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: Webo 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.webo.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.

7 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 marketing 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, that is subject to validity confirmation at the time of redemption and which offers 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.

Interim 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	
19	
20	
21	
22	
23	
24	
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 room 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.

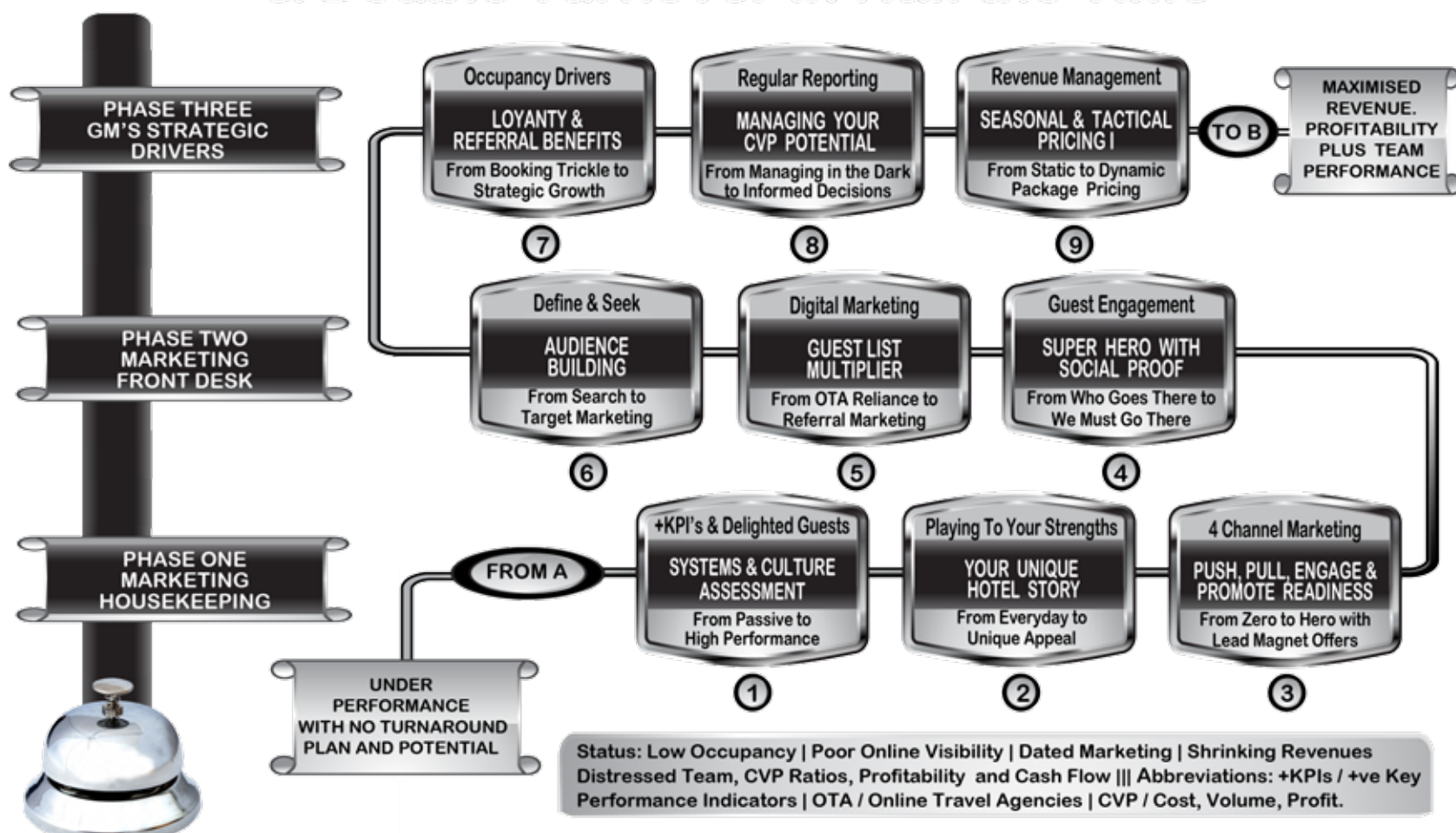
All images are indicative and may not be specifically representative.

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.

REWARD STRUCTURING with the Web SaaS Version 1-1 Page 18

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](#)



8 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>

9 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 Webo 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 Webo 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>



10 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>The Goodmans Wedding Planner App</p> <p>This App is a Reward for Adding a Review: Open, Add to Home Screen & 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>Legal Links</p> <p>This App is Reserved for our Corporate Clients: Open, Add to Home Screen & Tap to View</p> <p>To Start: Sign Up or Sign In</p> <p>Next: Click to Show Online or Download Print Version</p> <p>Alternatively: See it in My Account</p> 
--	--

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 !

Information Product Examples



<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 court reference packs linking hundreds of documents.

11 INTERNATIONAL EXAMPLES



1887

GIVE A GLASS OF COKE

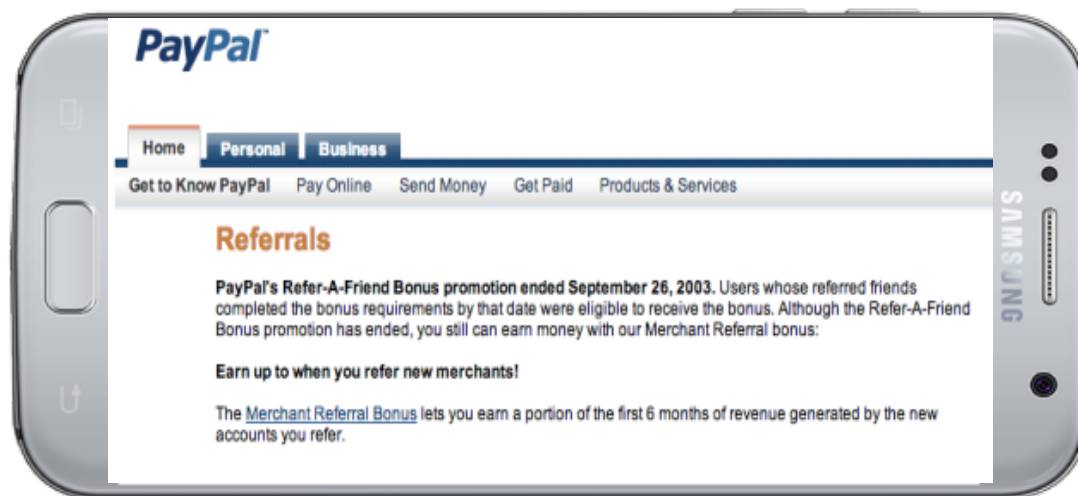
Asa Candler's coupon idea transformed Coca-Cola from an insignificant tonic into a market-dominating drink. His hand-written tickets offered consumers a free glass of Coca-Cola & by 1913 8,500,000 free drinks made Coca-Cola a national craze in the USA.



GIVE A CHORE!

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

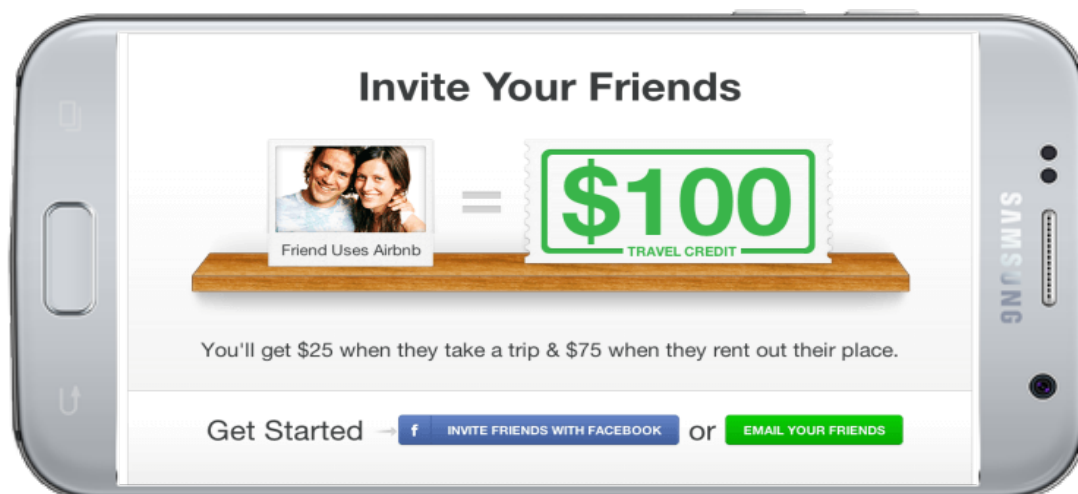
- Good for one hug!
- I'll do the housework for a day next week-end.
- One day of garden chores!



2003

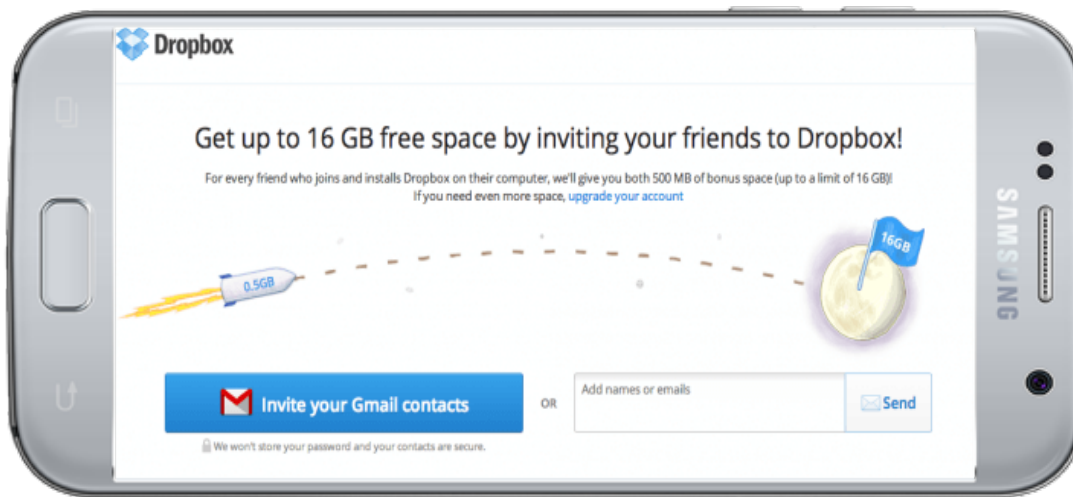
EARN A % AS A CASHBACK

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.

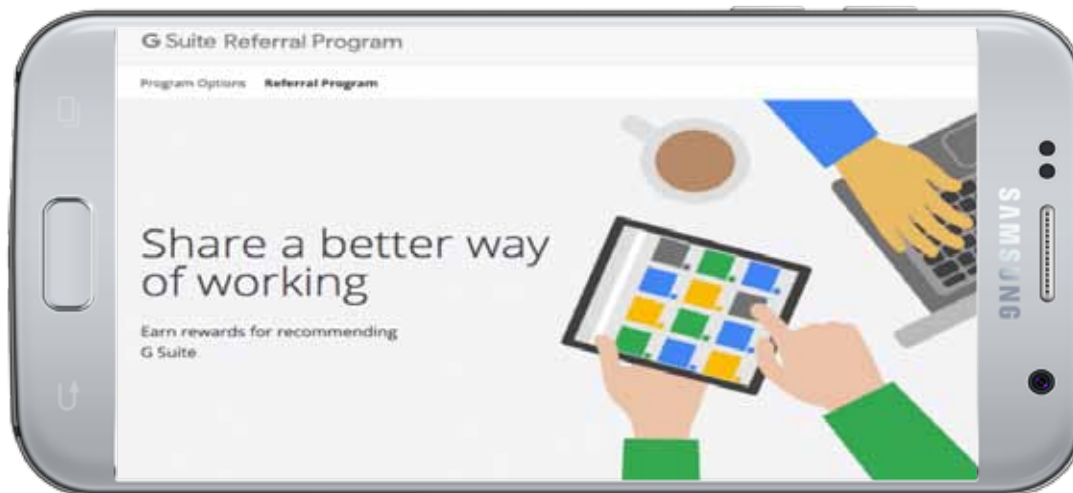
2012: SHARE YOUR CODE

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!



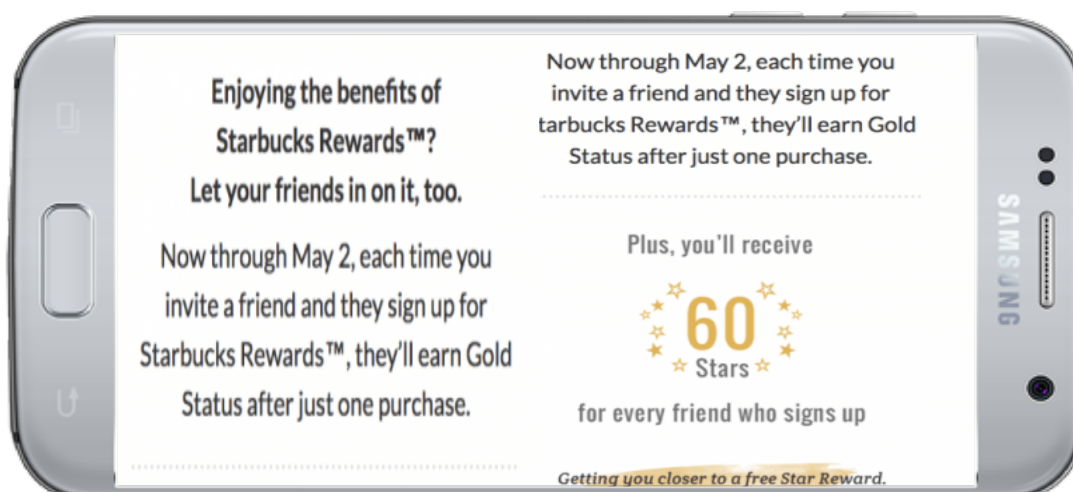
EARN A CASHBACK

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

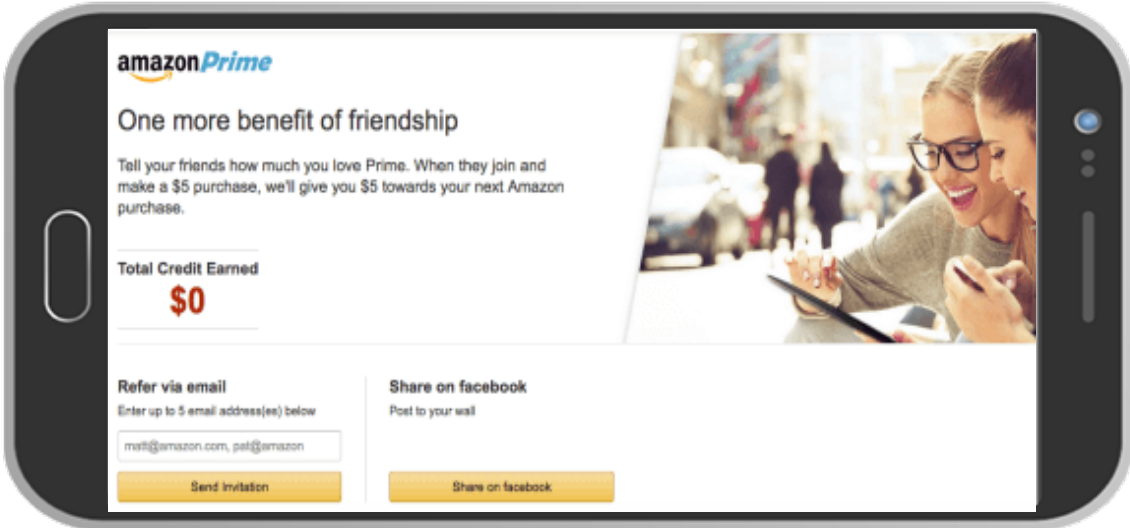
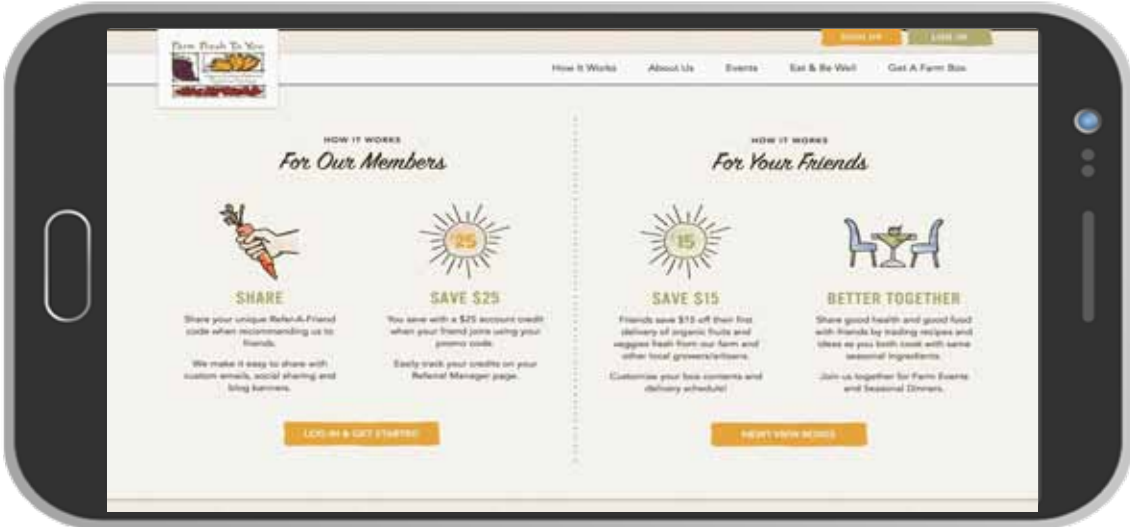
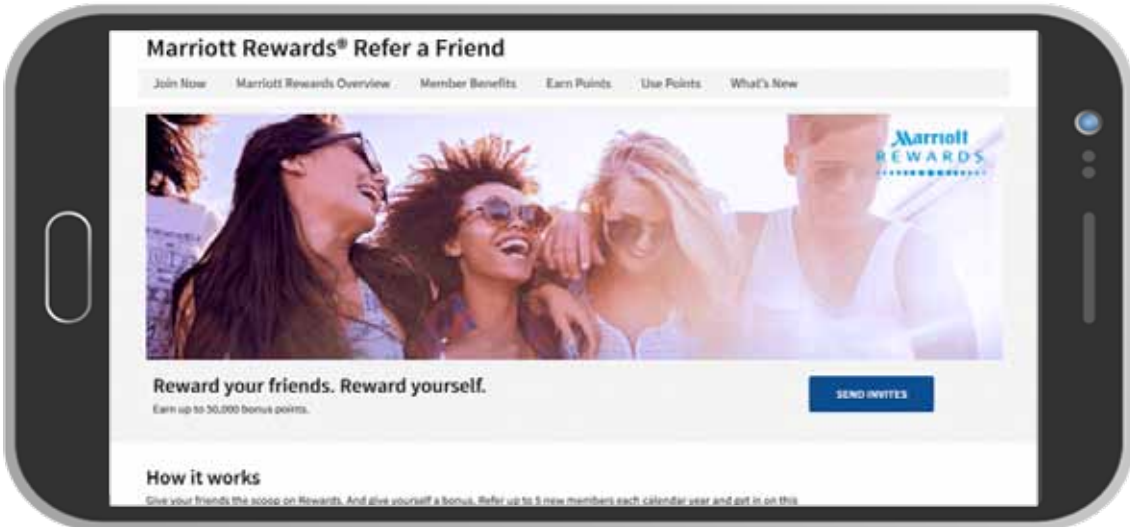
Prime Members are a segmented group of customers who spend 2x more than others & who order more often.

- 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.

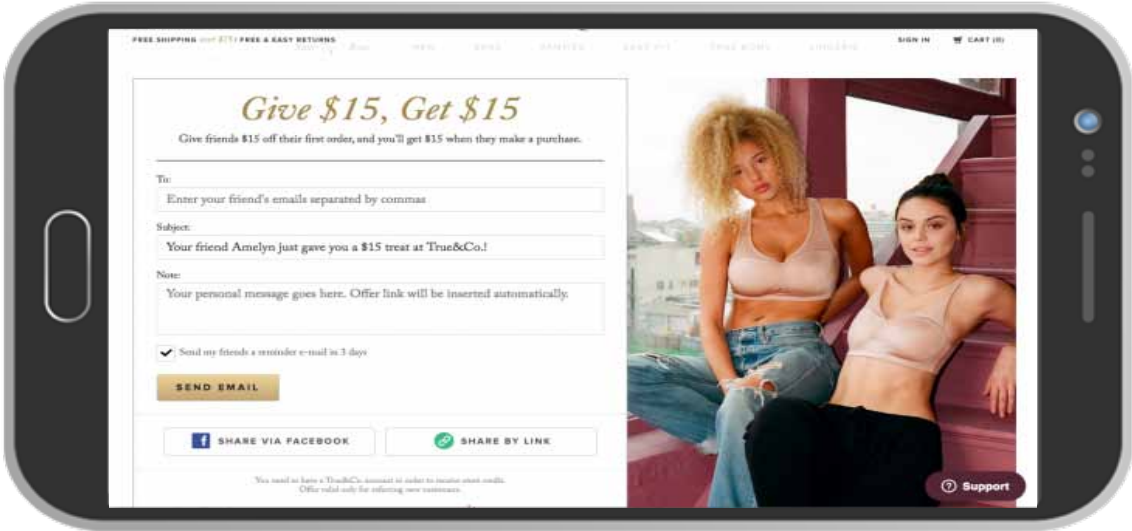
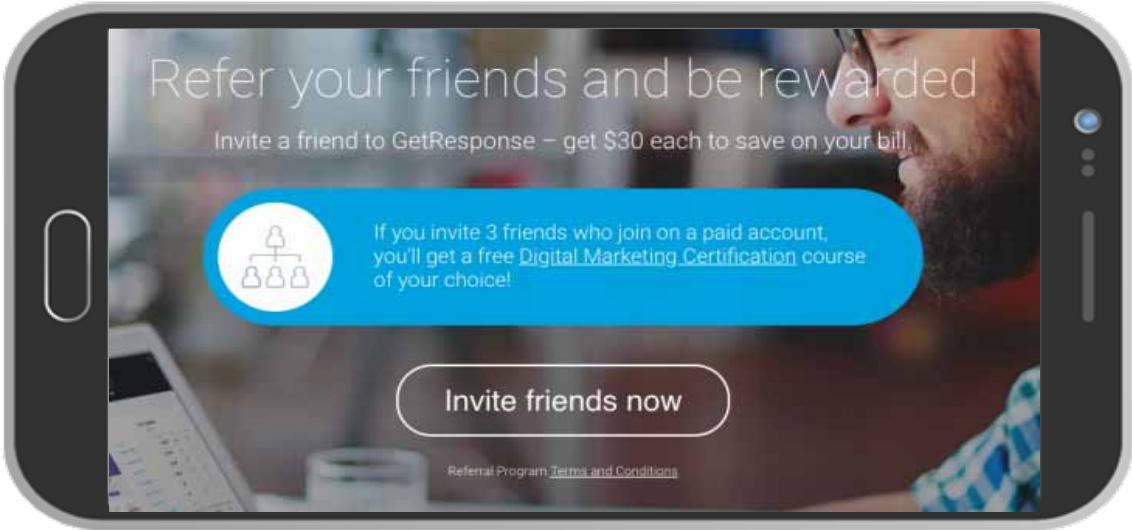
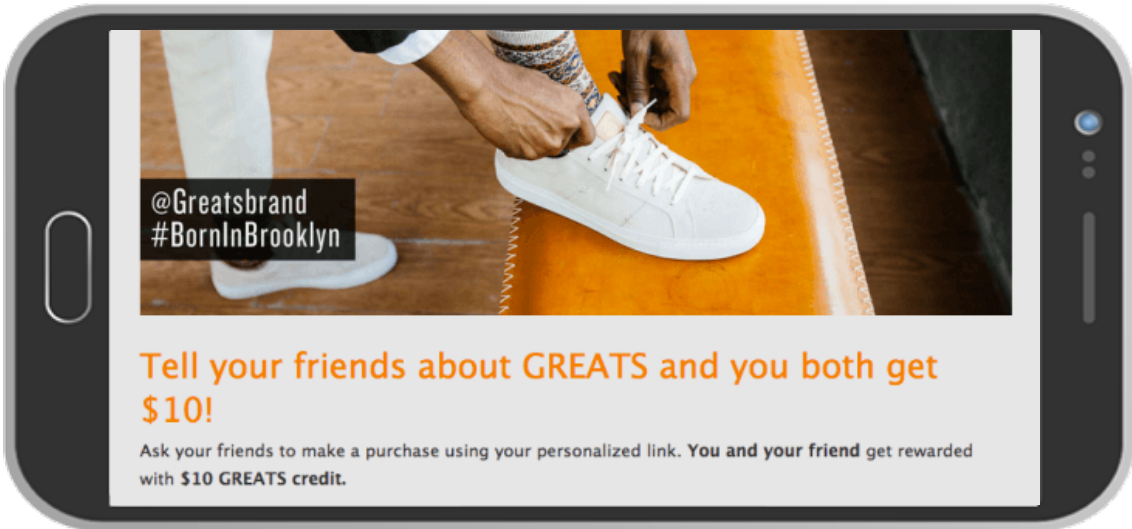
They believe that:
Easy to share
=’s
Referral program
success.

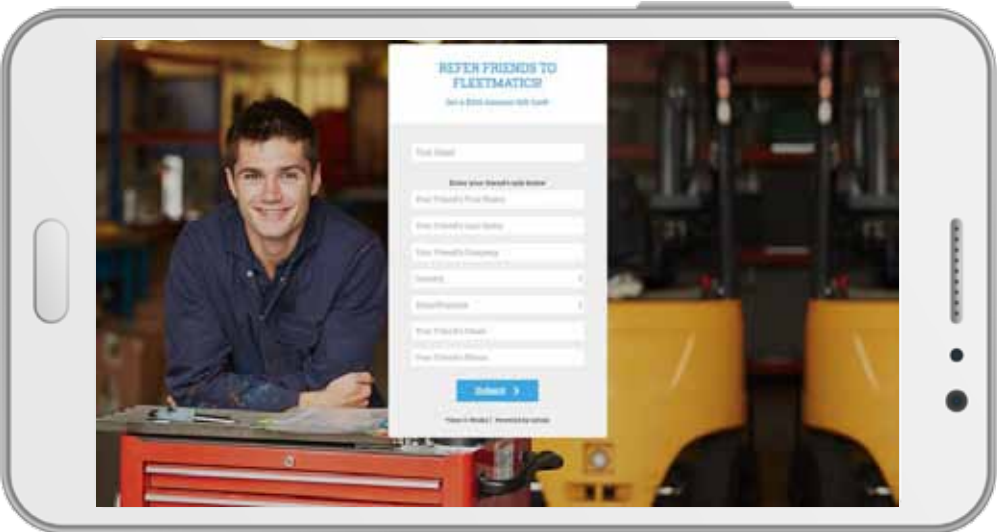
LEESA
MATTRESSES

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.

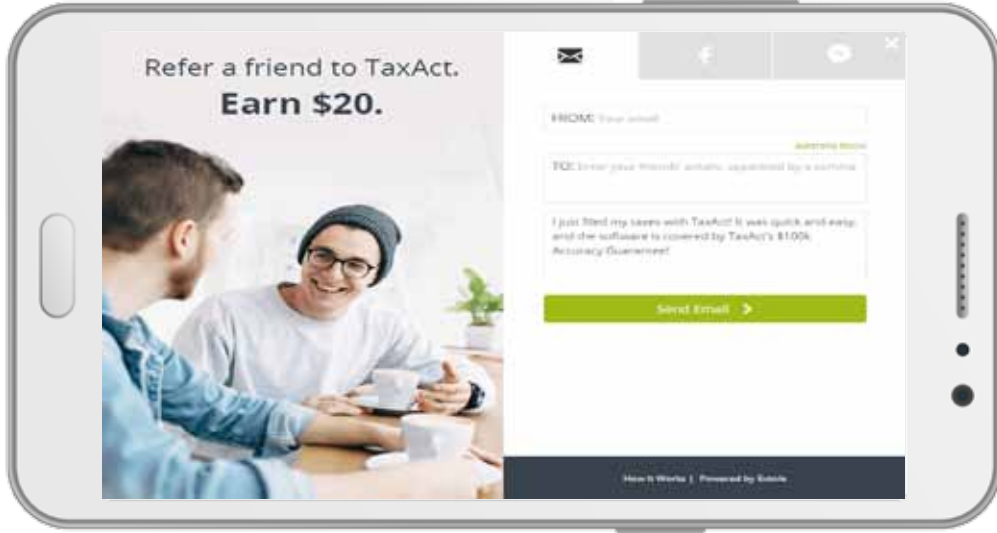
Consider a Buddy Deal with a Local Retailer who provides you with Gift Cards at a discount!



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.

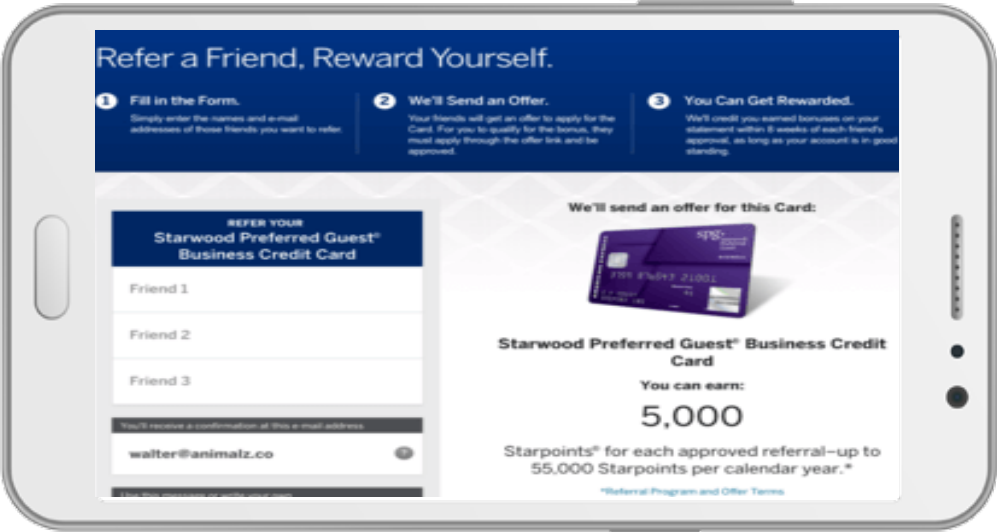
The T's & C's give the detail.



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

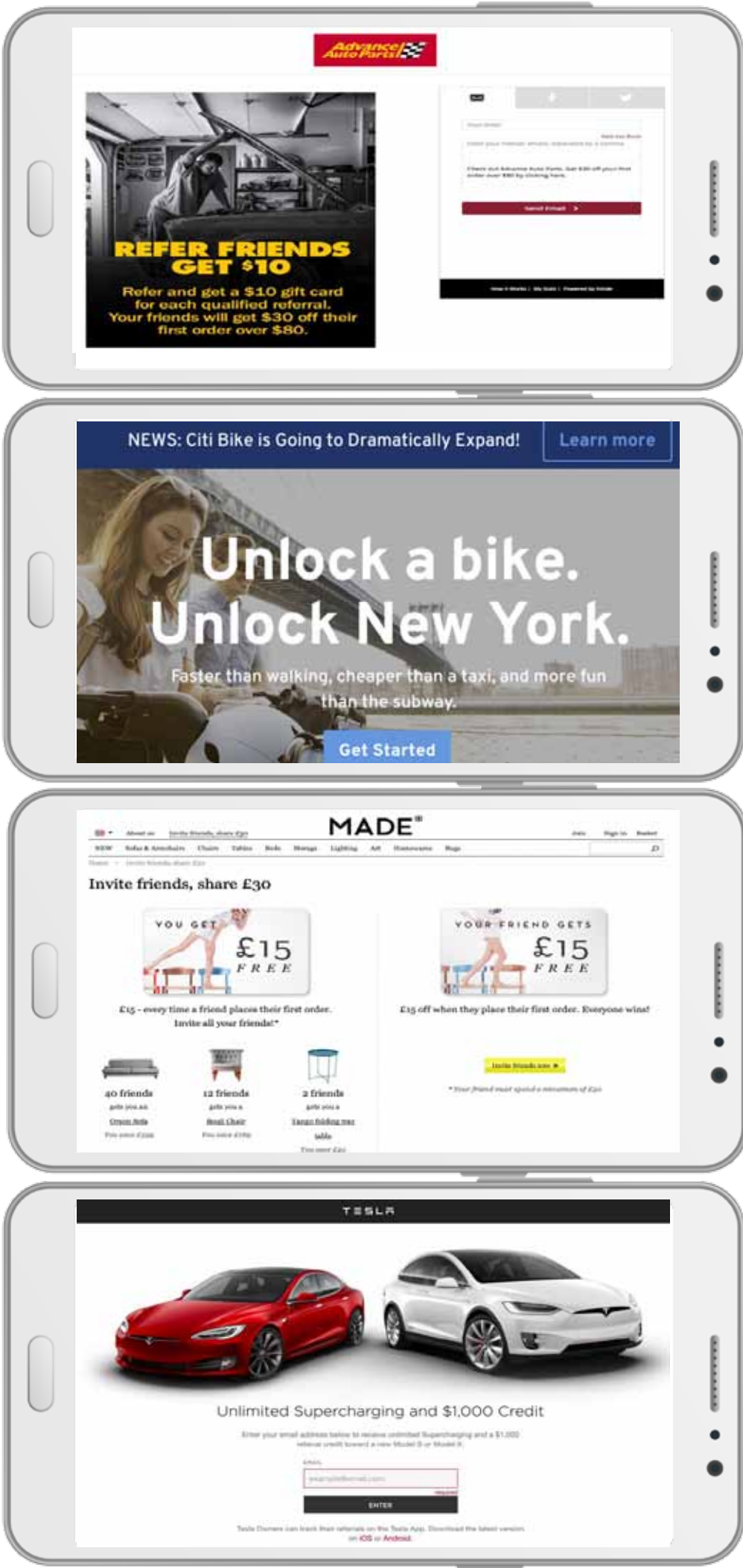
Refer 2 friends and get a foldable tray, a chair for 12 referrals and get a sofa for 40 referrals.

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

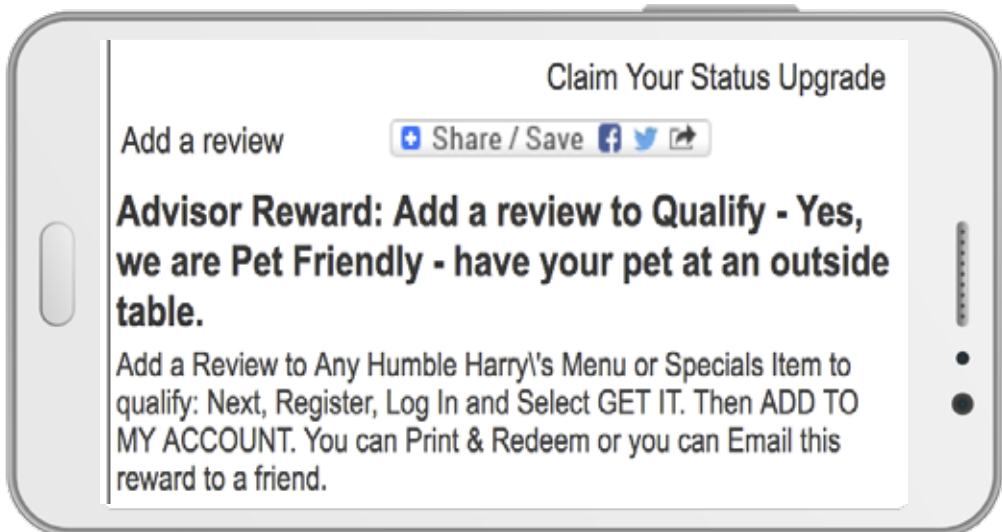
NICHE CAR SALES: TESLA

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.



12 WEBO EXAMPLES



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.



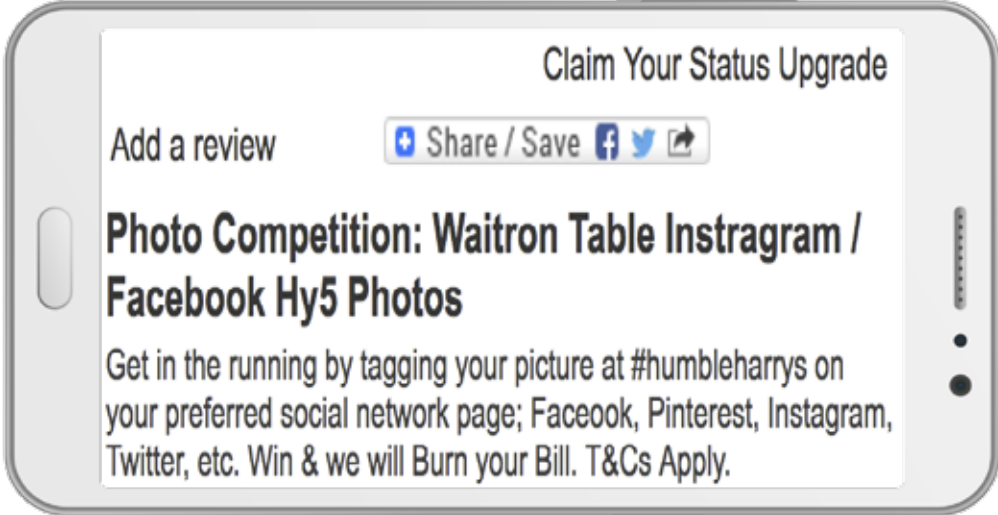
SLOW DAY TREATMENT SPECIAL

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

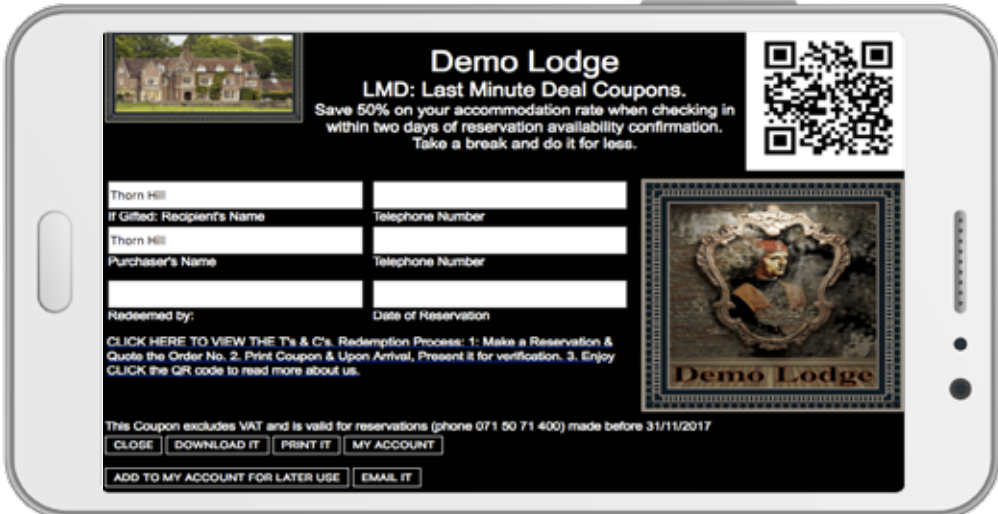
Hire three suits
and
Refer a Friend
You'll ALL get a
shirt and tie
free.

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.*

**FORMALADVOCACY
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**

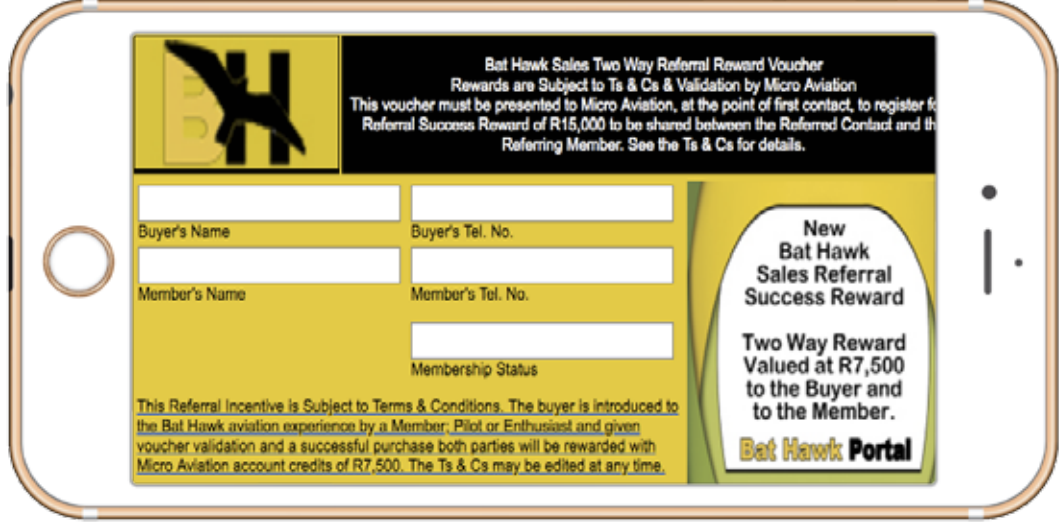
Volume Based
Monetary Reward



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 Use: Office Use
	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.



10 PRETZELS & TWO BEERS

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.





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.

13 FORMAT & REDEMPTION



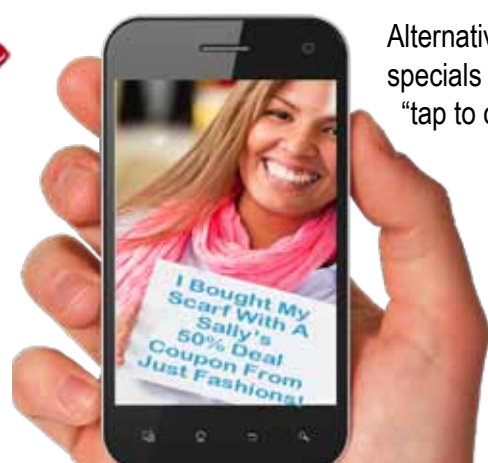
All tickets, coupons and vouchers can be set up to be print and present or they can be presented online on phone, iPad, tablet or on a PC in the Restaurant.



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



14 FREQUENTLY ASKED QUESTIONS



Q: What do delighted customers appreciate about your products or services?

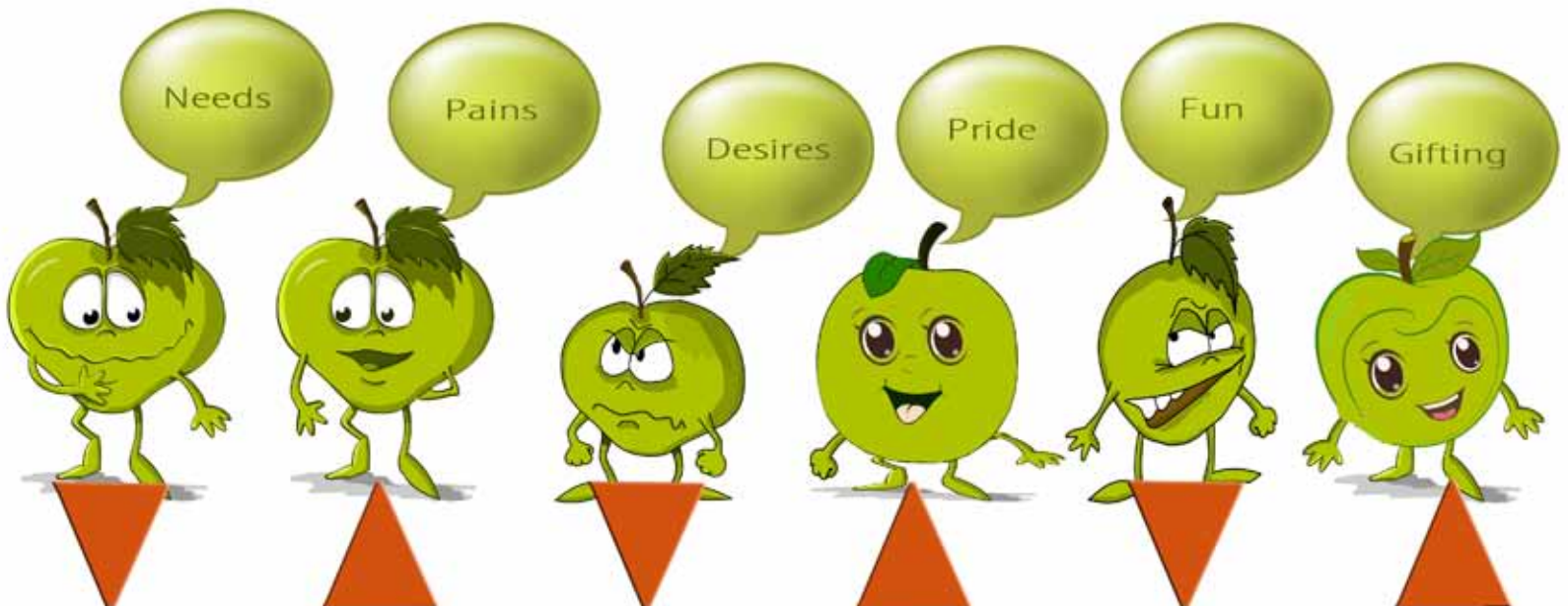
A: Often, it is the little things that count. Phone response rate, being greeted by name, being consulted about your needs, etc.

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



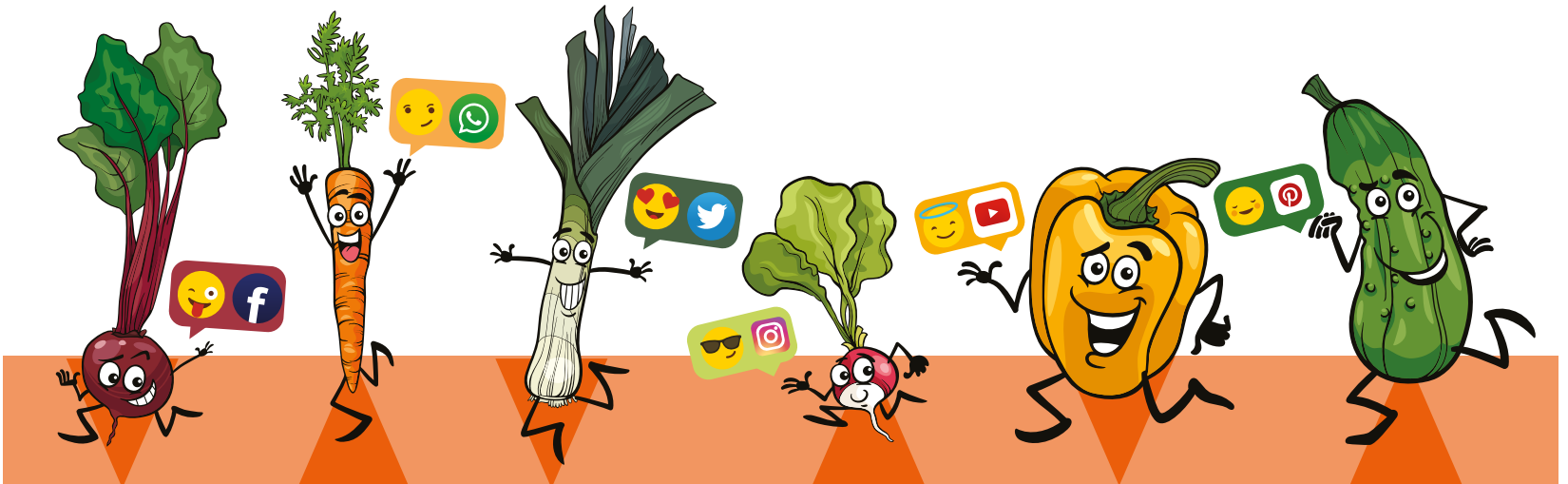


Q: How many customer segments should I have?

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



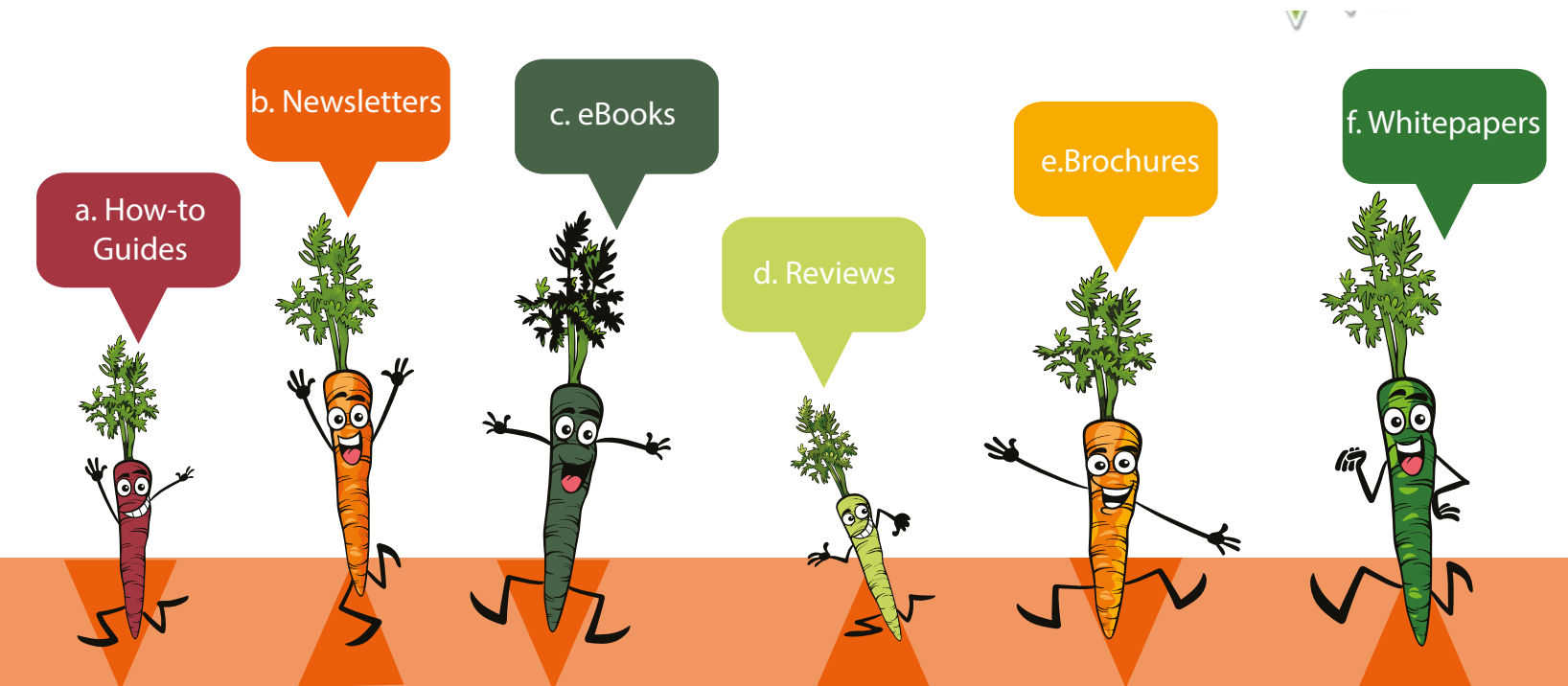


Q: I believe that financial rewards that have a monetary value are often less preferred than rewards that do not have an obvious monetary value. Is this true and what are non-monetary rewards?

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**

15 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.



16 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 quizz. Link to try it and get access to receive the views, you’ll be surprised.”
- eg 6 - “I know you love Sally’s Seafood Restaurant as much as I do. Join me as an Ambassador and get rewarded for spreading the word. You will not have to qualify as I can share my status.”

17 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

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

Web0 Digital

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