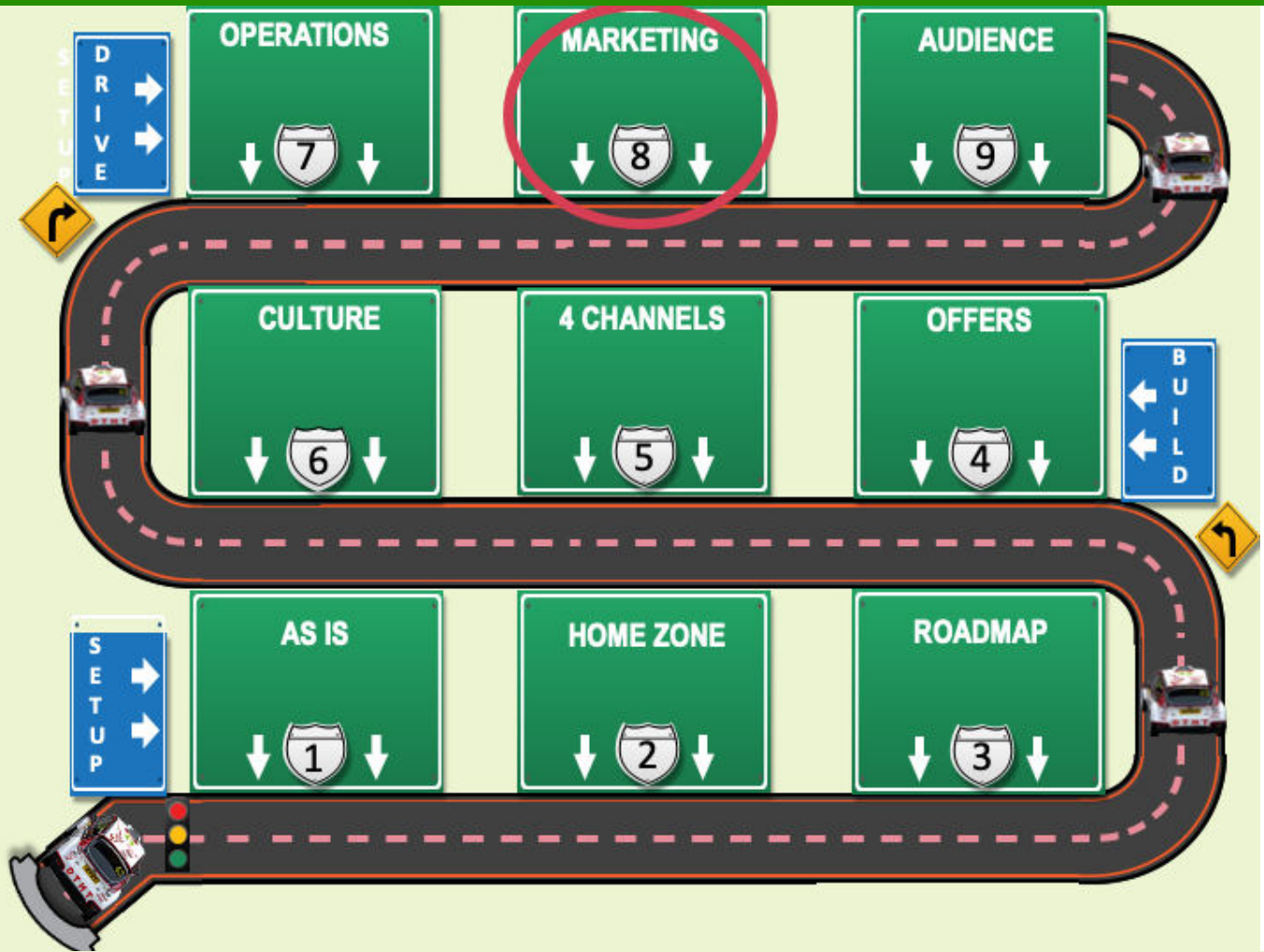


Chapter 9: DTHT ROADMAP | Marketing | Drive Phase 3 - Step 8



The Focus of Stage 8

is on getting your customers to grow your business
by buying more and more often.

CHAPTER 9: MARKETING

9.1 MARKETING OPTIONS

There are a number of options for online marketing including:

- **Search Engine Marketing**
 - Search Engine Optimization to secure a high search engine result ranking
 - Pay Per Click (PPC) to secure a high ranking by out bidding others for the top spot on a search engine results page.
 - Users search for keywords or for answers to keyword phrases.
 - The Search Engines rank results on the basis of relevance, popularity and a variety of ever changing criteria embedded in an undisclosed algorithm.
 - Search Engine Marketing works given that there is demand that can be reached at a positive ROI.
- **Email Marketing**
 - Blast campaigns to purchased email lists are a thing of the past due to legislative and regulatory changes.
 - Communicating with Opt-in customer lists that meet the requirements of the POPI Act and European GDPR requirements are still viable however customers need to be canvassed and better still, they should have the option to opt-in to e-mail correspondence.
- **SMS Marketing**
 - One to one or one to many via bulk SMS.
 - Opt-in and opt-out management is required to meet privacy requirements and while it is not free, it is easy to use.
- **WhatsApp Marketing**
 - Group Chat between the whole group or between Admin users.
 - The group size is restricted to 256 users.
 - Group list sharing, as it is a collective platform, is a given. Sharing your customer list & phone number may be a negative.
- **Content Marketing**
 - Above all the content must be: fresh, relevant to targeted audiences, an interesting story and the presentation needs to be appealing.
 - Content presentation options include:
 - Apps, Articles, Blogs
 - Case Studies, Books
 - Flipbooks, Infographics

- Landing Pages, Newsletters
 - Online Magazines
 - Online Press Releases
 - Online Reviews, Online Testimonials
 - Podcasts, Reports, Slide Sharing
 - Social Media Pages
 - Tagged Images
 - Videos, Webinars and White papers
- **Social Media Marketing**
 - Success lies in the ability to get audiences to connect, look and to chat.
 - To achieve this you need to market to demand or to create demand by addressing solutions to targeted pain, problems or frustrations.
 - **Affiliate Marketing**
 - Marketing is outsourced to Affiliates who market for a success fee.
 - **Associate Appointments**
 - Brand distributors or agents are appointed as independent suppliers of services within a formal referral supply chain.
 - **Referral Marketing**
 - The professions and other service providers have always primarily grown by Reputation and Referral.
 - Done right: Referral Marketing can Build Reputations and Accelerate Referrals.
 - Success lies in the ability to Attract, Delight and offer relevant/valued Rewards.

Objective

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

We have used as our illustrative example "Sally's Seafood Restaurant" which is a Webto Demo Site.

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

Definition

"Referral marketing is a structured and systematic process to maximize word-of-mouth potential." According to *Wikipedia*.

"Referral marketing does this by encouraging, informing, promoting and rewarding customers and contacts to think and talk as much as possible about their supplier, their company, product and service, and the value and benefit the supplier brings to them and people they know. Referral marketing takes word-of-mouth from the spontaneous situation to one where maximum referrals are generated." Engaged customers who, buy more and promote more are at the heart of Referral Marketing.

9.2 THE WEBO LPM & SAAS PACKAGE Software as a Service

The LPM (Loyalty Programme Marketing) / eMarketing package includes a coupon, loyalty, referral and four channel digital marketing toolset. It is hosted on the Webo servers in the USA with, 24/7 malware monitoring, cloud proxy firewalls and daily enterprise backups. Customers subscribe and receive our support in customising our tried and tested frameworks to implement a Digital Marketing Strategy to double turnover in half the time. We, at Webo, built the SaaS as we are digital marketing strategists who needed the tools to get SMEs found.

The LPM SaaS is on the Webo Directory. If you decide to go online using the Webo site builders you will have your own URL and a Directory URL. It is like having a shop in a mall where there is passing traffic. It can be another outlet for your products or it can be the only outlet. It is akin to selling product on eBay, Amazon or another online marketplace. The Webo SaaS is the most comprehensive directory site builder in the world. You are unlikely to use most of the functionality but you are likely to find what you need. It is all about options and the support you will get to get your business growing.

The SaaS enables:

- a variety of Communicator Apps,
- blogs
- Social Media Integration
- Coupon, Loyalty and Referral Marketing
- the building of eCommerce platforms,
- online meeting rooms and online meeting packs,
- online workrooms with online data storage,
- staff showcases, and advanced knowledge management hubs for thousands of staff,
- online podcasts
- Online video replays With video and image libraries,
- slide show and eBook presenters
- briefing rooms
- video conference plug-ins
- every customer of a SaaS member gets their own private membership account and more.



Is your business on your way: From 1 to 2 to 3?

Google use overall importance with query-specific relevance to be able to put the most relevant and reliable results first. To determine page importance they use what they call Page Rank to examine the entire link structure of the web. What this means is that they use a formula. A formula that is uncompromised by attempts to enable it to be dictated to. What is known is that links are analysed to assess the number of relevant sites that link to your site. The more sites that link to yours the better will be the ranking that you are accorded. All too often the process of optimization will replace the common CLICK HERE link terminology with a more keyword specific link. By incorporating keywords in the link the quality of the link is improved as the query for this keyword is more likely to have relevance. The reality is that big business has the edge.

Next Google analyses what they call Hypertext-Matching Analysis. Here they analyse a page and the surrounding pages to assess the overall theme as being relevant to the queried keyword search. To score well here you will have to test the optimization of related keyword themes on surrounding pages to be able to validate the impact of each chosen related but different keyword theme on a surrounding page. The end result is that you need to think of groups of pages with common and supporting themes to achieve high page ranking. Individually themed webpages are easily assessed; they will not on their own offer a high page ranking opportunity.

Another useful tactic, for those that do not have search engine description and title enablers (Meta Tag builders) embedded in their websites, is to use a plug-in such as Platinum SEO Pack or Yoast SEO. These plug-ins will create Search Engine friendly titles and descriptions with the added advantage that you will be able to "craft" the wording for the Search Engine's search result. If you do have an enabler it is not a bad idea to get the plug-in anyway as it opens the opportunity for a variant description and title to be submitted that targets a similar but different keyword or keyword phrase. We have discussed the importance of using H1,H2 etc headings that are keyword rich. The search engines draw relative keyword importance from the fact that the keywords appear in the defined article headings. Another matter that draws attention is the use of anchor text. Anchor text are the words or phrase that are highlighted so as to indicate that these words are a link to content elsewhere on the page. Given that keywords are linked to content it adds credibility to the fact that the keywords are meaningfully covered in the content.

As a part of the SEO work done page tactics should be audited/reviewed. Page tactics used may have legitimate intent but they should be reviewed for relevance and acceptability.

- Cloaking; when one URL is used to disguise the true identity of a destination URL. The cloaked domain displays instead of the true URL identity of the site. Cloaking should be discouraged.
- Hiding text. Here text is set to be the same colour as the page background. Often it is for a very legitimate purpose that text is hidden however as it is subject to abuse it should be removed as a part of the optimization process.
- Check and ensure that there are no malicious misleading redirections to say fake websites that mirror legitimate destinations for phishing or other purposes. These may have been added by a hacker and an audit of your site is encouraged.
- Websites should have enough pages so as to establish a theme. To do this six or seven webpages with at least a couple of hundred words on each are needed to be assessed as relevant by search

engines. In so doing ensure that there is no duplication as this may result in an SEO down rating.

- Check the use of doorway pages; these redirect users often without them knowing to alternative destinations for, at best, dubious reasons.
- The use of what are termed Black Hat SEO versus White-Hat SEO. In summary Black-Hat techniques are classified as cheating and the use thereof is likely to result in being banned or blacklisted.
- Limit or avoid the use of Flash on pages. The search engines cannot analyse it and they may down rank your site because of it.
- Do not use welcome pages that then link to follow-on pages but do offer a link directory or link lists to other relevant websites such as it offered in the www.Webo.Directory site builder.
- The hosting company that you use and it's reliability and credibility for not hosting spammers and others that utilise dubious methods and engage in illegitimate pursuits.
- Use site builders that allow you to view source code. In doing this you will be able to determine if there are huge quantities of hidden and irrelevant code that is frowned upon by search engines.
- The loading of large quantities of keywords in HTML Meta Tags will also result in your site being down ranked. Optimise the site to a small number of relevant keywords.
- Search engines cannot read images but they can read text descriptions. Often these descriptions are not provided which results in a site not being optimised.
- Search engines have difficulty in reading certain special characters. Special characters should be avoided in headings, page names and in page URLs. The following should be avoided in most of these circumstances: ampersand (&), dollar sign (\$), equals sign (=), percent sign (%) and question mark (?).
- Being listed in relevant categories in Internet directories will be taken to be relevant links that will enhance page ranking. Links to these sites can be inbound and outbound.
- Websites should be submitted to relevant search engines once optimization is complete and submission should not be done too frequently.
- The reality is that for most neighbourhood websites the likelihood of generating the hundreds of in and outbound links to boost page ranking in a meaningful manner makes this endeavour somewhat futile. For those that want to persist the investment in a SEO software package or the use of a specialist consultant may be a sound idea. Many merchants in this category rely on alternative methods of deriving website traffic such as from affiliate marketers, local directories and direct marketing to target markets. The strength of the www.Webo.Directory directory is an example of an alternative approach to deriving website traffic.

Given the time, you will be able to find many more guidelines to enhancing SEO. My view is that it is not actually that complex. Once you gain an understanding of what the goals are you will be able to achieve the desired results without becoming harassed by detail. One more time; sink or swim. Reduced to a micro series of steps, how to swim, may just sink you! Understand the concept and you will do it without being aware of of the complexity of "the how" at a micro level. Search engines thrive on text; text that contains searchable keywords within relevant, quality stories that have an interest value. For the small local business my suggestion is that you focus on a few manageable things.

- Creating valuable keyword rich content that is relevant to popular keywords for your subject matter.
- Adhere to Internet/Web standards (e.g. W3C) and ensure that you do not embark on undesirable practices. Use coded headings, sub headings and describe images.
- Build inbound links by appointing affiliates, networking with relevant other sites such as directories where you list in relevant categories and by affordably running PPC advertising campaigns that offer sustainable profitability.

Should you do the above, the crawlers that the search engines send out, will find your site and when there they will find what they need to offer relevant search results to answer user search queries. It is difficult to compete with big business SEO budgets but done right small business can dramatically improve their ranking. Small business have a big advantage that they can use which is their reach into local markets.



9.3 COUPON VENDORS

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

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

On the other hand, the exact same coupons offered via coupon vendors when offered as rewards to or by loyal customers will have different objectives and will achieve different results. Simply put, reward discounting builds appreciation and relationships without undermining value. Deeply discounted vendor coupons cheapen brands and lead to discounted pricing expectations. Building customer loyalty is crucial to getting an effective win-win referral marketing campaign off the ground.

9.4 CUSTOMER SEGMENTATION

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

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

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

Coupon Marketing With The Web eMarketing Software Enablers

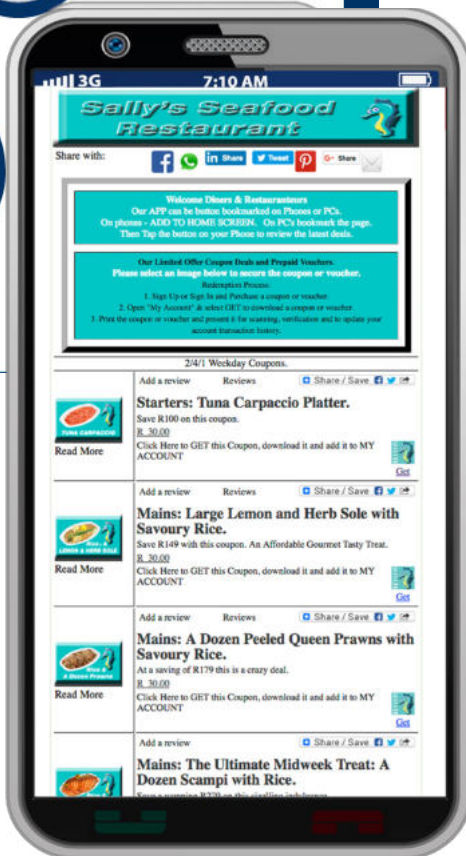
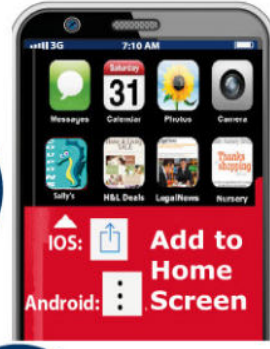
The One Page Summary



Coupon on Phone



A Printed Coupon Is An Option



Why Use The Web Site Builder? eBusiness with eCommerce & eMarketing To Get Found - It Just Works - Ask Us How



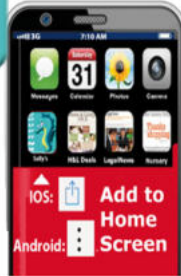
On Phone Coupons or Print & Present



eBusiness levels the playing field
 Websites - Your Value Proposition
 Blogs - Engage & Communicate
 Online Meeting Rooms - Engage
 Agile Surveys - Establish Needs
 Work from Home Staff Desktops
 Apps - On Phone Info

eCommerce expands your reach
 Products, Services & Staff Profiles
 Digital & Physical Product Mgt
 Variation Mgt & Payment Gateways
 Stock Mgt & Delivery Tracking
 Priced or Managed Auction Sales

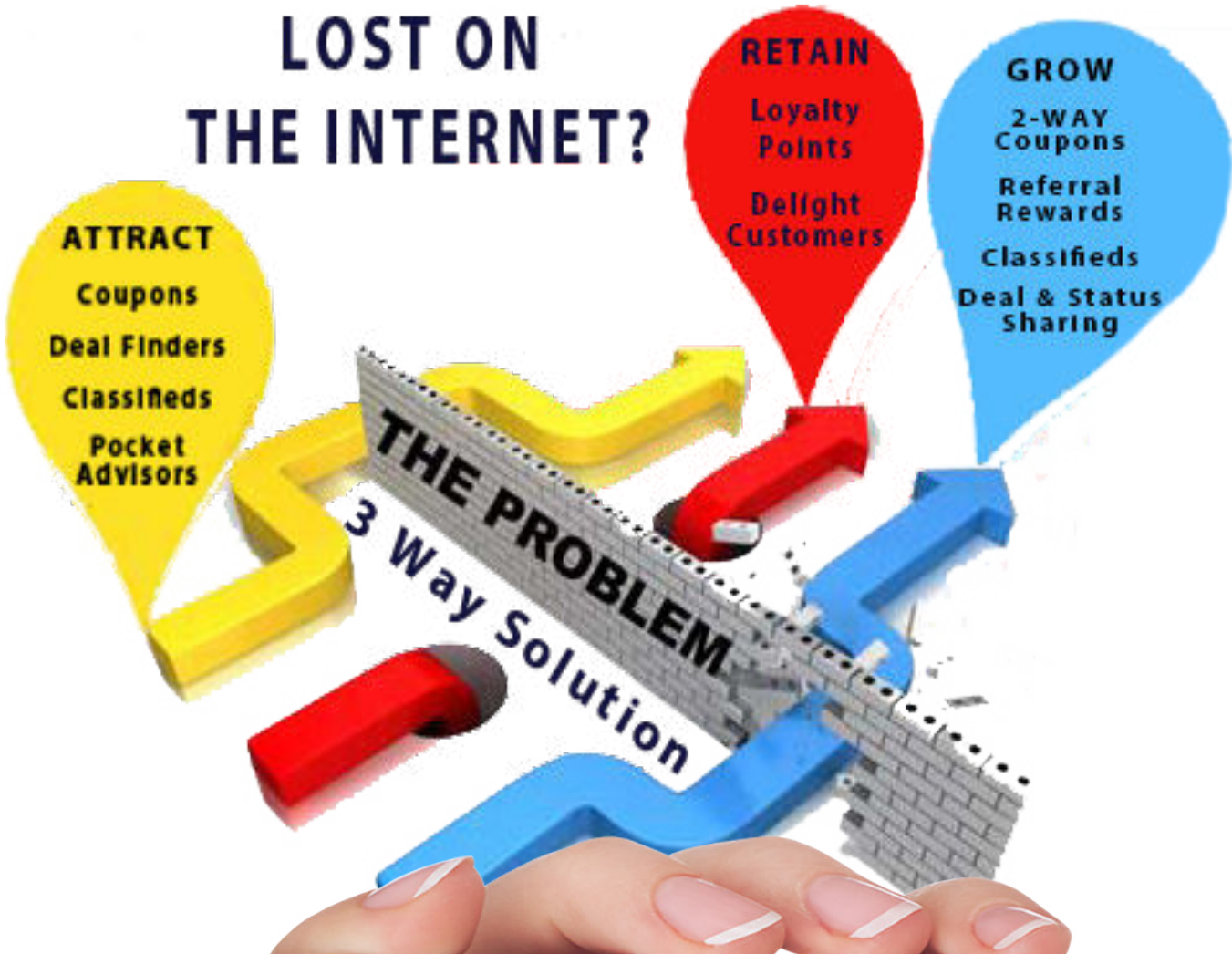
eMarketing gets you found
 Coupon Marketing - Attract
 Loyalty Points Automation - Retain
 Referral Marketing / Social Media
 Directory Deals & Classifieds - Grow
 On PC/Phone Loyalty Accounts for
 all Customers, uncapped...& More



On Phone App Buttons DIY & B4U Apps



LOST ON THE INTERNET?





9.5 COUPON PROMOTIONS & WEBO SAAS INFOGRAPHICS

Ideas for coupon based promotions

- Abandoned cart coupon code
- Birthday/Anniversary Coupons
- Coupons for purchasing in-person
- Customer loyalty offers
- Event attendance offers
- Exclusive social offers
- Exit-intent pop-up offer
- First-time shopper offer
- Flash Sales
- Free Delivery Coupons
- Happy Hour Coupons
- Holiday and seasonal deals
- Incentives for liking, following, and sharing on social media
- Influencer offers (bloggers, celebrities, etc.)
- Loyalty Points milestone discounts
- Minimum purchase discount
- Mystery Contest Coupon
- Offers for purchasing online
- Partner Coupons
- Pre-Sale coupons to VIP customers
- Prelaunch offers
- Referral Reward Coupons
- Retargeted promotions
- Review / Feedback Reward Coupon
- Seasonal Offers (Black Friday etc)
- Subscriber Discounts
- Vote for best e.g., New product
- Weekly/monthly discounts

Simple Measured Affordable Marketing That Works

4 CHANNEL MARKETING

GO LOCAL
FLYERS



MOBI
N'HOOD LIST



MOBI
DIRECTORY



PC
DIRECTORY



Link & List
Communicator



PROMOTE REFERRALS

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

SEGMENTATION

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

CONVERSION

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



BUILD REPUTATIONS

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

LOYALTY MARKETING

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

COUPON MARKETING

Attract with Coupon Offers
Marketed to Targeted Demand.

REPUTATION AND REFERRAL MARKETING

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**

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**

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

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.

Notes on the Infographic that follows: Coupons - From Acquisition to Redemption

See Page 101. **Coupon Marketing.** Segment your customers into like minded groups. Target customer groups by offering them relevant rewards to share with their friends and business connections. Best is a list that has opted in to this specific niche.

See Page 101. **Coupon redemption** can be set to be on phone. Customers log in to their accounts and select a coupon and the ADMIN (at the store, restaurant etc) enters a redemption PIN number to redeem the coupon online. Alternatively, the customer prints the coupon and presents it to the ADMIN. All coupons, vouchers, tickets etc have the terms and conditions on them.

See page 101. **Coupon Showcase** - Where to get them. All Communicator Apps have a PC Showcase and a phone friendly L&R Communicator. As an option, a full or partial product and service showcase can be presented on the PC Showcase e.g., display 2,000 products on the PC Showcase and feature the top 50 trending products plus all coupons, vouchers and tickets on the App. Generally a coupon is a free offer to buy and a voucher is a prepaid offer. In essence a voucher is a receipt. Products, services, coupons etc are present by category. Showcase and App categories can differ.

See Page 102. **Coupon Accounting/Storage.** Every customer gets their own loyalty account where they can save coupons, vouchers and tickets for later redemption.

See Page 102 **Coupon Acquisition.** All coupons, vouchers and tickets are acquired on the App. Coupons can be offers to buy or they can be links to information. Availability can be assigned to various status levels e.g., a Silver, Gold and Platinum Status earned by way of points earned or by meeting other criteria. Advisor Status - for those that write reviews. Ambassador Status - for those that promote via sharing and Ambassador Status for shared customer/friend referral rewards.

Share

Close

Download It

Print It

My Account

Add to My Account for Later Use

Email It

Apply: Duplication is not permitted. Subject to validation upon presentation in print or on phone. One coupon per person.

DOWNLOAD IT

PR

ACCOUNT FOR LAT

MALL MARKETING

LOGIN LOGOUT READ MORE EMAIL US

Share with:

f Share T Tweet P+ Share

Mary's Laser: Facial Hair Removal Coupon

Introduce a Friend & both get 50% off your First Treatment. Available to Advocates and Advisors who may gift it to a friend.

Continued from the next page

The Process Flows from this page to the Previous Page



Personal Health & Beauty Services
Fashion Stores
Law Firms
Malls
Restaurants

TRANSACTION HISTORY

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

FIND ALL YOUR REWARDS IN YOUR ACCOUNT

Coffee Shop

ADD TO MY ACCOUNT

ADD TO MY ACCOUNT FOR LATER USE

ADD TO MY ACCOUNT

Claim Your Status Upgrade

Read More

GET IT

Sally's Seafood Restaurant

ADD TO MY ACCOUNT

ADD TO MY ACCOUNT FOR LATER USE

ADD TO MY ACCOUNT

Claim Your Status Upgrade

Read More

GET IT

Up Grade Your Status

Up Grade Status to ADVISOR by writing a REVIEW or Share to become an ADVOCATE of the business

Register Login & BROWSE Rewards

START HERE



START HERE





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

1
www.webo.directory
Home Page

DIRECTORY
 > Register & Link to Chat
 > Listings Link to Your Site
 > Deals Link to Your Site
 > Classifieds Link to Your Site
 > Login To Access Your Listing or Webo Site Admin Panels
 > Browse & Find a Listed Business
 > Browse & Find a Deal
 > Subscribe to Deals & Rewards
 > Advanced Search to Browse Reviews, Location, Websites, Stores, Content & more

Quick Reference Listings & Local Reviews

2
www.Webo.Directory
Browse By Category & Download Mobi Lists

INFO INDEX that Links
 > Directory Pocket Advisors Downloaded from a Mobi List Dropdown Search Page to:
 > Browse for Neighbourhood eLists, Niche Pocket Advisors & Info eBooks
 > Link to Deals, Websites, Stores & more
 > Add Mobi List App Buttons to Phone Home Screens

DEAL Coupon Management & Distribution

DEALS Excite

3
Neighbourhood eLists
Pocket Advisors Tap & Dial Preferred Suppliers etc

Mobi INFO eLISTS that Link
 > Neighbourhood eLists that list thousands of businesses and Emergency No.s plus
 > Niche eLists that list Niche Suppliers such as:
 Local Wedding Suppliers
 National Arts & Crafts
 Lifestyle Experiences/Activities
 National Pet Breeders
 Week-end Getaways, etc.
 > Tap the App Button on a phone
 > eLists are the ultimate little black book / D4U contact list

Explore Websites

for Information

Showcase with Stores

4
Neighbourhood Flyer Marketing
Win:Win Leveraged Flyer Distribution

FLYERS that Link
 > eg Businesses appoint about 50 micro businesses who distribute flyers that market both.
 > Flyer Marketing works when it is in the self interest of the distributor.
 > Sponsors pay for Classifieds Webpages for the Micro Businesses that distribute the flyers.

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



Welcome To the Fourways Pocket Advisor

CLICK HERE TO LIST A GREAT BUSINESS THAT SERVES THE FOURWAYS COMMUNITY
 You're on www.Fourways.App/Home
 We have companion Apps see below:

- SA: Arts, Crafts
- SA: Recreational & Sport Aviation
- Gauteng: Lifestyle Activities plus Ideas for Your Leisure Time Entertainment Health, Beauty and Fitness
- Week-end Getaway Ideas & KZN Holiday Ideas
- SA: Pets & Pet Breeders
- Do Your Customers Love Your Business?
- Wedding Planner's List

EMERGENCIES & Categories A to E

- Other Emergencies
- Medical Emergencies
- Hospitals & Clinics
- Food & Health Agencies and Pharmacies
- Veterinary Hospitals/Clinics, & Animal Emergencies
- Accommodation
- Art, Antiques, Coins, Crafts, Curios, Precious & Gifts
- Audio/Sound/Video/Elec/Tech/PC/Photo
- Auto, Bikes & Accessories
- Aviation
- Beauty Therapy, Hair & Nail Salons, Cosmetics, Personal Care and Spas
- Books, Cards, Gifts, Printer Supplies & Stationery
- Cell Phone Supply/Service Centres
- Churches
- Clothing & Fashion Boutiques
- Dressmakers, Tailors & Sewing Shops
- Education, Tuition & Extra Murals
- Entertainment, Entertainers & DJs
- Estate Agencies & Property Rentals
- Eyewear & Optometrists

Categories F to Z

- Fitness & Physical Recreation
- Florists
- Food: Butcher, Baker, Cakes & Confectionary
- Food & Health Dept Stores/shops & Supermarkets
- Footwear
- Fast Food Outlets & Restaurant Take-Aways & Deliveries
- Hardware
- Home & Garden
- Home Interior Decor, Appliances & Furniture
- Jewellery, Gold & Accessories
- Kids: Baby, Child, Teen
- Leatherwear & Luggage
- Liquor Store
- Markets & Malls
- Movies, Music & Entertainment
- Multi Dept Stores & Supermarkets, cycling, Activity, Hobby & Other Shops
- Other Professions & Services
- Pets, Animals & Veterinarians
- Pharmacies & Health Shops
- Professional Medical & Services
- Restaurants, Cafes & Coffee Shops
- Travel & Tourism

WhatsGood Webo Fourways

Links to Frequently Asked "HOW TO" Questions:

- CLAMP Your Business's Listing
- Find Info on Nearby Businesses
- Place List on a Great Business
- Find Us on FACEBOOK
- Find Us on TWITTER
- Place More on our WEBSITE
- Market DEALS & Promotions
- Market LOCALITY & WEBSITES
- Customise Membership OPTIONS
- Advanced SEARCH Options
- Send Us an Email or for more info
- Place Contact Us AGAIN

Tap-to-Dial, Shop, Find Deals, Coupons, Loyalty Points & Rewards
 Businesses can: Add Info, Deals, Loyalty Programmes, Referral Rewards & more

WebSite App Overview
 Handyman

Please Suggest Local Businesses

EMERGENCIES
 Share: Login & select an option below

- City Power Security Centre (For cable theft) (011) 4907911
- Emergency police/crime services (Call centre) 112
- Metro Police Services (011) 3755911
- SAPS: Crime Intelligence Unit (011) 9869498
- SAPS: Criminal Record Centre (011) 9865800
- SAPS: Dog Unit (011) 9865800
- SAPS: Doughnutdale Police Station (011) 6991333
- SAPS: Emergency Response & Flying Squad 10111
- SAPS: Family Violence, Child Protection & Sexual Offences Unit (011) 9827774
- SAPS: Fraud Unit (011) 9320040
- SAPS: Public Order, Serious & Violent Crime (Murder & Robbery) (011) 9865800
- SAPS: Randburg Police Station (011) 4495800
- SAPS: Sandton Police Station (011) 722 4200

MEDICAL EMERGENCIES
 Share: Login & select an option below

- AA Medical Emergency & Roadside Assistance (086) 1000234
- State Ambulance Service 10177
- Emergency medical services (called from a cellphone) 112
- ER: 24 (011) 8037707
- Medical Emergencies - Ambulance 10177

9.6 WHY THE WEBO SAAS

The Webo USP: Webo are Digital Marketing Strategists Dedicated to Growing Your Turnover

Information Needs and Channels

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

The Webo LPM

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

Shared Opinions

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

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

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

Texas Tech Today

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

"the sale is not complete until the customer is so happy that he or she confidently makes referrals."
John Jantsch (Duct Tape Selling: Think Like a Marketer-Sell Like a Superstar)

Convenience and Ease of Use

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

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

- For every 100 customers, say
- 70% will share with 338 friends on Facebook
- STEP 1 Referrals will then reach: 70% x 338 people x 100 customers = 23,660 referrals.
- Next, the reach explodes but suffice to say that the local reach will be saturated.
- Studies show that in seven steps of friends and connections sharing, everyone in the world on the internet will be reached.
- Suffice to say that with the Webo App making it easy, you will earn your brand positive engagement and you will leverage customer advocacy to effectively accelerate growth.

9.7 MULTI CHANNEL MARKETING

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

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

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



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

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

YOU DRIVE & WE NAV

Our Tried & Tested Strategies & Roadmaps

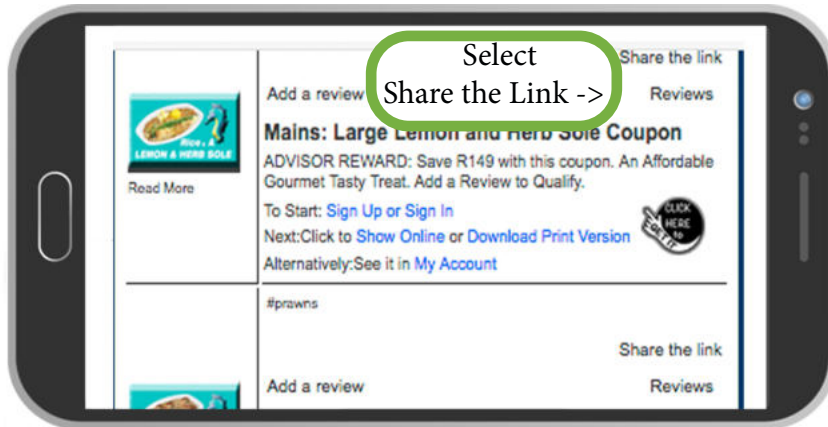
referral program is not a one-time interaction between a brand and a consumer. Nor is it marketers dangling a carrot in front of consumers, enticing them with "win big" promises. Neither is it affiliate marketing, where 3rd-party sites do the work for your marketing team and you pay them a bounty. Instead, referral programs are built upon genuinely enthusiastic, customer-get-customer interactions that equally rewards all parties involved. There is a science to making referral marketing programs succeed.

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

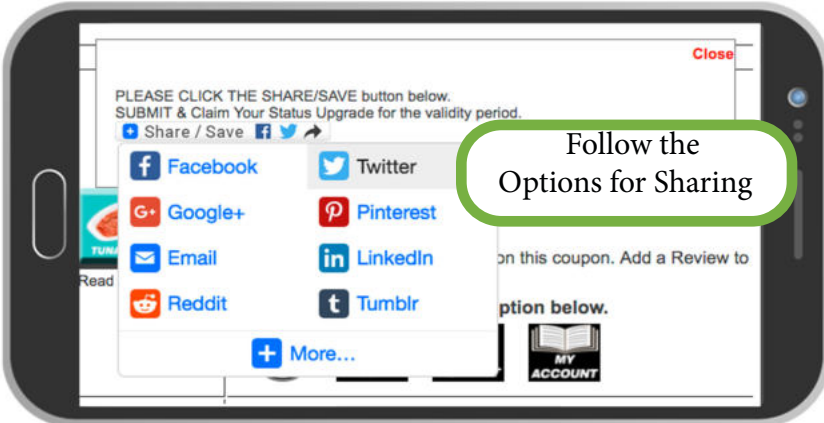
Many large international businesses have a marketing strategy based on Referral Marketing. But first: what is not a referral programme? A

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

9.8 SOCIAL NETWORKS
BUILD YOUR AUDIENCE



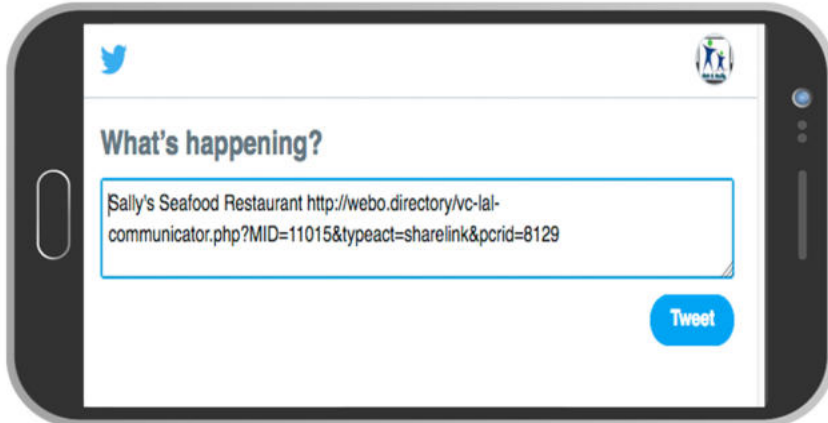
Sharing: It's Simple Sharing Links to the Communicator are placed at every menu item so that customers (diners in this example) can immediately link to the social media page of their choice and add a comment that will be displayed on their social media pages.



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

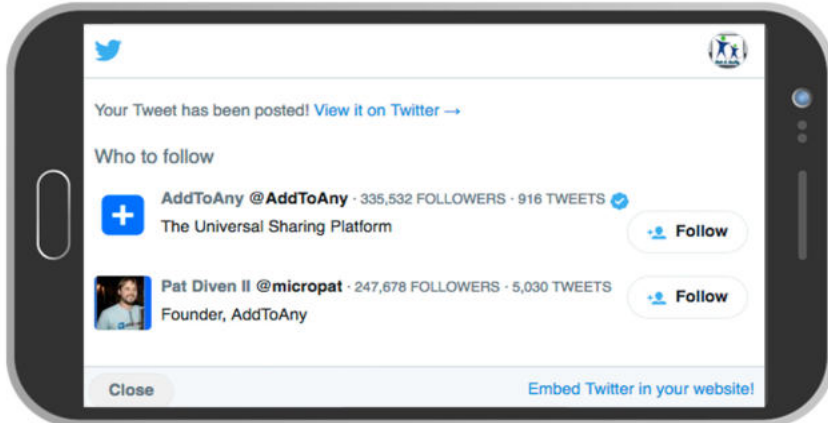
Sharing is simple:

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



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

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



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



9.9 CUSTOMER SEGMENTATION & REFERRAL STATUS

"The Webo Loyalty & Referral programme structure has these two layers"

Customer Segmentation

The Webo SaaS Loyalty & Referral App offers customer segmentation. Customers can be segmented into three categories such as Fan Levels 1, 2 and 3. Each category title can be customised e.g Silver, Gold & Platinum levels attained by way of the award of points for purchases, completing quizzes and surveys, game participation e.g #bestpicture and more. Alternatively, other criteria such as who the customer is rather than what they buy may best suit your restaurant. Customers feel valued when they are able to offer rewards that are valued to friends and colleagues. The Fan Programme allows customers who have earned a reward to e-mail the reward to a friend or business colleague who must register to redeem the reward. Each reward is customised to individual terms and conditions structured to support the objectives for the reward. Selected incentives should be designed to showcase your products and services to new audiences that your customers will introduce.

Ideas for Types of Customer Segmentation

Behavioural Segmentation:

Segmenting customers based on purchase behaviour, such as purchase frequency, basket value, product usage, brand loyalty, and buying preferences.

Demographic Segmentation:

Segmenting customers based on age, gender, income, occupation, education, etc.

Geographic Segmentation:

Segmenting customers based on location, such as country, region, city, or zip code.

Psychographic Segmentation:

Segmenting customers based on lifestyle, attitude, values, and personality.

Customer Referral Status

Membership of a Referral Status is awarded on the basis of what the customer does. There are three status levels; Advocates, Advisors and Ambassadors

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

Two-Way Referral Objectives

Terms and conditions may be set. These might be a sign-up, account activation, a purchase, etc.. Where a referral reward takes the form of a voucher and that voucher is redeemed by an administrator then the reward will be activated in the accounts of both the giver and the receiver.

Where rewards are valuable, fraudulent redemption may be a concern. The Web0 SaaS redemption process can be based on printed vouchers or on online redemption in a customer's account. When a customer wishes to redeem a reward the customer will typically access their online customer loyalty and referral account and present their private account to the Administrator. The Administrator can review the purchase history and the voucher's validity before entering a PIN number to redeem it.

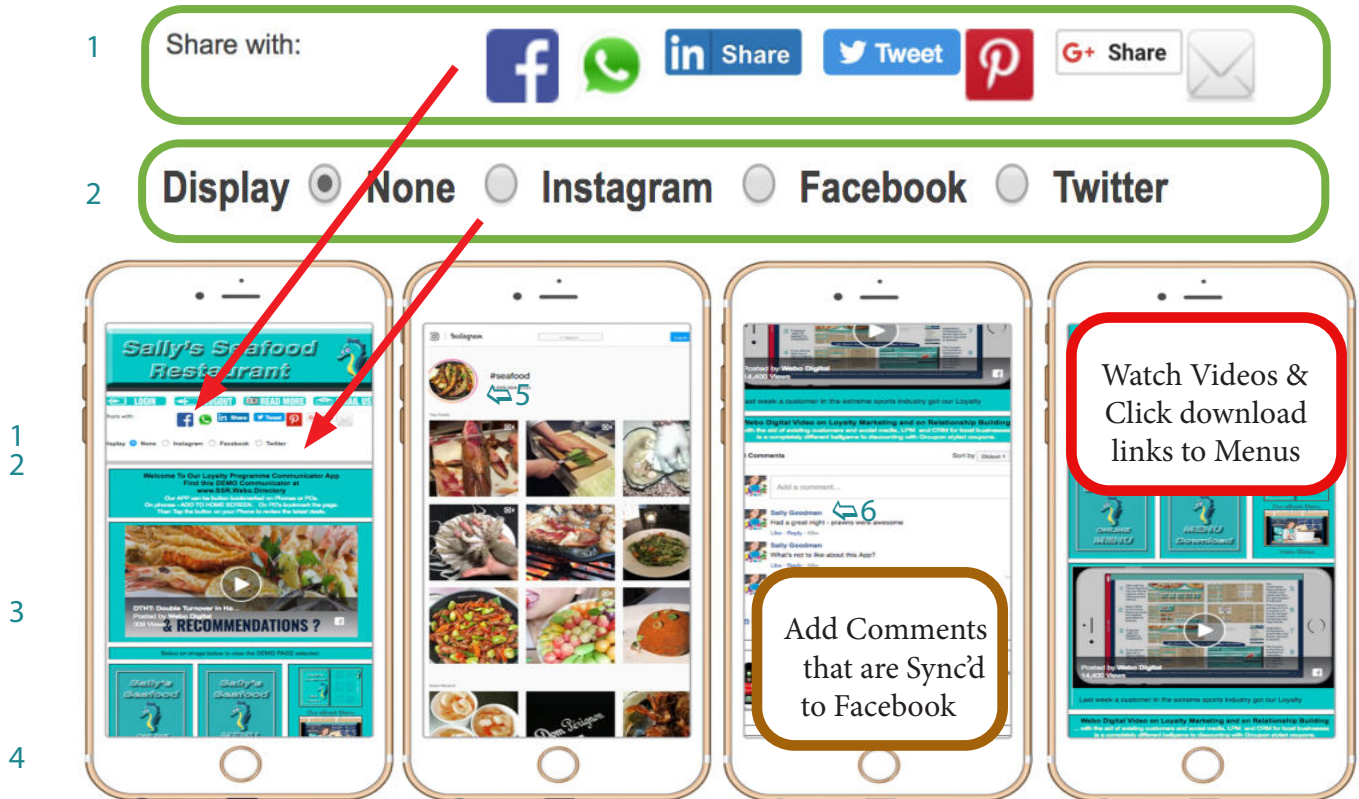
If the reward, for example, has as a condition that the account is a new account then access to the account enables the Admin to determine if the person is indeed a new customer. On the other hand if a specified qualifying transaction is required then access to the customer's account will enable validation against ID documents, etc.

In the case of high value rewards the terms and conditions should be checked by a competent legal authority and audit routines should be effected before a reward is made. In short, conditions must match the value of benefits. Some systems that process credit cards, set as a requirement, that a new credit card is used for payment. This option is not available on the Web0 SaaS eCommerce platform as all credit card payments are processed on an off site secure banking portal.



9.10 GET SOCIAL

NOTE THAT I HAVE USED A RESTAURANT TO ILLUSTRATE FUNCTIONALITY AS IT WILL BE A NICHE THAT ALL HAVE AN UNDERSTANDING OF



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

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

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

9.11 HASHTAGS, QUIZZES & CONTESTS



#Hashtag Campaign Feedback

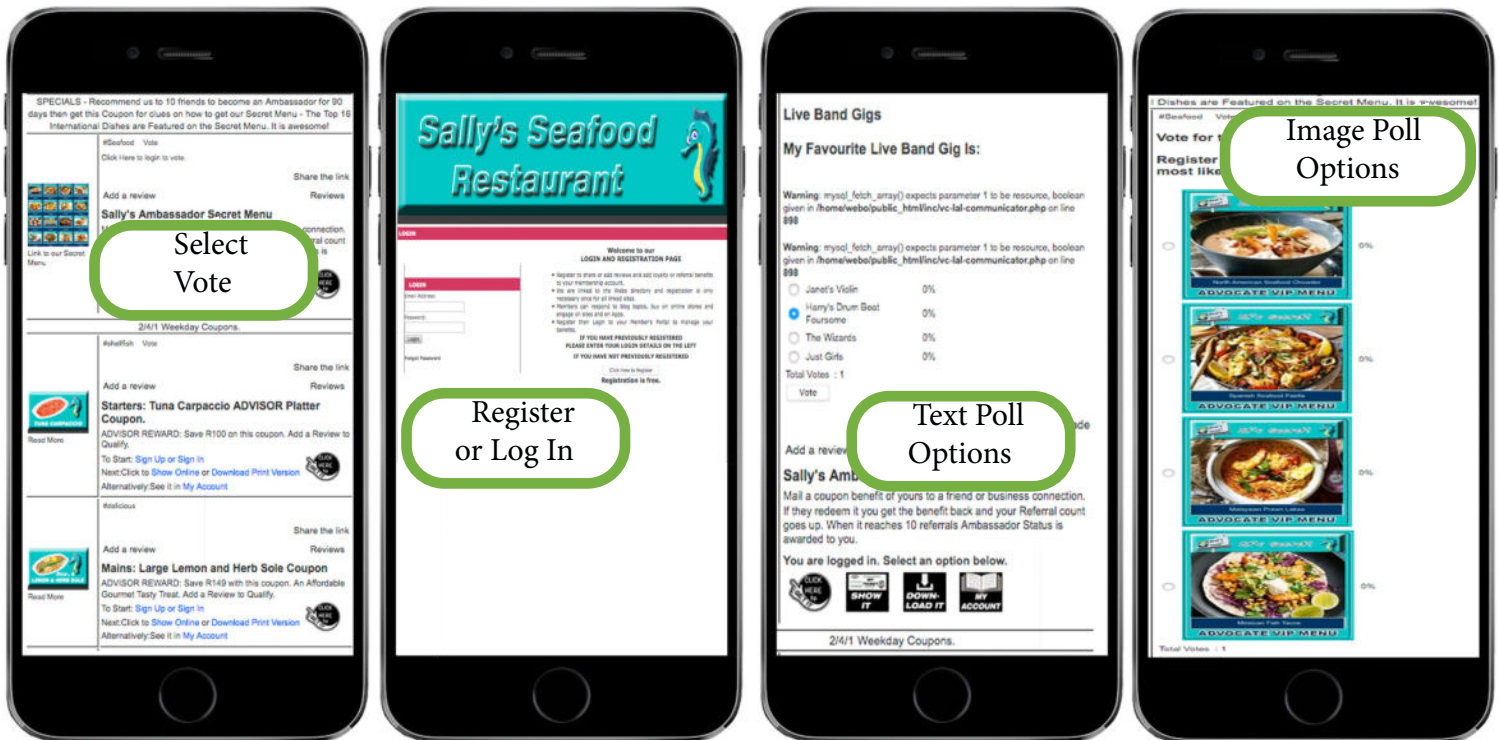
It's simple, tap a #hashtag, select a channel & view the results

Setup a campaign to expand the reach of your content, gather feedback, have fun and more.

Feature pictures and links using #hashtags placed on a variety of social media sites.

Just Click on the Hashtag 1 then 2 select a preferred social media site and the content on these sites will be displayed immediately e.g., on 3 Facebook or 4 on Pinterest.

9.12 POLLS AND SURVEYS TEXT & IMAGE OPTIONS



Engaging by Hosting Snap Polls is simple

Tap Vote, select a poll, vote and view the results instantly.

Webo offers the creation of intuitive quiz pages with responses analysed and exported on spreadsheet downloads. There are times when a more informal approach will help you engage with your audience.

You can decide if voting should require registration or not. You can set up text as well as image polls. Text polls offer answers to multiple choice questions and image polls offer multiple images for the selection of one.

9.13 CUSTOMER REVIEWS



Reviews and Recommendations

Adding reviews is simple and awarding rewards is automated. First time buyers, new or existing customers, are likely to be influenced by reviews.

Buyers add reviews or they can respond to reviews. Buyers can edit their reviews in their Membership Accounts (Every registered customer gets their own private Membership Portal / Account). Site owners (Sellers) cannot edit reviews however the Site Owner reserves the right to delete reviews that fall outside the set terms and conditions.

Customers that add a review are automatically awarded ADVISOR status for a set period of time and they will then qualify for rewards that can be accessed on the Communicator App. Rewards can be gifted to friends or connections. Award redemption can be by printing a coupon or by presenting it on a phone.

9.14 COUPON ACQUISITION AND REDEMPTION



Coupon acquisition, management, gifting and redemption



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

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

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



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

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



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

9.15 OPT-IN PRIVATE ONLINE CUSTOMER LOYALTY ACCOUNTS



LOYALTY & REFERRAL PROGRAMME STATUS

Store Memberships

Site Name
 [Go to this Store](#) [Go to this App](#)

Loyalty Programme

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

Referral Programme

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

Two-way Referrals Sent and Redeemed:

Number sent and Redeemed A
Number Required to Activate Status B

Received Referrals Redemption (Gifted Coupon Redemption)

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

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



MY ACCOUNT

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

MY BULK COMMS TOOLSET

- My Email Subscriptions
- My SMS Subscriptions

MY AUCTIONS

- Current Auctions
- Successful Bids

HOW TO TIPS

PRIVATE ONLINE CUSTOMER LOYALTY ACCOUNTS made Simple.

When a customer logs in and selects "Member's Portal" or selects the MY ACCOUNT option on a voucher, a number of account options are presented.

Customer accounts are private accounts where customers can update their contact details and passwords, subscribe and unsubscribe to e-mail and SMS notifications, edit reviews made by them and where they can see their transaction history as well as the currency of any status awarded including the expiry date of any status acquired.

Status points are added online, on a customer's phone by way of an administrator making a status award and validating the award by entering and submitting a PIN number.

Point requirements and points duration for the FAN, levels 1, 2 and 3 are set up by the Seller.

The duration of the Advisor Status for reviewing and the Advocate Status for sharing are also set up by the Seller and these are automatically awarded to customers.

The Ambassador Status is based upon sharing valued benefits that are not freely available e.g a buyer earns a voucher which is gifted to a friend.

When the friend redeems the voucher it is automatically added back into to the customers account so that they both get the benefit.



9.16 INTERNATIONAL SUCCESS STORIES

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!

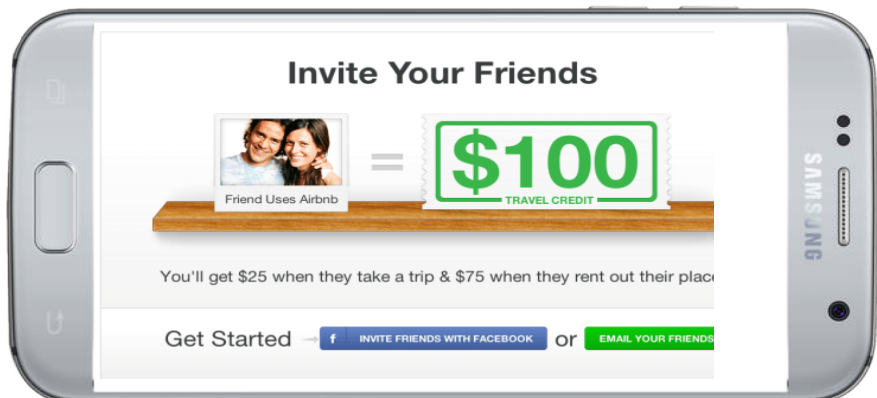
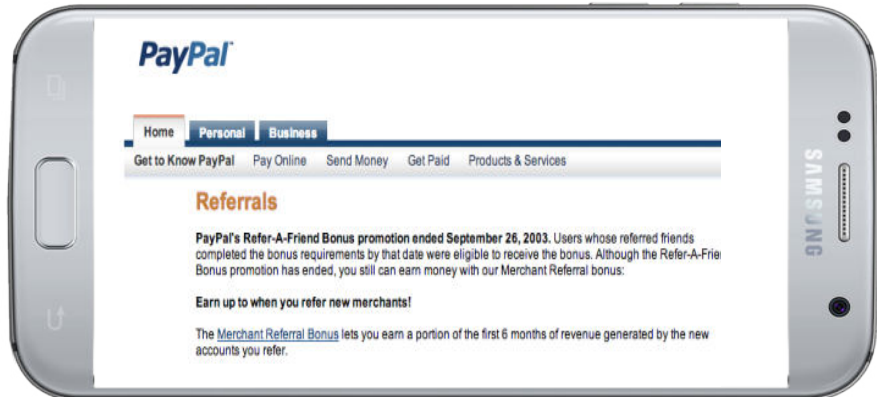
2003

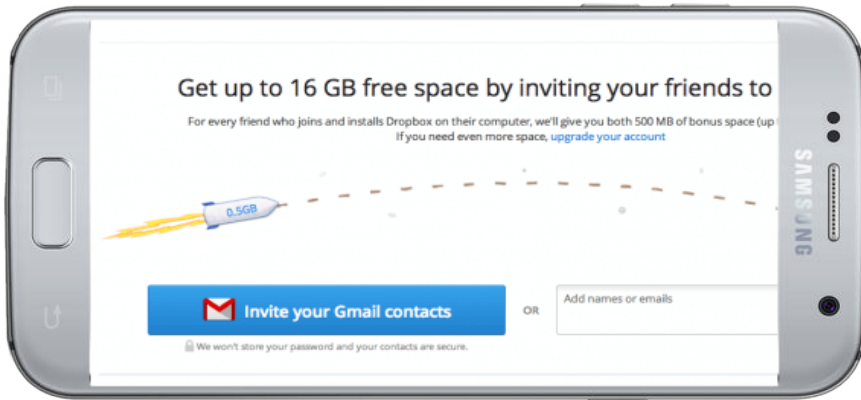
EARN A % AS A CASHBACK

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.

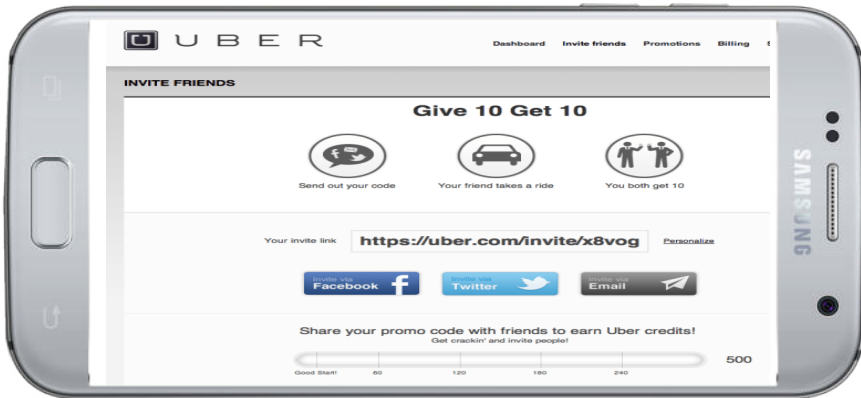




In 2010 Coupons moved to Mobile Phones.

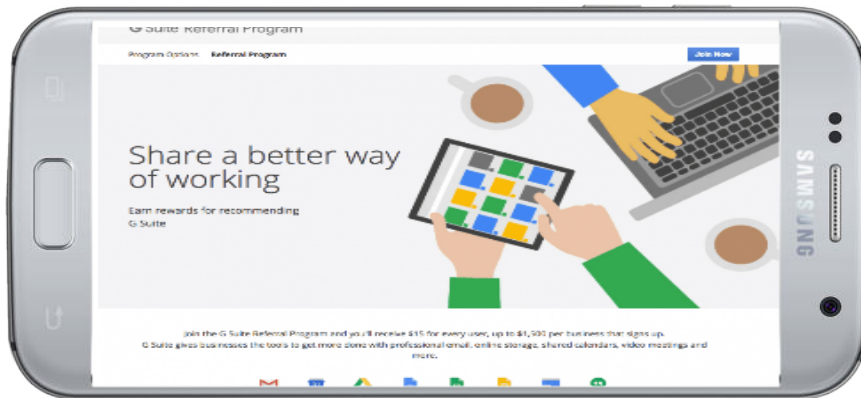
GIVE STORAGE SPACE

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.



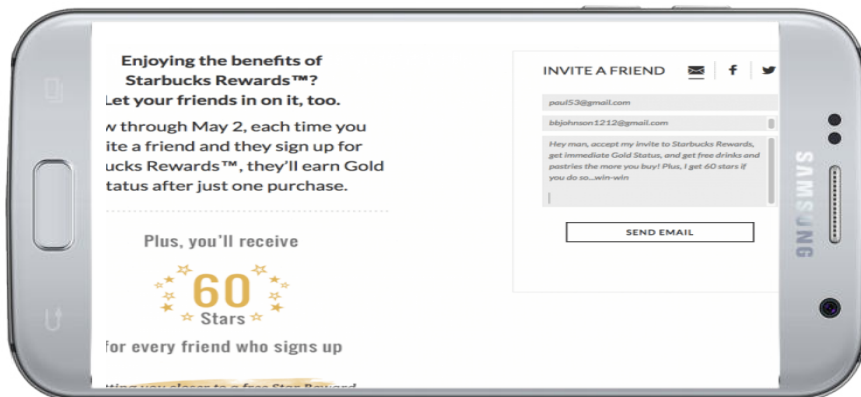
2012: SHARE YOUR CODE

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

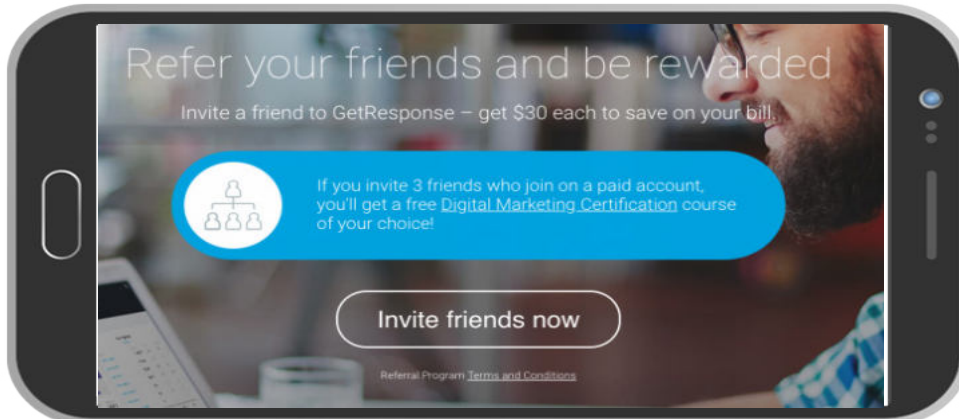
TIME TO GO ONLINE

e-Business, e-Commerce and e-Marketing. The 3 e's to making money online.



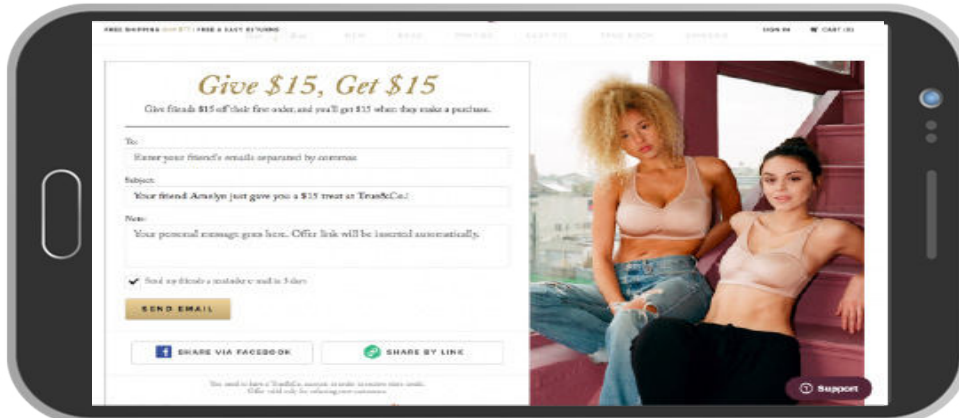
SHOES

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



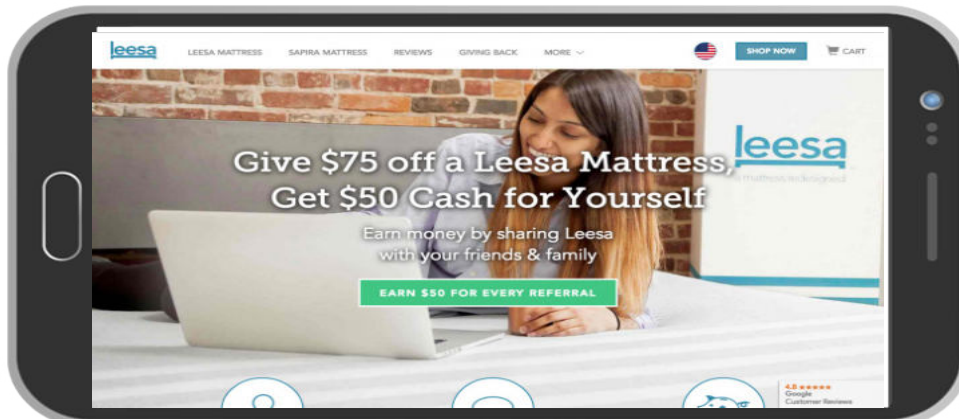
FASHION

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

They believe that:

Easy to share
= 's

Referral program success.

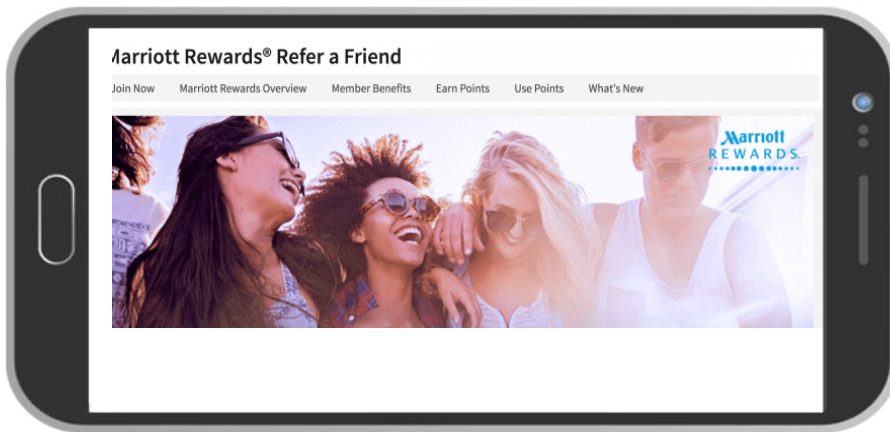


LEESA MATTRESSES

They have 3,000 + Advocates

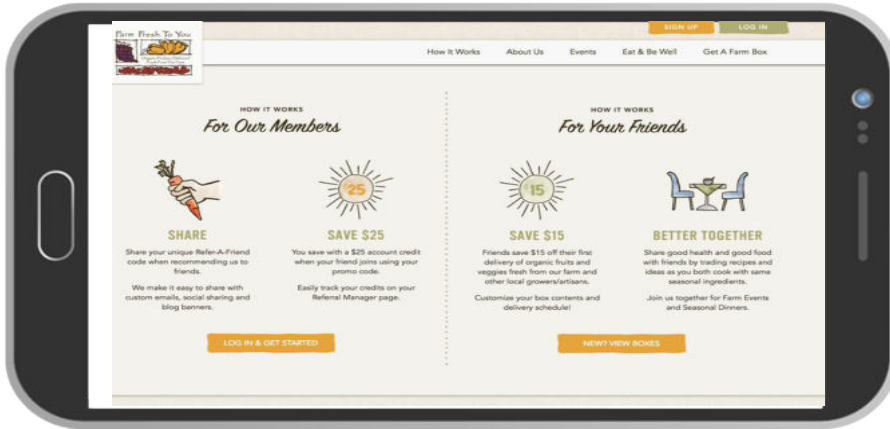
One third of all sales come from referrals

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



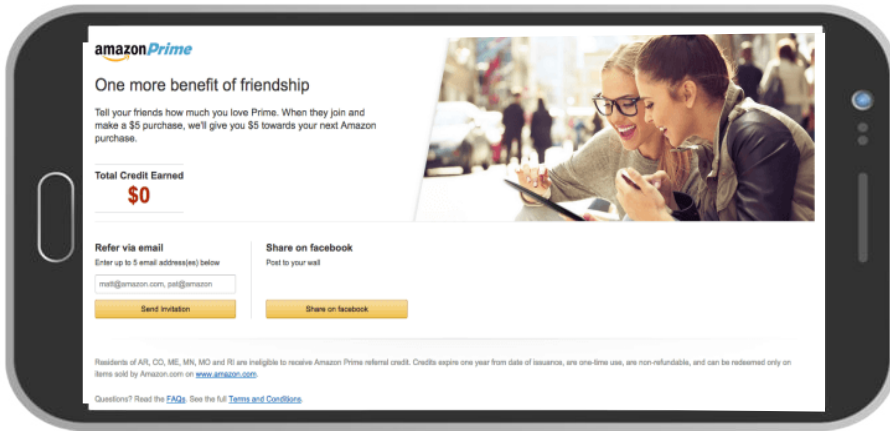
MARRIOTT HOTELS

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

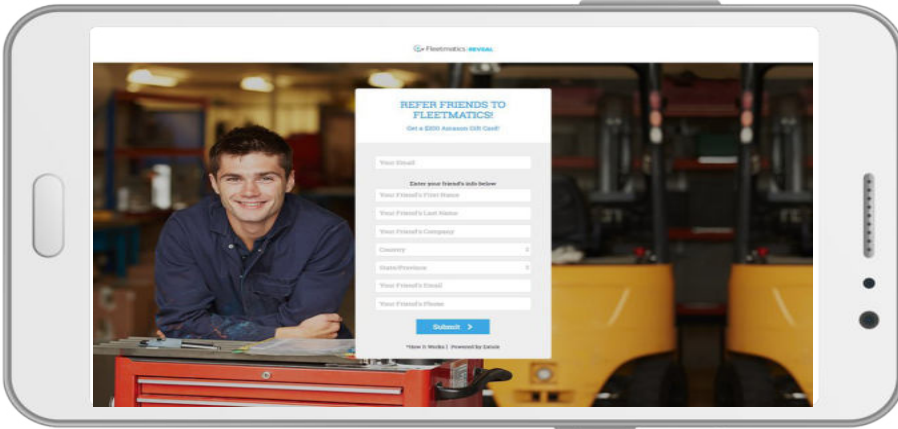
Prime Members are a segmented group of customers who spend 2x more than others & who order more often. Note: Clear calls to action & Sharing is not restricted to Prime Members. Sellers on Amazon can select to use: Percentage Off Promo Codes, One-Time Use Codes Group Claim Codes, Buy One/Get One and Social Media Codes



**GADGETS
ZTYLUS REFERRALS**

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

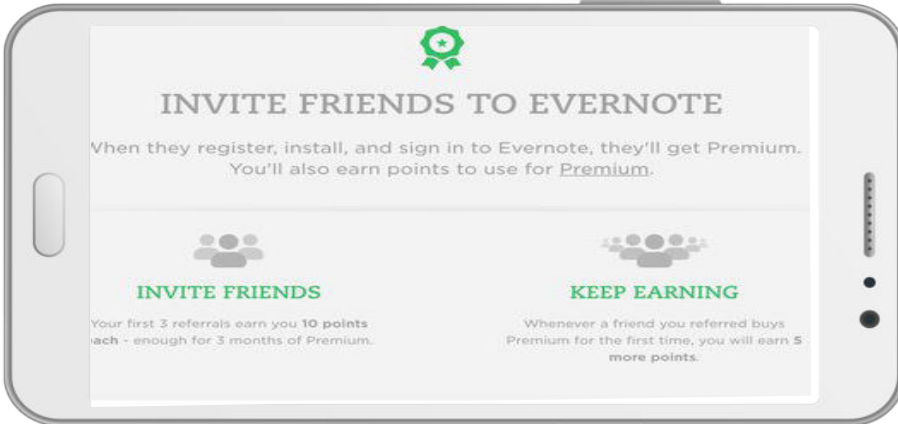
- How it works
- Step 1: Love or products
- Step 2: Register Step 3: Share
- Step 4: Earn



FLEETMATICS GIVE GIFT CARDS

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

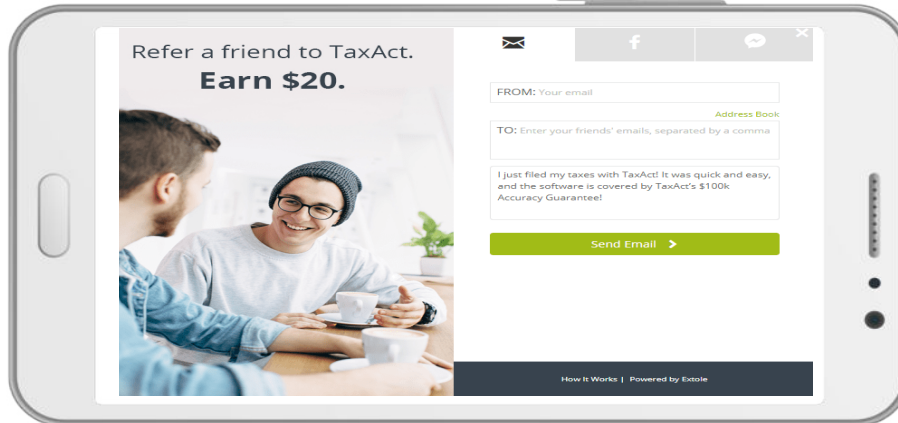
Consider a Buddy Deal with a Local Retailer who provides you with Gift Cards at a discount!



EVERNOTE SOFTWARE

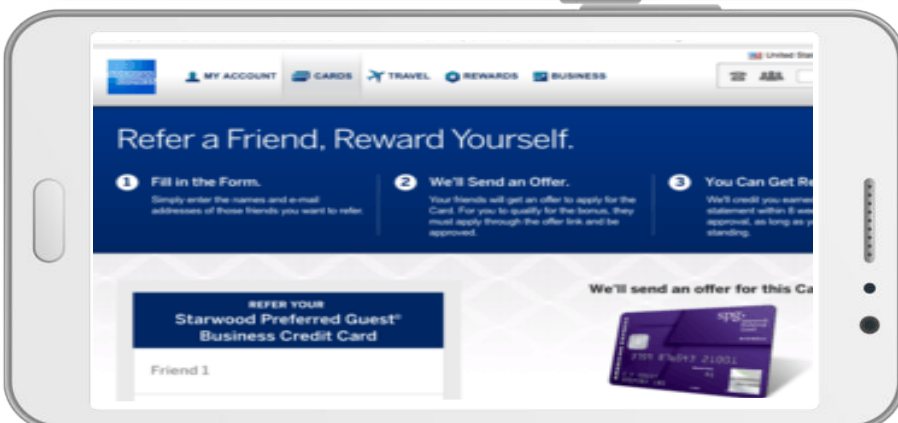
Evernote offers advocates ten points for the first 3 friends referred plus 5 points when a referral buys the Evernote Premium package. Friends get one month of Evernote Premium free.

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

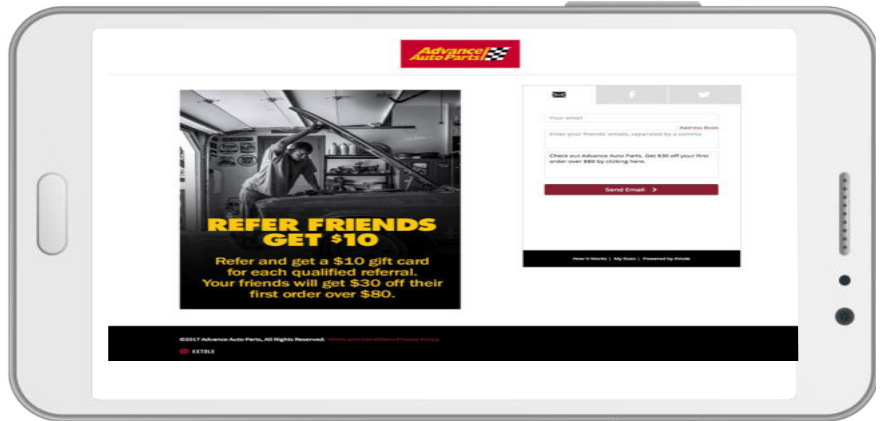
Rewards are based on the lifetime value of a new customer and they give advocates 5,000 Starpoints on their Starwood Preferred Guest Business credit card — a value worth around \$125 — for every referral.

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.

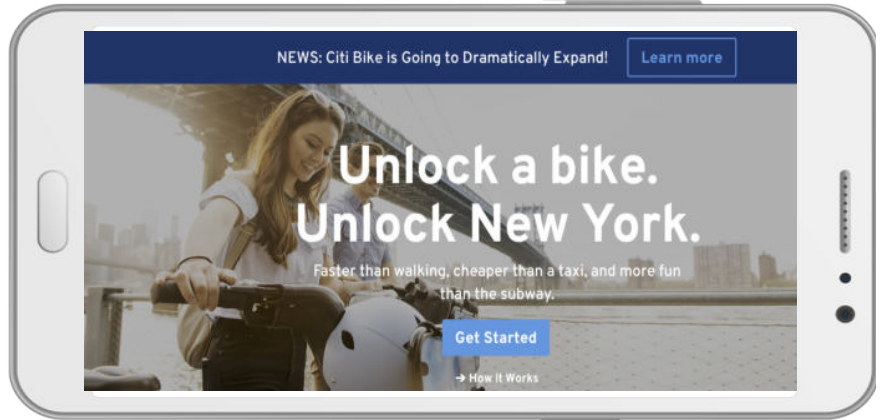


citibike BIKE RENTALS IN NYC

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!

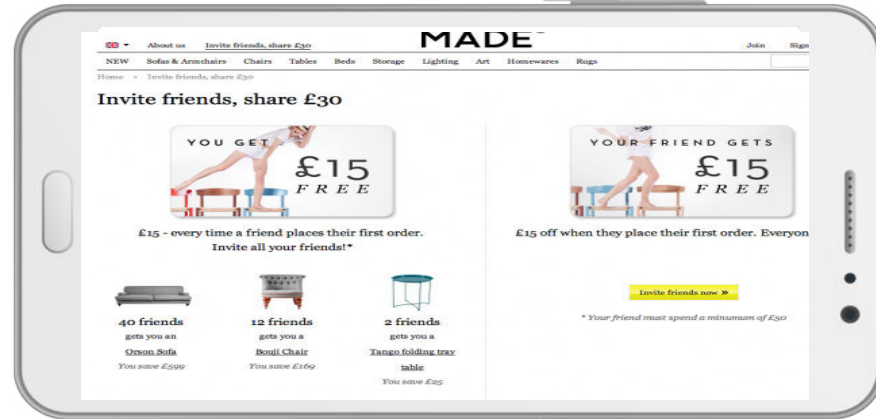


MADE.COM

FURNITURE SALES ONLINE

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

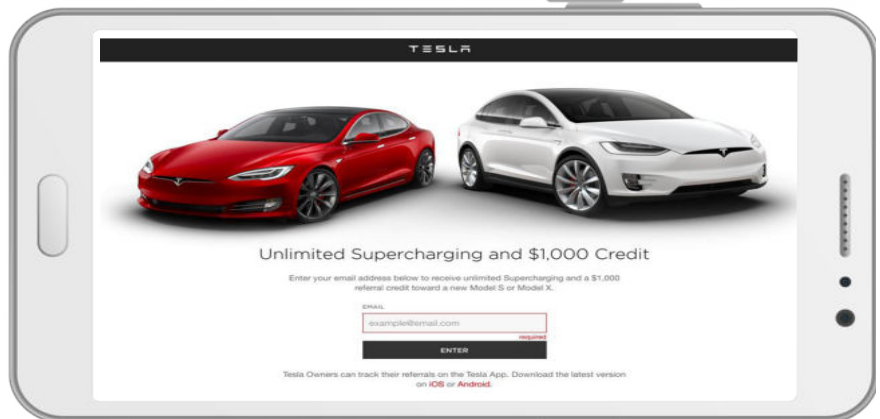
Illustrating the value of the reward promotes the benefit of frequently making referrals.



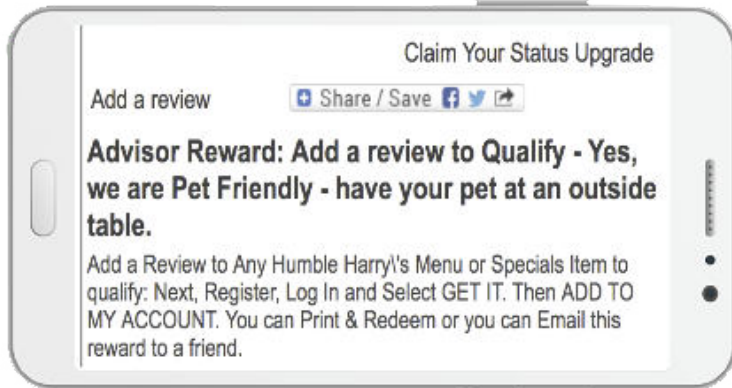
NICHE CAR SALES: TESLA

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, e.g., advocates get to choose from a range of features based on how many people they refer.

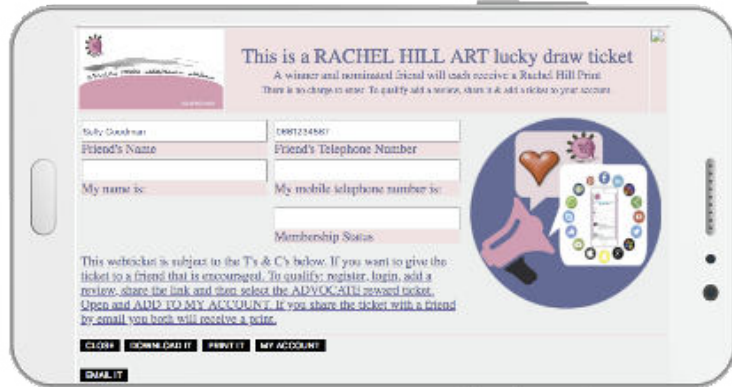


9.17 ILLUSTRATIVE WEBO EXAMPLES



**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.



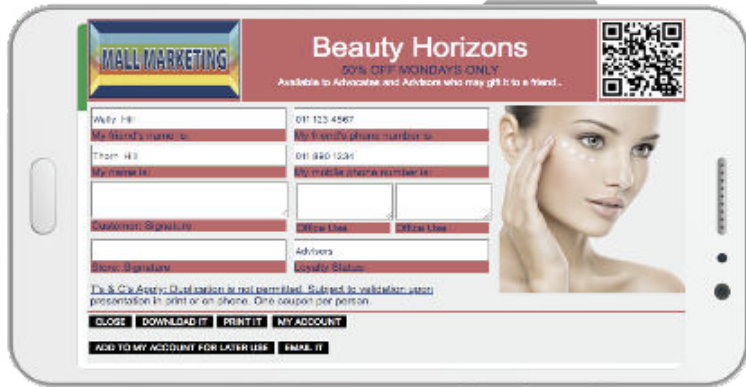
**LAW FIRM Book
REFERRAL REWARD**

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



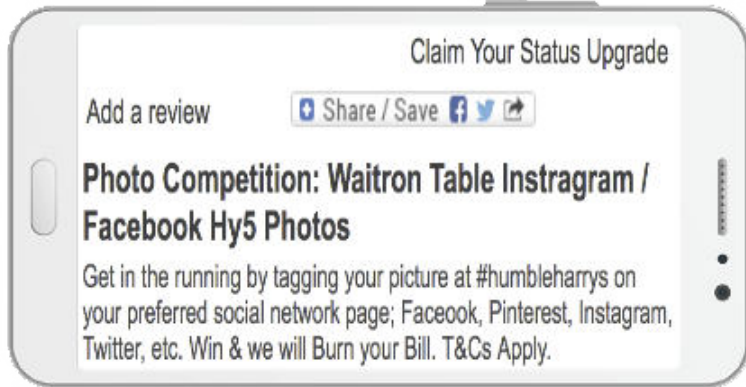
**ADVOCATE and ADVISOR REFERRAL
REWARD**

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



SLOW DAY TREATMENT SPECIAL

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



WAITRON PHOTO COMPETITION

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

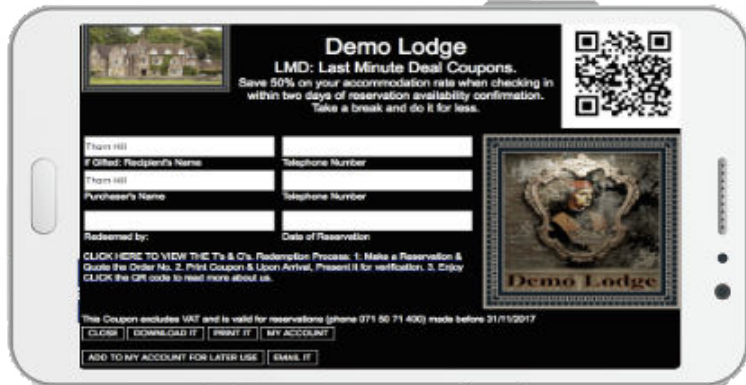
Waitron earns a CASH Reward and
the winning Table wins a
"Burn the Food Bill"
Booking.



REFERRAL REWARD EXTRAS

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

Other Ts & C's 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.



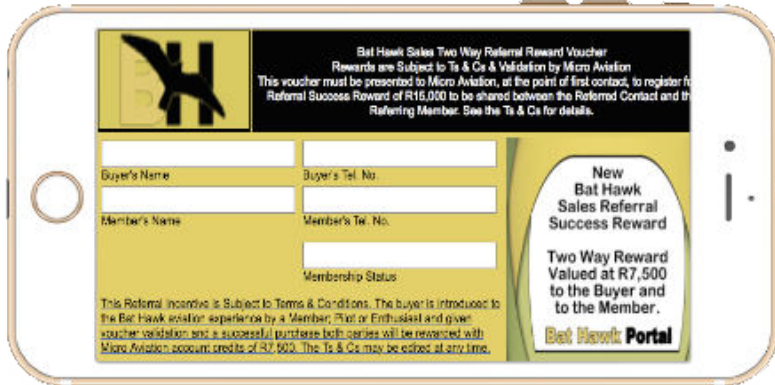
**BUY ONE GET ONE FREE
BOGOF OLUME BUYS
ON SLOW NIGHTS
FORMAL ADVOCACY
CASHBACK PROGRAMME**

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 Aircraft 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.



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.



TRANSACTION BASED REFERRAL REWARDS

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



MANY HAPPY RETURNS REWARD YOUR LOYAL CUSTOMERS FOR BUYING MORE

Get the 10th FREE!



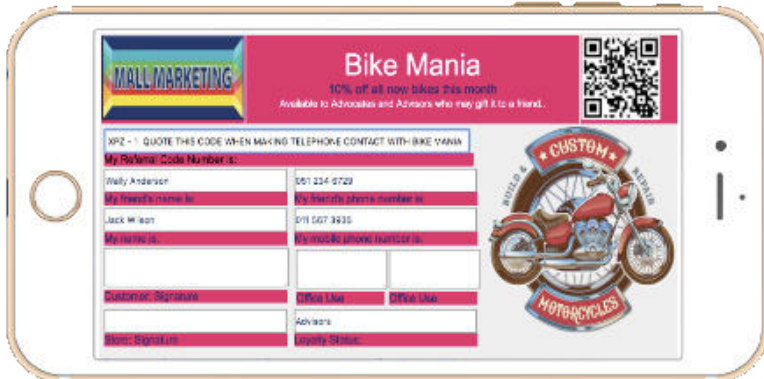
BOOKCLUB REWARDS

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!



**WEBO AFFILIATES
WORK FROM HOME AS CERTIFIED REFER-
RAL 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.



**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."



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

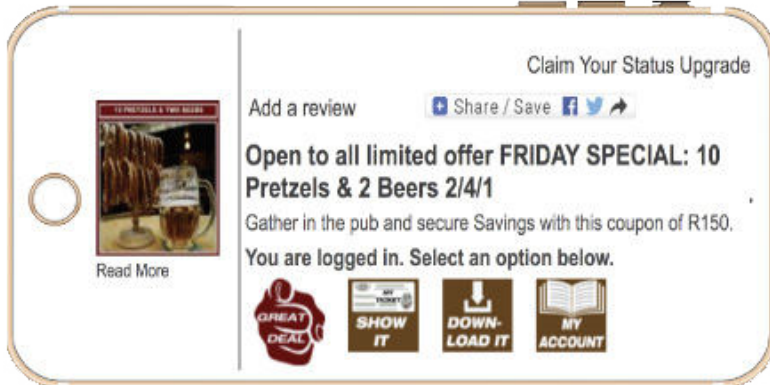
Get the 10th FREE!



**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.

9.18 TARGETING SEGMENTED CUSTOMERS WITH RELEVANT INCENTIVES

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

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

Consistently delighting customers is fundamental to success. Customers must be prepared to recommend you to their friends because you exceed their expectations. Finding the value that customers will want to share with friends is critically important. You will need to draw on your understanding of your customer's preferences. Only appealing offers drive shares,. Try selecting a valuable and compelling incentive specifically matched to your best customer's needs or to frequently asked questions.

More often than not the most compelling benefit will not be a financial discount. Recognition and VIP status coupled with service benefits are normally highly desirable rewards. Personalised double-sided rewards, that deliver equal personalised benefits to both sender and receiver, may be more effective as a double-sided reward than as a single-sided reward. User altruism and the will to improve a friend's situation is a fundamental aspect of a compelling two-way incentive.

Automation

Effective referral programs are driven by referral programme software. The Webo Loyalty & Referral App is underpinned by convenience as it is an App button on a phone or a PC bookmark. In this regard the market place is competitive. Where the Webo Loyalty & Referral App is one of a kind, is that it is further underpinned by advanced 4 Channel Marketing promotions offering coupons, loyalty and referral rewards for customers to share with friends.

Designing a user experience hinges upon optimising what the end user sees and how they interact with the promotions. The Webo Loyalty & Referral App channels Push and Pull engagement and it promotes information delivery. The 4 channels are able to cover all the marketing bases

as the system is an advanced site builder, a viral blog builder, an App Builder with Social Media integration and Comment Syncing. Optimizing across channels with the seamless Fusion of Coupon (specials), Loyalty (points/status/segmentation) and Referral (reviewing, sharing & promoting) marketing makes the Webo SaaS formidable. Add the gamification options for and you have a 360 degree package of options to boost engagement, drive sales, improve satisfaction and build relationships & loyalty.

Discovery & Focus

Coupon Marketing: Attract new customers with valued benefits. Loyalty Marketing: Segment your customers and find the value to each segment. Instead of frequent buyer points consider customer segmentation that groups like minded customers and personalise incentives to meet their needs e.g Customers with young families, Pensioners and Business Executives versus a points for purchases system. Referral Marketing:

Reward customers that review, share and promote your restaurant. How likely are your customers to find your referral program? The App is promoted to all customers who sign-up for a private social media account where they can track and edit on-the-record comments and reviews and they can opt-in for email and SMS messaging. In a customer's private online account they can follow their loyalty benefit transaction history and they can select specific benefits for on-phone or print redemption. Customers can print tickets, coupons or vouchers for presentation.

Sharing and Sign-up

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

Where does one start?

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

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

9.19 FEEDBACK

Ask for feedback to understand trends in desires and value. Consider building an Online Quiz such as the one outlined in the right hand column. E-mail a customer at a point when a feedback request has been reached such as after they have dined in your restaurant ask them if you can e-mail them a quiz. Once the quizpage has been sent and has been completed and submitted by the customer the SaaS will offer a spreadsheet download of responses. You should reply to the customer and discuss suggestions and any action that you will take so that the customer knows that you are responsive and open to suggestions.

Another use for the quizpage functionality is to explore customer needs. Build online feedback forms that explore customer needs, problems and desires by stacking questions where the next question is determined by the answer to the preceding question. In this way customers can answer say, a simple five question survey, that offers thousands of options yet the customer only answers 5 questions. In a 5x5 question stack where a question is asked that has 5 options and each succeeding question has 5 options the survey will cover 5 options in layer 1, 25 in layer 2, 125 in layer 3, 625 in layer 4 and 3125 in layer 5. It is unlikely that this many options will be available but the point is that the quizpage can explore the range of possibility that may exist in the demand for services by customers.

Keys to Coupon, Loyalty & Referral Marketing Success

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

Restaurant Letterhead

Dear "Diners Name"

Feedback Survey

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

1. Were you satisfied with the meals and service that you received from us?

- Yes or - No

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

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

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

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

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

Name: _____ Email: _____

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

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

Thank you for your time and for the feedback.
Regards

"Chef's Name "

9.20 INFOGRAPHIC LIBRARY

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

COMMUNITY - PARTICIPATION

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

WORD of MOUTH - SHARING

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

SOCIAL - APPRECIATION

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

SELF INTEREST - REWARDS

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



MANAGED GROWTH

Regular assessment of Staff and Capacity
Next Steps Planned & Executed

REVIEWS

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

SOCIAL MEDIA SHARING

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

DELIGHT & REWARD

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

YOUR JOURNEY FROM STRUGGLING TO DRIVING

WAITING LISTS

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

RESERVATIONS

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

REGULARS

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

SPORADIC PATRONAGE

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



DRIVING / STANDARDISING

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

BRANDING / THRIVING

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

PROMOTING / STRIVING

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

ESTABLISHING / STRUGGLING

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

SYMPTOMS

KEY PERFORMANCE INDICATOR

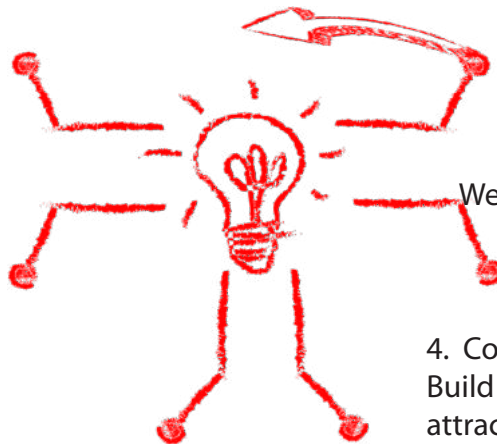
FOCUS

The Customer Journey in 6 Steps

1. Delight Customers
Marketing before meeting
expectations is premature.

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

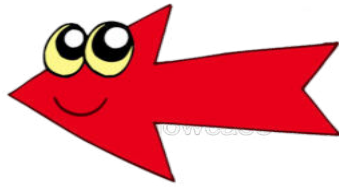
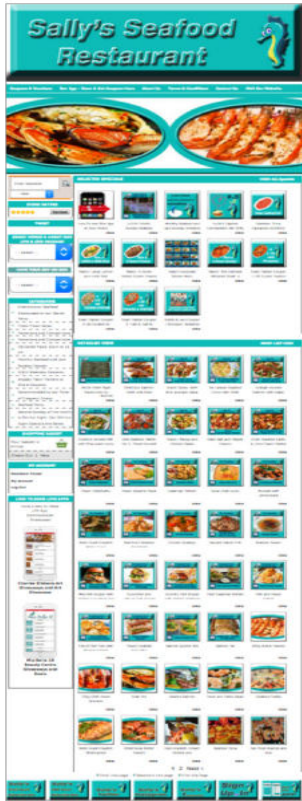
3. Referral Marketing
Reward Sharing, Reviews &
Recommendations made to friends & Business Con-
nections



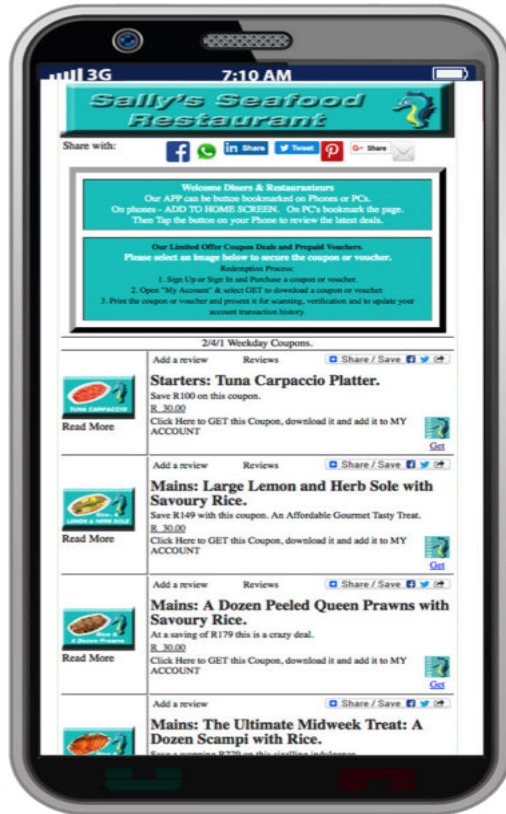
6. Convert
From Browser & Bargain
Hunter to Active Customer.

5. Engage on 4 Channels:
Website, App, Blog & Social Media.
Ignite Desires, Advise &
Sell Experiences & Value

4. Coupon Marketing
Build your audience by offering
attractive specials, popular events,
coupon deals, last minute deals,



FORMAT OPTIONS



Sally's Seafood Restaurant
Sally's Secret Menu : Available to our VIP ADVOCATES
Follow the Link on the APP and use the password @a1b2c3 to gain access to the secret menu.

Sally Goodman 0663071938
Friend's Name Friend's Telephone Number
Sally Goodman 0663071938
Advocate's Name Advocate's Telephone Number
For Office Use
Redemption Admin Advocate Status is valid for 10 days after Sharing.

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 special rate on the menu.
Service charge: Gratuities should be calculated on the full value received.
Images: Coupon images are indicative and may not be specifically representative.
Refunds: Coupons are free - refunds are not applicable.
Service: Webco who administers the 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:

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.



REDEMPTION OPTIONS: PRINT AND PRESENT OR LOGIN AND PRESENT ON PHONE



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 WEDDING VENDORS
A SAUGHT AFTER "LITTLE BLACK BOOK"

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



<- If your firm did ANC's for clients planning a wedding you'd love to gift them a Wedding Suppliers App listing 2,000 relevant suppliers in your neighbourhood.



If you were an exporter -> you'd love a Communicator App detailing the latest NEWS on excise tariff, Etc.

COMMUNICATOR APP MARKETING

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

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

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

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

Facts: Recipes, Nutrition Charts, Ingredients

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

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

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

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

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

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



4. Referral Marketing

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

School customers to own the need to advocate the business.

1. Coupon Marketing

The focus is on audience building.

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

Showcase your value.

Four Steps to Success



3. Loyalty Marketing

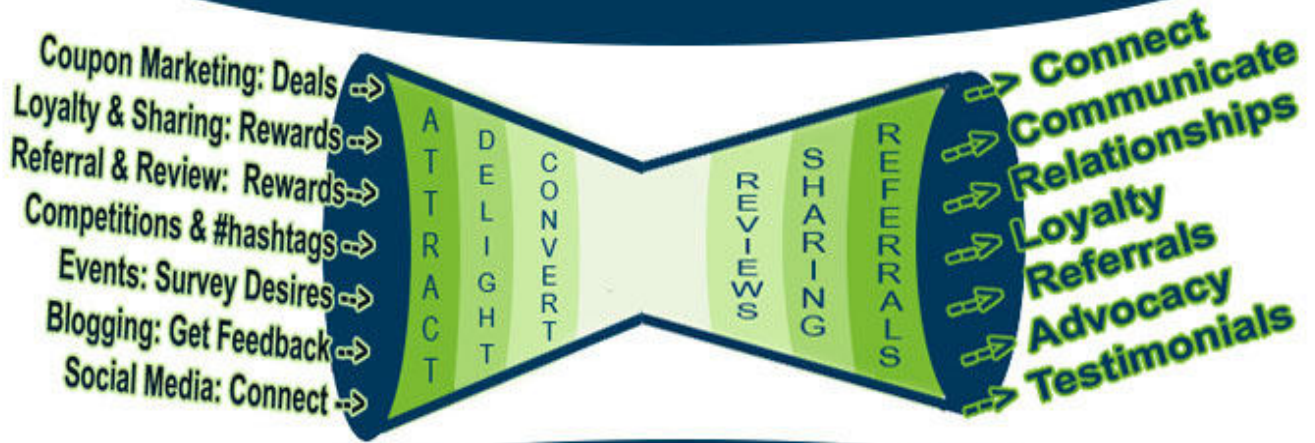
Engage, dig deep with polls, quizzes, surveys & survey needs and desires to be able to exceed expectations.

Find valued rewards that segmented niches desire.

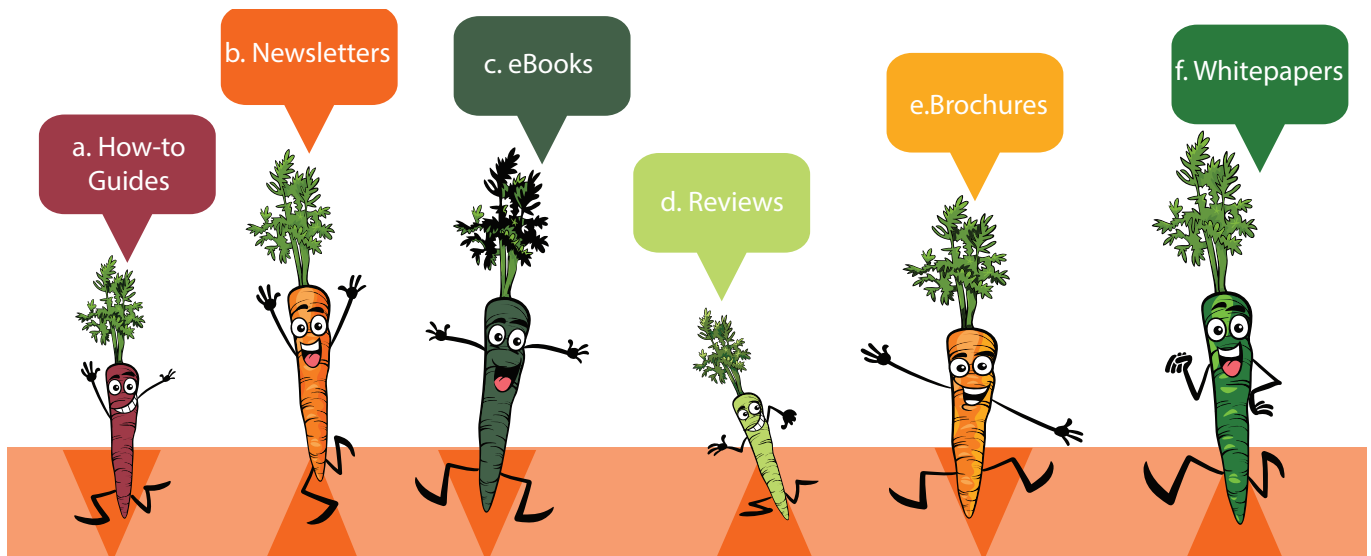
2. Engage & Convert

The focus is on converting bargain hunters to be loyal customers. Differentiate & drive the value in your USP and find valued rewards for repeat business.

FROM BARGAIN HUNTERS

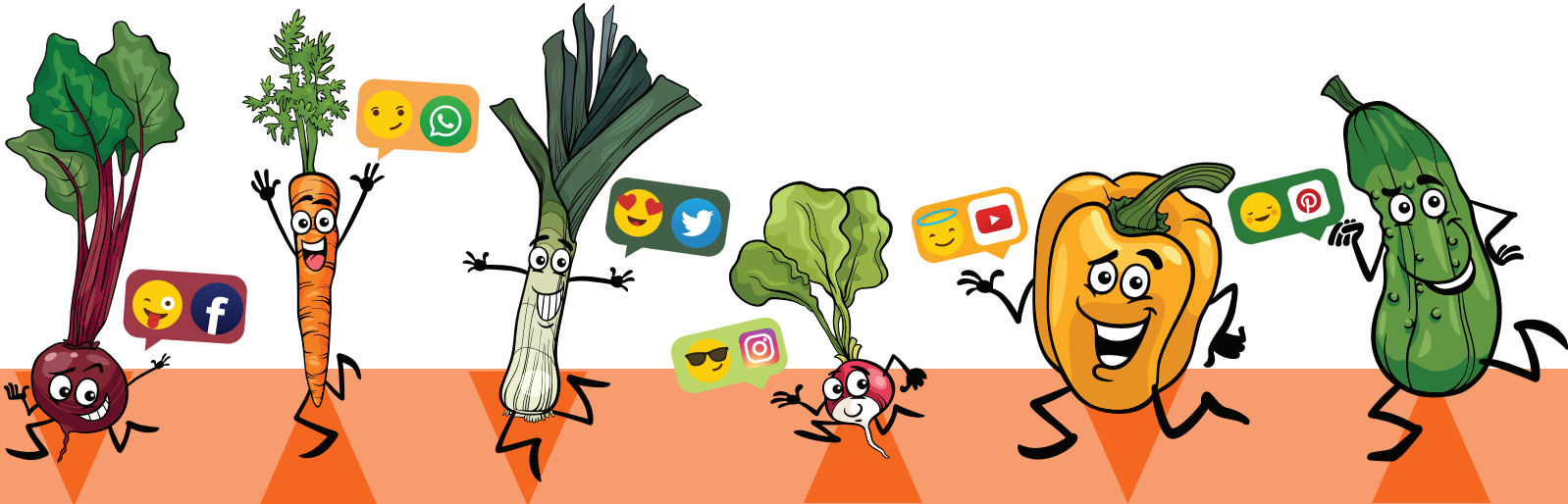


TO ADVOCATES



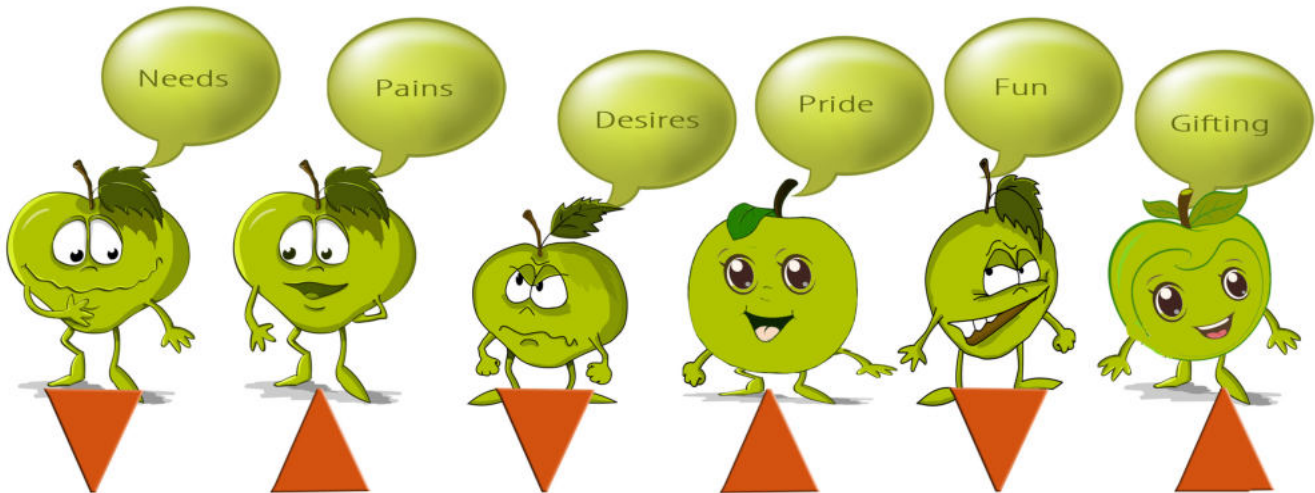
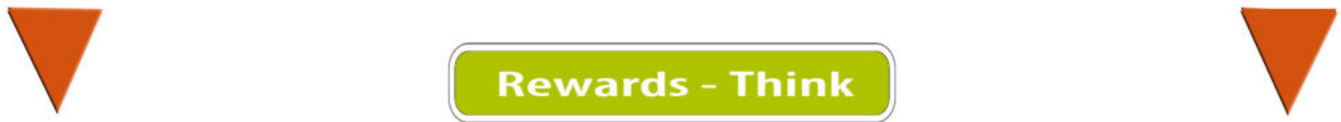
Explore Reward Opportunities

Start with the big differences



Next, find the small differences





Compe-
tions

Lucky
Draws

Give-
aways

Quizzes

Success
Stories

Rewards!
Grow
**Reputations
&
Referrals**

Webo
DIGITAL
*Making it
easy to
Review
&
Share*

Buy One get
One Free

4 for 3

20%
Off

Cash
Backs

Free
Delivery

Rewards!
Grow
**Reputations
&
Referrals**

Webo
DIGITAL
*Making it
easy to
Review
&
Share*



A graphic with a white background and an orange and teal geometric border. Five business professionals (three men and two women) stand in a row. Above each person is a green speech bubble containing a benefit. Below them is the text 'VIP BENEFITS'.

Presale Access

Club Benefits

Secret Menus

Exclusive Offers

Event Invites

VIP BENEFITS



A graphic with a white background and an orange and teal geometric border. Six business professionals stand in a row. Above them are seven teal speech bubbles with various topics. To the left is the text 'Rewards! Grow Reputations & Referrals'. To the right is the 'Webo DIGITAL' logo and the text 'Making it easy to Review & Share'.

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

What's good

Where to eat

Where to shop

Wedding Planner's Contacts

What to do - Lifestyle

Home and Garden

Rewards!
*Grow
Reputations
&
Referrals*

Webo
DIGITAL

*Making it
easy to
Review
&
Share*

The Web App makes it EASY to:

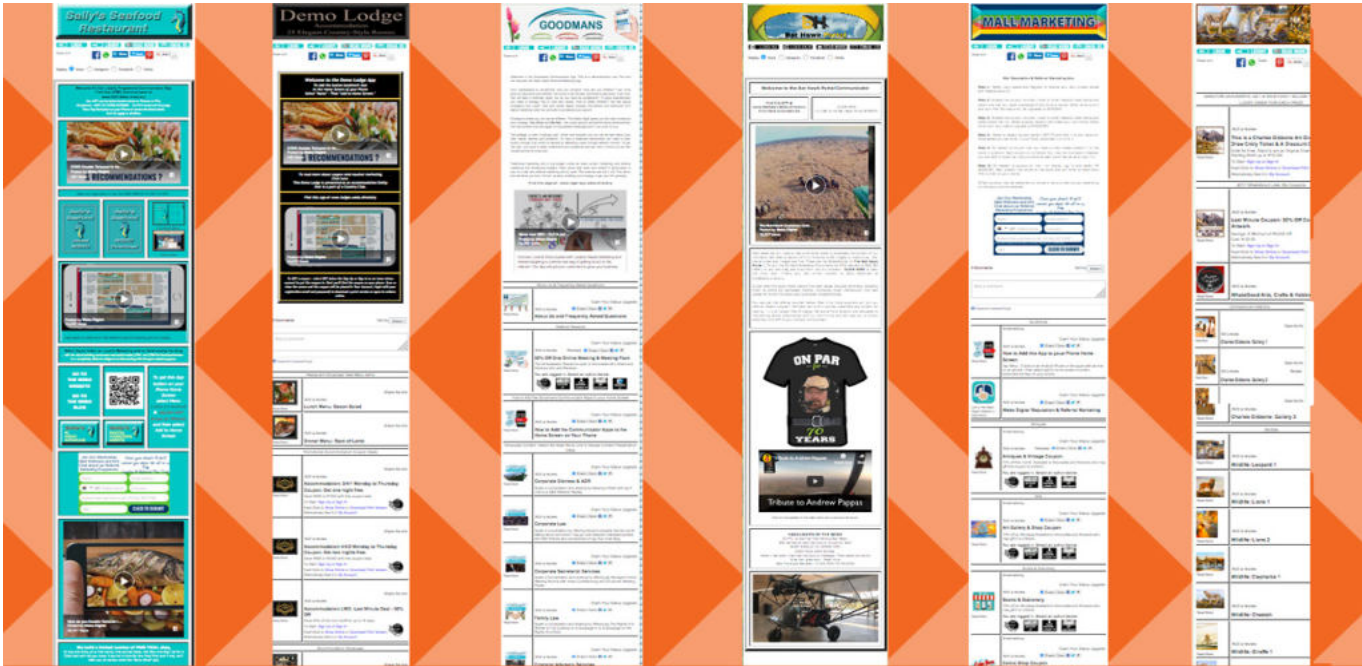
Find & Join

Manage Loyalty Accounts

Add Reviews & Share

Comment & Share

Gift & Redeem



Restaurant

Lodge

Legal Firm

Aircraft

Malls

Art

Loyalty & Referral Communicator Apps

9.21 FREQUENTLY ASKED QUESTIONS



Q:

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

A:

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

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.

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 e.g., 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.

Q:

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

A:

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

- 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.
- Book 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.

Q:

What are popular monetary rewards and in what way can I engage with my customers other than by offering coupons?

A:

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

Q:

In summary, what do you get with the Webio SaaS & is there a difference in what the DIY subscription has access to versus the B4U functionality.

A:

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

Q:

What does the Webio Loyalty and Referral Communicator App do, are there demo examples that I can review at a detailed level to see how they are made and do you think that I can succeed with a DIY SaaS subscription?

A:

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

Q:

How do I add the Communicator App to the Home Screen of my Phone.

A:

You do not need to download the Communicator App. Just open the page, select menu then add to Home Screen on Android and IOS handsets.

Q:

I am not sure about what to say when I refer a product or service coupon that offers a benefit on something that I just love to a friend..

A:

You should just be yourself and chat as you would normally to this friend. You may find it easier if you address your friend by name.

Illustrative Calls to Action (CTA's)

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 Book 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."

9.22 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.

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 cus-

tomisation 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, Books, 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 Web 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 Webo 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 Webo 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 Webo Loyalty & Referral App puts the opportunity to share on the phones of your customers. Earning an incentive plus the gratitude of a friend is only a couple of clicks away on a PC or on the phone that is in their pocket. Statically studies have found that between 70% and 86% will share when it is worth their while and it is easy to do.

Thus, for every 100 customers:

- 70% will share with friends on say,
- Facebook where, on average, they have 338 friends.
- This referral will then reach: $70\% \times 338 \text{ people} \times 100 \text{ customers} = 23,660$ referrals in the first step.
- In the next step the reach explodes but suffice to say that the local reach will be saturated.
- What this means is that the multiplier is around 1 to 200 in step one. In local communities the multiplier tends to duplicate but unique referrals of 300 to 500 are possible. Often a likely multiplier of 200 to 350 is quoted.
- Studies show that in seven steps of friends and connections sharing, everyone in the world on the internet will be reached.

Suffice to say that with the Webo App making it easy, you will earn your brand positive engagement and you will leverage customer advocacy to effectively accelerate growth. When referral programmes take

the form of integrating coupon marketing the added power is massive. Advocates gifting coupons to friends attracts new audiences that are likely to not be fickle bargain hunters and 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 super cars 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 Web 2.0 SaaS offers to solicit feedback. The Web 2.0 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.

9.23 DEMO STORES

JEWELLERY STORE

	<p style="text-align: right;">Claim Your Status Upgrade</p> <p>Add a review Share / Save   </p> <p>GFJ Brand Ambassador Something Borrowed Jewellery Box</p> <p>All reservation requests will be subject to availability on a first come first served basis.</p> <p>You are logged in. Select an option below.</p> <p>     </p>
<p>GFJ Promotions</p>	
	<p>#free5charmbracelet</p> <p style="text-align: right;">Claim Your Status Upgrade</p> <p>Add a review Share / Save   </p> <p>FREE 5 Charm Friendship Bracelet</p> <p>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.</p>
	<p>Vote</p> <p style="text-align: right;">Claim Your Status Upgrade</p> <p>Add a review Reviews Share / Save   </p> <p>Vote for a preferred Spring Promotion Pendant</p> <p>Vote for an option or send us a suggested design to be the feature of our spring promotion.</p> <p>You are logged in. Select an option below.</p> <p>     </p>
	<p>#GFJhi5</p> <p style="text-align: right;">Claim Your Status Upgrade</p> <p>Add a review Share / Save   </p> <p>#GFJhi5 Xmas Tree Competition</p> <p>#hashtag a picture to #GFJhi5 and submit the url on an entry to stand a chance of winning one of 5 fifty % off coupons.</p> <p>You are logged in. Select an option below.</p> <p>     </p>



Gilbert Ford Jewellers Brand Ambassador Something Borrowed Jewellery Box Reservation Request

<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	
Gifted Recipient	Telephone Number	
<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	
Customer's Name	Telephone Number	
<input style="width: 95%;" type="text"/>	<input style="width: 45%;" type="text"/>	<input style="width: 45%;" type="text"/>
Signature	Required from	Required to
<input style="width: 95%;" type="text"/>	<input style="width: 95%;" 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.

DECOR STORE

Facebook Comments Plugin

Living Spaces



Read More

Claim Your Status Upgrade

Add a review Reviews [Share / Save](#)

Pre-Order Coupon for this Blue Velvet Sofa.

At the price you will find the value far exceeds the price.

You are logged in. Select an option below.



Read More

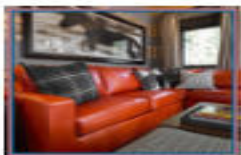
Claim Your Status Upgrade

Add a review Reviews [Share / Save](#)

Sofa: R10,500 OFF Coupon Deal

Save R10 500 off the R21 000 List Price.

You are logged in. Select an option below.



Read More

Claim Your Status Upgrade

Add a review Reviews [Share / Save](#)

Sofa: R8,000 OFF Coupon Deal

It is a classic couch - Share or e-mail this coupon to a friend.

You are logged in. Select an option below.



Read More

Claim Your Status Upgrade

Add a review Reviews [Share / Save](#)

Sofa Chair: R3,400 OFF Coupon Deal

At half price this single seater sofa is a steal - only 1 left!

You are logged in. Select an option below.





DECORATE: The Decor Store

Coupon Deal: Sofa: R8,000 OFF Coupon Deal

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

If Gifted: Recipient's Name

Telephone Number

Purchaser's Name

Telephone Number

For Office Use

Redeemed By:

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

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

CLOSE
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.

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.

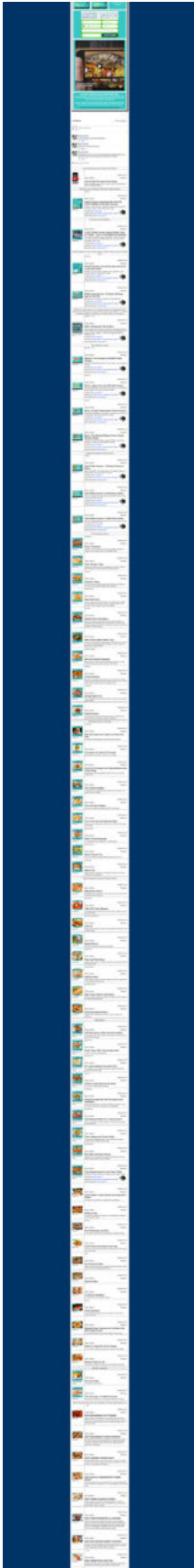
For many restaurant owners creating a list of customers is a good first start. The Loyalty & Referral Communicator makes it easy to review, share and to create SMS & email customer lists. An industry norm is to promote specials. The result is that the specials become the dominant seller and food cost 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

1. Get the App URL or Scan the QR code
2. On Phone: 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
7. Hand Phone or the Printout to Seller
8. Seller enters PIN on Phone. That's it!

Coupon on Phone

A Printed Coupon Is An Option



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
If Gifted: Friend's Name	Friend's Telephone Number
SALLY GOODMAN	066 307 1938
Advocate's Name	Advocate's Telephone Number
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
Redemption Admin	Advocate Status is valid for 10 days after Sharing.

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: Webco 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:

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:

Name:

Telephone Number:

Address:

Valid by:




FAMILY HOLIDAY REWARDS

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 Webto SaaS CLICK HERE

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.

Demo Bed Night Based Loyalty Card - Terms & Conditions Card:

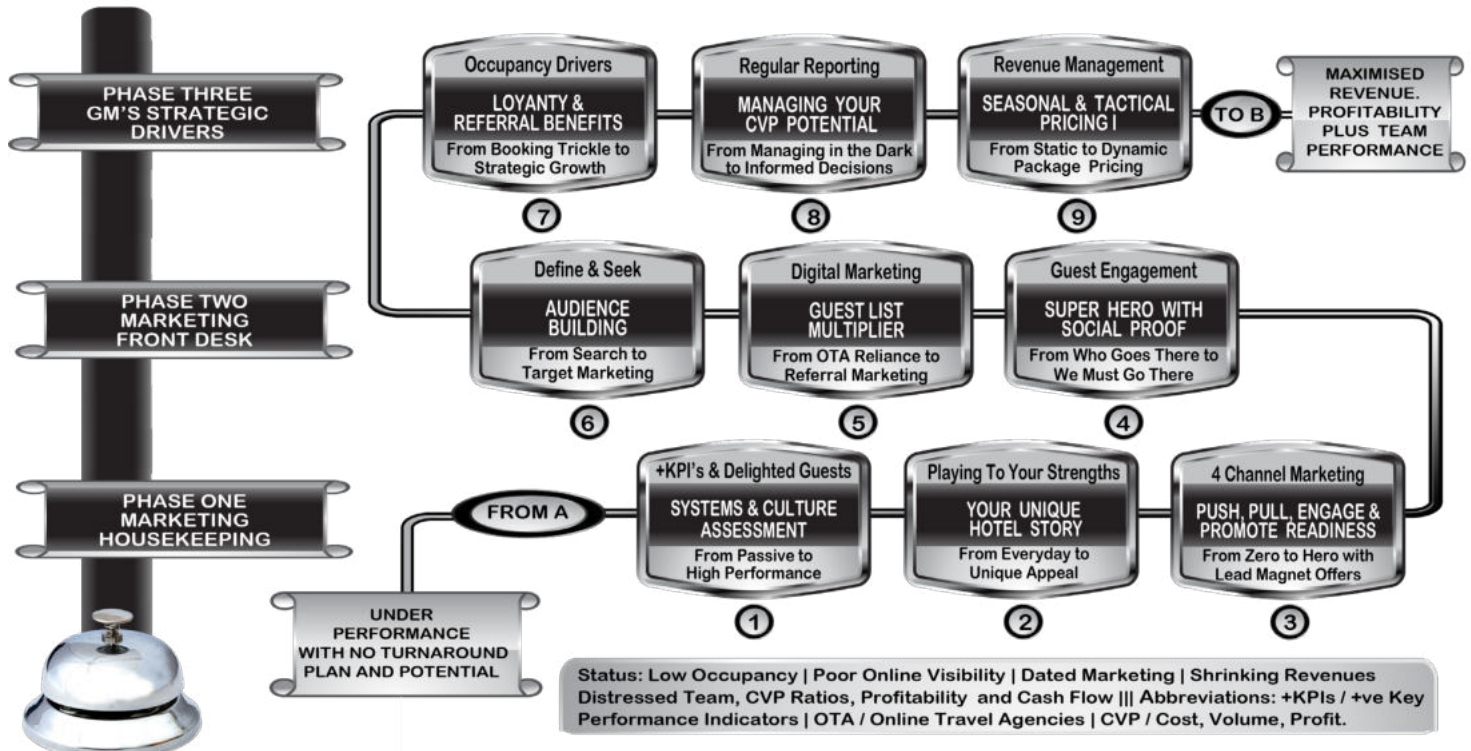
This Pre-numbered Loyalty Card is a limited time and availability offer, it is subject to validity confirmation at the time of redemption and which offers entitlement, subject to confirmation, to the offer stated below. This Loyalty Page may be presented for points allocation for each B&B bednight and must be forfeited at the time of redemption. Alternatively points can be allocated online on phone at the time of checkout at the rate of 100 points for each bednight.

Points Accumulated:

Name & Number:	Bednight No.	Signature
	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	
	11	
	12	
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We Help Under Performing Hotels to Delight Guests & Double Turnover in Half the Time



Read More

[Share the link](#)

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](#)




Read More

[Share the link](#)

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](#)



SHOPPING CENTRE DEMO



Consider the dynamic

Our customers =s mall tenants. Their Customers =s shoppers.

Given 100 shops in a 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.

LAW FIRM DEMO

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.



Click Here to open this App

Add a review

The Goodmans Wedding Planner App

This App is a Reward for Adding a Review: Open, Add to Home Screen & Tap to View The Goodmans Online Weddings Trade Show

Share the link

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.



Click Here to open this App

Add a review

Legal Links

This App is Reserved for our Corporate Clients: Open, Add to Home Screen & Tap to View

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

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 Book 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 !

Find the Jewellery Store 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 its 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 opens the door to build upon the relationships that exist.

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

Let's say, the Decor Store will publicize their Annual Sale in 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.

Find Sally's Seafood Restaurant 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.

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

Find the Law Firm communicator at <https://www.LawFirms.webo.directory>

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

9.24 REWARD Ts & Cs

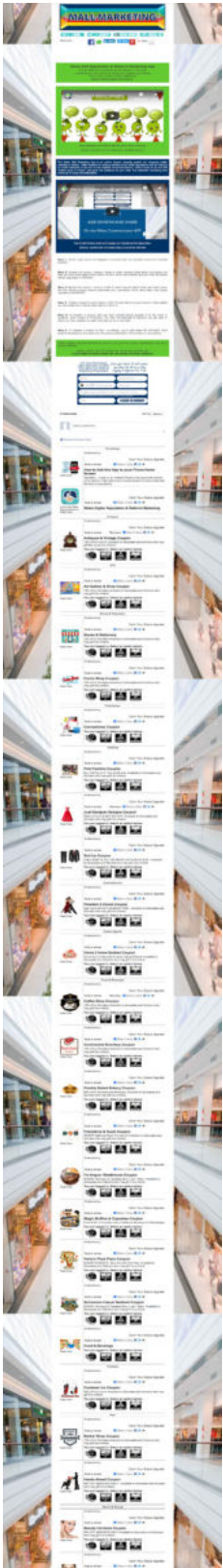
There is an aspect of reward structuring that is critically important to the success of any reward programme; the terms and conditions.

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.



The image shows a 'Refer-A-Friend Coupon' form and an advertisement for 'Webo Referrals Grow Businesses'. The coupon form includes a QR code, a 'Refer-A-Friend' logo, and fields for 'MY PROMOTION CODE IS:', 'Friend's Name:', 'My name is:', 'Friend's Telephone Number:', 'My Telephone Number:', and 'Loyalty Status'. Below the form are buttons for 'CLOSE', 'DOWNLOAD IT', 'PRINT IT', and 'MY ACCOUNT'. The advertisement features the Webo logo, the slogan 'Referrals Grow Businesses', and the text 'GET YOUR CUSTOMERS TO SPREAD THE WORD'. It also includes a testimonial: 'The Webo Referral Marketing App Makes it easy. We have done it for others & can do it for you.' The main offer is 'Refer-A-Friend Rewards You Get R500 or USD \$30 & your friend gets build time DURING A FREE TRIAL'.

Webo Referral Programme Terms and Conditions

Refer-A-Friend Registration Requirements:

- To claim the Refer-A-Friend rewards both parties; The Webo 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 Webo Digital. These Referral Programme Terms and Conditions (“Terms and Conditions”) govern Your participation in the Webo 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 US \$ 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.

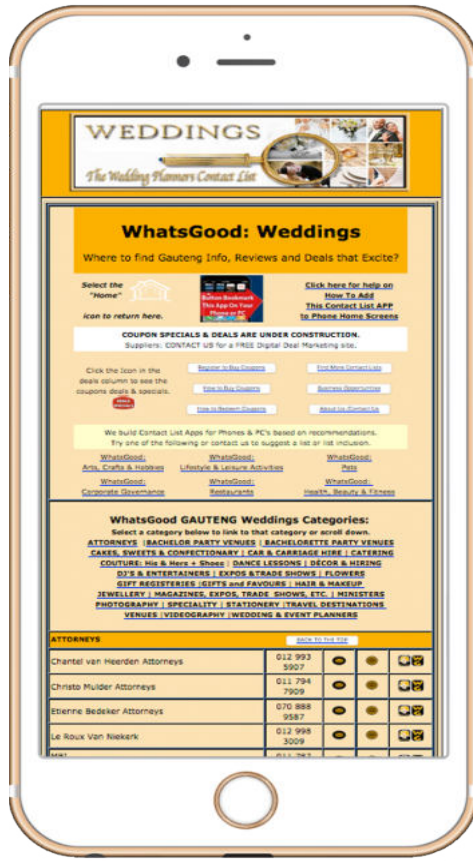
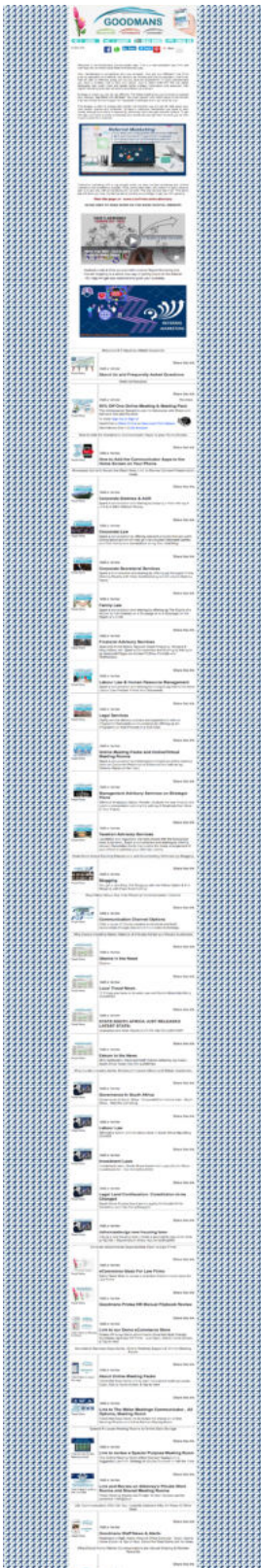
If You do not comply with any of these Terms and Conditions, Webo and any division of Webo reserves the right to terminate and disqualify You at any time from participating in the Programme.

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.

9.25 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

About Online Meeting Packs

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

9.26 GOING ONLINE WITH THE WEBO SaaS

Website builders have become popular as they moved the market for building a Website into the price range of the average SME. From large team project managed assignments that required the services of page layout specialists, developers with advanced coding skills, graphic artists, photographers, copy writers and more to built in minutes AI bot built beautiful sites, the world of site building has changed completely.

Estimates of the growth of the global site builder market are, quite frankly, insane! Wordpress, founded in 2003, was one of the first to revolutionise the industry and they have been followed by many site builders that require no coding skills and many of them are free. One of the advances was the option to purchase a "theme," if you like, it is a "website builder's resource box." Currently the next generation is nudging itself to the forefront. It is the AI bot built site that builds sites in minutes featuring AI landing page text, awesome graphic designs and more. Next will be the ready built site. Yes, I suspect that you will be able to go online upload your name and the AI bot will, within minutes, suggest alternative names to give you the edge in the RACE to SEO optimisation and it will give you a range of ready built sites to review.

This is all great news so what is the problem?

The problem is that in the race to build beautiful sites the fact that some 90% of all Websites in the world have never been opened once as a result of a search engine search result has been overlooked.

Big Ad Spend budgets will get you found. Ad Spend, is what sustains social media and global search engines. SMEs can and many do market their sites to their customers. Customers have moved, in many niches, including entertainment, clothing, electronics, beauty and personal care plus household appliances to shop online. The thing is that the sites that currently service the market have huge ad spend budgets.

SMEs and many big businesses who trade on Amazon's marketplace have made it one of the biggest and most profitable businesses in the world. Webo does, in the main, do what Amazon does but it also offers the worlds most comprehensive site builder at a fraction of the cost. The Webo site builder is unique as a directory site builder that collectively markets all on it. If you plan on going online you have to not only have a Website you have to have a marketing budget big enough to get you found. Webo is affordably brilliant and I have presented, once again, on the pages that follow, the Webo site builder. I have already reviewed the Webo SaaS but it is critically important for you to understand that you have to have an emarketing capability that matches the functionality of the site builders presented on the infographics that follows.

GET

**Connected with
Webo LPM & CRM**

**On
Phone
App**



**On PC
/ Store**



The One Page Summary



1. Get the App URL or Scan the QR code

2. On Phone: Add to Home Screen



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



Coupon on Phone

7. Hand Phone or the Printout to Seller



3. Tap the App Button on Phone to Open

A Printed Coupon Is An Option



6. Print & Present Coupon is an Option

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

5. Pay Admin Fee (if needed) online



GET

Connected with Webo LPM & CRM

Overview What We Do

We interface with or provide blogs, websites, online shops, communicator apps, eBooks, loyalty marketing apps, videos, interfaced social media pages and more.

Our system supplies free or priced coupons, prepaid vouchers, lucky draw tickets, event tickets, text or image feedback polls, #hashtag harvesting, social media image harvesting, social media sharing and comment synchronisation with Facebook & more.



Find Bob & Sally's Home Style Eatery at: www.bas.webo.directory

We help

Connect

Tap, Scroll or Swipe

on PC's, iPads/Tablets, and Phones to quickly find

Coupons, Vouchers & Tickets



GET
Connected with
Webó LPM & CRM

We help

You "Look"

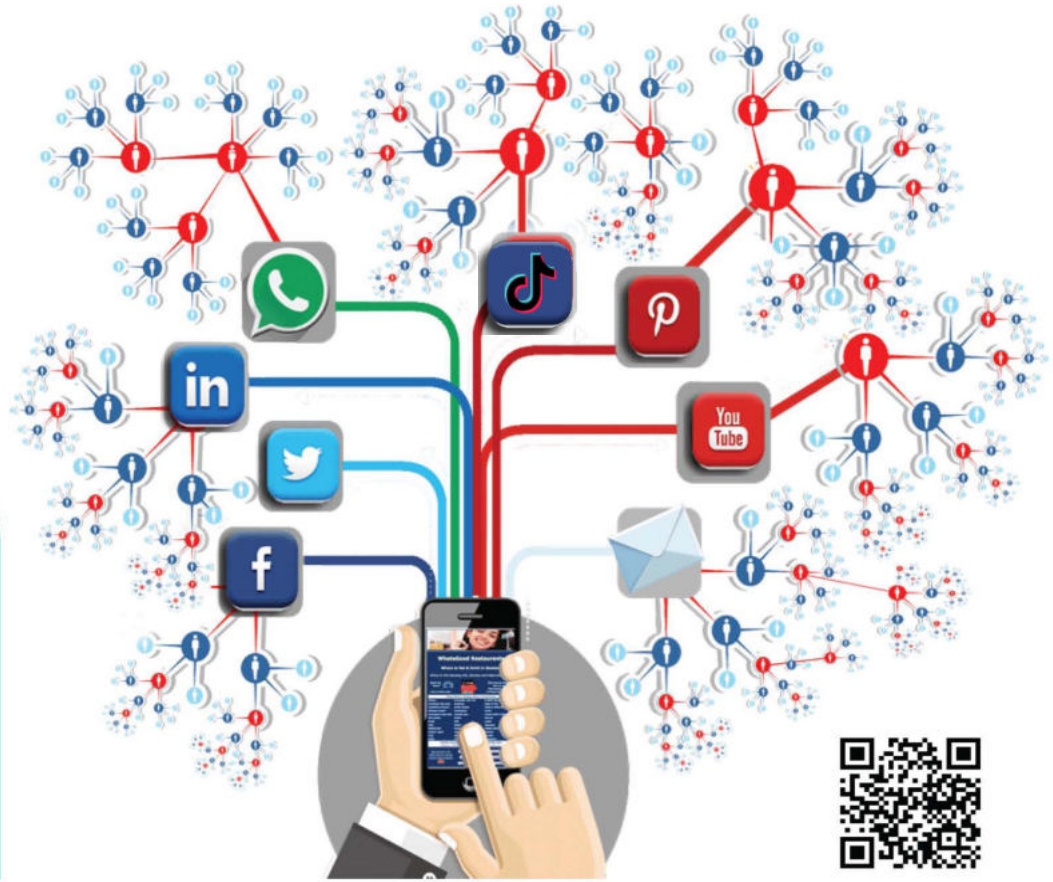
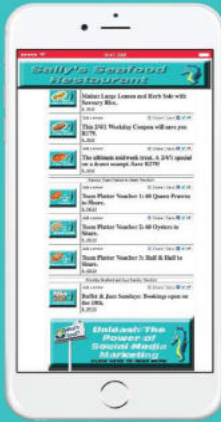
You Just Flip Pages, Link or Scroll to Find Deals & Product Info.



GET

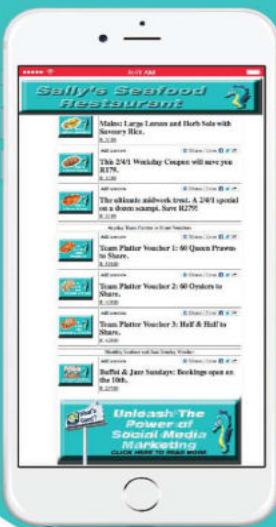
Connected with
Webo LPM & CRM

We help
Share



Find Sally's Seafood
Restaurant at:
www.ssr.webo.directory

We help
Share
Reviews



1.
Click
Add a review

2.
If you are not
Logged In
the Log In
and New
Registration
Screen
will open
Complete
and Submit

3.
The
Add a review
panel will open

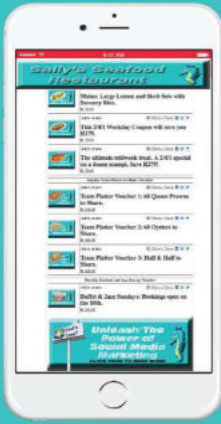
Add your
review &
SUBMIT
4.
Select
Reviews
to Read
the Reviews

You can edit/delete
your reviews in
Your Account

GET

Connected with
Webo LPM & CRM

We help you
Share
with friends
& Connections



1. At the top of the App under the Header Image is an App Share Option &
2. Each Item on the App has a Share Option
3. eg Tap the Item Share Option and select from a range of Social Media Sites
4. eg Share with all your friends on Facebook
5. eg Share with all your business connections on LinkedIn

Engage

Engage Customers
to Gather Feedback

VOTE

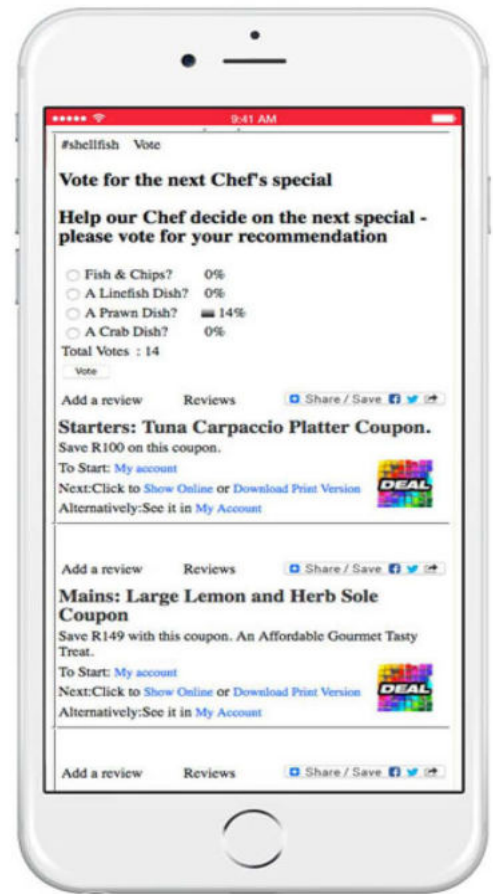
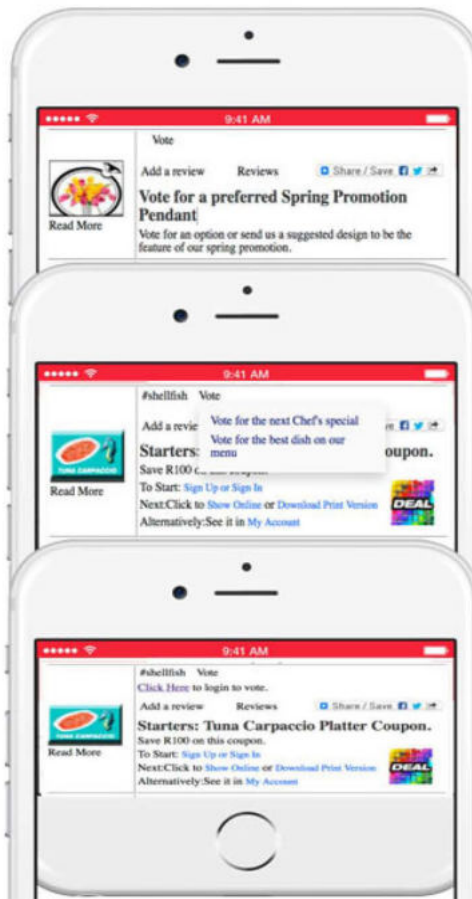
The Image Vote option is a simple way to get feedback & improve the customer experience



Text Vote

The Text Vote option offers multiple choice questions.

It is simple & involvement improves the customer experience



FUN Competitions

Host a Caption Competition Offer a fun picture, ask a question and request customers to add their answers to a competition entry form eg. tag your answer on a social media page with #hy5in5
Q: What did the Oyster say to the Seahorse? Win



Sally's Seafood Restaurant Competition #hy5in5

Sally's Seafood Restaurant #hy5in5 Competition

This is an Entrance Ticket for the #hy5in5 Competition

See the T's & C's for the Competition Details.

Sally Goodman	0715071400
If Gifted: Recipient's Name - ID Document Required	Telephone Number
Sally Goodman	0715071400
Customer's Name	Telephone Number
My Hy5in5 words are:	For Office Use
Redemption Admin	Booking Details



Community

Competitions

Win : Win Competitions

Host a competition for a local school, charity, NGO etc. Ticket sales get deposited directly to the NGO. The supplier's app is marketed to the community. Hold your own LUCKY DRAW. The app will issue & track the tickets issued.



Promotions and Competitions

#shellfish

Instagram
 Facebook

Pinterest
 Google+
 Sunday icket
a complimentary buffet.

Twitter
 Archive

Read More
 Next: Click to Show Online or Download Print Version
 Alternatively: See it in My Account

Sally's Seafood Restaurant Competition #shellfish

Sally's Seafood Buffet & Jazz Competition

This is an Entrance & Competition Ticket for the Monthly Draw at the next Seafood & Jazz Event. Prior Reservations are Essential. See the T's & C's for the LUCKY DRAW.

Sally Goodman 0715071400
 If Gifted: Recipient's Name - ID Document Telephone Number
 Required
 Sally Goodman 0715071400
 Customer's Name Telephone Number
 Signature For Office Use
 Redemption Admin I love this event because x x x x x x

Subject to T's & C's - Click Here to View. Redemption Process: 1. Make a Reservation & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy
 Redemption Process: 1: Make a Reservation & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy
 Note: This Coupon Excludes VAT & Expires On the 1st Sunday of the Month.

Sally's Seafood & Jazz Monthly Event and LUCKY DRAW Competition Terms & Conditions
The Competition: Each month we take bookings for the Seafood and Jazz event on the first Sunday of the month. We host the best seafood buffet that you can hope to find featuring fresh from the sea seafood flown in for this Sunday lunch which extends into the afternoon accompanied by a variety of Jazz artists. It is a seafood experience not to be missed.
Entrance: Reservations are essential and customers who download this competition coupon must quote the coupon order number when making a reservation.
Winners: Customers must bring the coupon on their phones or a printed copy to the event for verification. A lucky draw will be held and the winning order numbers will have their entrance fee refunded and they will receive the buffet with our compliments.
Disqualified Participants: All employees of participating entities including promoters and sponsors and their Immediate Families plus any person under 18 years of age. The promoter may, at its sole discretion disqualify any person for any reason whatsoever.
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.
Validity Days: This coupon is valid for the month in which it is issued.
Verification: Winner's Coupon Validity is subject to verification.
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.

Order Number: 1010
 Validity Verified By:

Research a unique #hashtag.

Customers #hashtag images and text responses to questions. Short listed entries can be voted upon.

#Hashtag MARKETING

Entrance Tickets



Sally's Seafood Restaurant

Carpaccio 2/4/1

2/4/1 Mondays to Thursdays Only

Sally Goodman	0813282648
If Gifted: Recipient's Name - ID Document Required	Telephone Number
Sally Goodman	0813282648
Purchaser's Name	Telephone Number
	For Office Use
Redemption Admin	Booking Details



TUNA CARPACCIO

Subject to T's & C's - [Click Here to view. Redemption Process: 1: Make a Reservation & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy](#)

Note: This Coupon Excludes VAT & Expires On 31/11/2017

CLOSE

SUBMIT

Online Coupon e.g.

Print Coupons and Vouchers

The Buyer Prints the Coupon and makes a Reservation / Appointment for the Redemption of the Service, Meal etc.

The coupon can be gifted.

The seller will scan the QR code and the Online version will open for the Seller to enter the PIN.

If valid the coupon/voucher will be redeemed.

Sally's Seafood Restaurant
Mains: A dozen Scampi and savoury rice
2/4/1 Mondays to Thursdays Only

Sally Goodman 0813282648
If Gifted: Recipient's Name - ID Document Required Telephone Number
Sally Goodman 0813282648
Purchaser's Name Telephone Number
Signature For Office Use
Redemption Admin Booking Details

Subject to the T's & C's printed below. - [Click Here to view. Redemption Process: 1. Make a Reservation & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy](#)

Note: This Coupon Excludes VAT & Expires On 31/11/2017

Sally's Seafood Restaurant Terms & Conditions

Coupons:
Are 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 on the coupon.

Vouchers:
Are not refundable, not exchangeable, not replaceable prepaid receipt for the goods or services stated on the voucher that is subject to a valid booking, availability and redemption verification before an expiry date.

Ownership: Title passes upon receipt of payment in full and risk passes upon delivery by electronic or other means to the buyer or to the buyers online account.
Limit per customer: Customers are limited to XX downloads on any specific coupon whilst voucher purchases are subject to stated conditions.
Reservations: Phone xxx xxx xxxx. Note that reservations are subject to availability.
Validity Days: Coupons; Monday through Thursday every week.
Verification: Validity is subject to verification upon arrival. Prior use voids coupons and vouchers.
Service: Sit down dining is required for redemption at x Street Name, Suburb Name, Town Name.
Quantity: Only one coupon may be presented per item served.
Service charge: Gratuities should be calculated on the full value received.
Images: All images are indicative and may not be specifically representative.
Refunds: Coupon fees are an administration fee and are non refundable.
Service: The Coupon administrator is not responsible for service and item delivery.

Order Number: 896
Validity Verified By:



Print Coupon e.g.

Tickets

Print & Present
or
Online

Download & Print or Show on Phone

Lucky Draws & Competitions

Theme Event Entrance

Voting

Terms & Conditions Plus Ticket Number on Tickets

Promotions and Competitions



Read More

Add a review

Share / Save   

LUCKY DRAW: Sunday Seafood Buffet- Table for Twenty - This is a completely free giveaway..

This is our big prize. The value of the prize is R6,000 without VAT. You pay only for beverages. Enter to win!

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

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

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



Promotions and Competitions



Read More

Add a review

Share / Save   

LUCKY DRAW: Sunday Seafood Buffet- Table for Twenty - This is a completely free giveaway..

This is our big prize. The value of the prize is R6,000 without VAT. You pay only for beverages. Enter to win!

You are logged in. Select an option below.



Sally's Seafood Restaurant



Sally's Seafood Restaurant Sunday Buffet LUCKY DRAW Giveaway

Lucky Draw Entry for a table for 20: First Sunday of the Month Seafood Buffet and Jazz afternoon. Subject to a confirmed reservation and LUCKY DRAW winner validity.

Kathy Worthington

Lucky Draw Entrant: Name

012 345 6789

Lucky Draw Entrant: Telephone Number



For Office Use

Subject to the T's & C's on the print version of this entrance ticket. The ticket expires 90 days from the date of the draw. The draw is set to be held at the next Seafood Buffet Sunday event/day.



Share / Save

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

Promotional Competition Terms & Conditions

Disqualified Participants: All employees of participating entities including promoters

Number 1384

Print & Online Tickets

On APP

Option 1. Coupons are Issued Free

"Coupon Administration and Finance Fees are funded by the Seller."

Summary

Buyers Login tap a selected coupon which opens for the Seller to enter the Redemption PIN. That's it



Link Format

Website www.webo.directory/SiteName/

App www.SiteName.webo.directory

QR Code Scan with your phone to open the APP

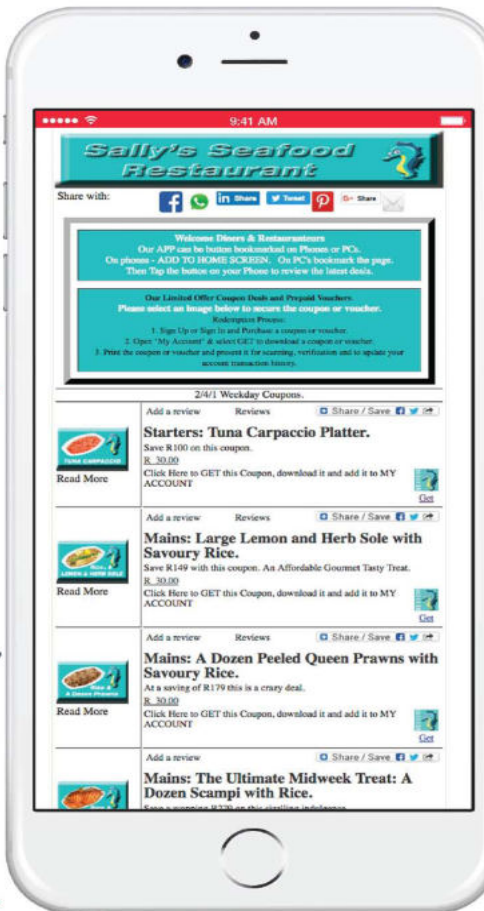
You may receive the website URL, App URL or QR Code by SMS, Email or they may be on social media sites.

Button Bookmark the App Page on a phone by selecting Menu

On an iOS device, eg iPhone & iPad Tap the "Bookmark" button, and then tap "Add to Home Screen."

On an Android device, eg Samsung & Tablet

Use the Chrome browser to open the page. Tap the "Menu" button, and then tap "Add to Home Screen."



- The URL for this Demo Website is www.webo.directory/restaurants3/
For the App the URL is www.restaurants3.webo.directory
The QR Code is



Tap the GET LOGO



If you are not registered you will be required to register or LOGIN (top right). The online version of the coupon will display (middle right). Hand the phone to the Seller to enter the Redemption PIN or close the page to save the coupon in your Online Account. LOGIN with your registered Email address and password to view your Online Account. See In Store Checkout for How to Gift Coupons. See Redemption for online plus Print & Present options. "Read More" on the App opens the Store View Pages for detail.



2. Present the Coupon or 3. Select Read more to see the detailed View Page .



On APP

Option 2. Express Checkout on Phones - With Auto Pay!

"Buyers Pay a Coupon Administration and Finance Fee which is not refundable." Charging for coupons is optional.



On APP

- Website Links
- Downloads
- Newsletters
- Social Media Links
- Social Media Images
- Blogs & Galleries, etc



Express Checkout

To benefit from the express checkout option you need to have purchased a package of credits. WhatsGood credits are available at a discount and these may be used on any site on the Webo Directory.

Once you have purchased a package of WhatsGood Credits these will reflect in Your Account and each time you purchase a coupon one credit will be deducted from your account. WhatsGood credits are not refundable and they are not transferable.

Coupon credits are not redeemable in payment for prepaid vouchers.

First time users

If you wish to obtain a Discounted Package of Credits - see below:



1. Tap the option to Sign Up for an Account.
2. In Your Account's Admin, select Coupons and Vouchers.
3. Follow the checkout for your your choice between the 2/4/1 and the 3/4/1 packages.

If you do not wish a Discounted Package of Credits - the App Checkout process will lead you through the payment process for the purchase of one credit.

Coupon Package Name	Order Number	No Of Coupons	Total Price	Validity(Days)	Status				
Special on WhatsGood Credits	610	16	50.00	120	Approved				
Site Name	Coupon or Voucher Name	Order Number	Downloads	Qty Purchased	No. Coupons Downloaded	No. Coupons Redeemed	Balance Available	Expires	Redeem
Demo Lodge	2/4/1 Monday to Thursday Coupons	656	GET	1	0	0	1	31/11/2017	Redeem Now
Demo Lodge	2/4/1 Monday to Thursday Coupons	657	GET	1	0	0	1	31/11/2017	Redeem Now
Demo Lodge	2/4/1 Monday to Thursday Coupons	658	GET	1	0	0	1	31/11/2017	Redeem Now

See page 19 for an enlarged copy of the above.



The Express Checkout Page is Not Applicable if the Seller Sponsors the Admin Fee. If this is the case then the FREE checkout option will apply.

On APP

Once Off Purchase

GET 1 Credit

On APP

Purchase 6 credits in a 2/4/1 Package and get 12 credits.

Pay Only 50%
Save 50%

GET 12 Credits

On APP

Purchase 10 credits in a 3/4/1 Package and get 30 credits.

Pay only 33.33%
Save 66.66%

GET 30 Credits

Logged In

Given that you signed up and are logged in after having purchased a WhatsGood Package of credits.

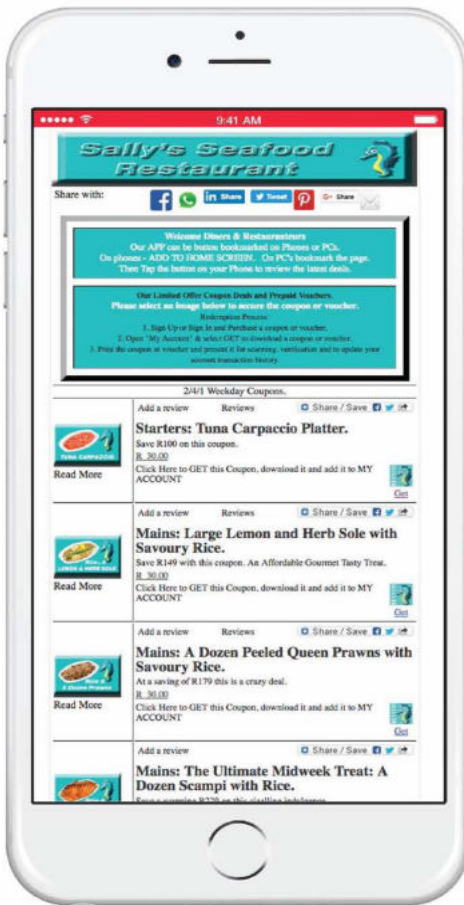
Select a Coupon

Vouchers and Standard Rated products do not have the GET Coupon Logo.

Coupons redeemable with any credit are listed on the App with a GET Coupon Logo that reflects the Seller's Logo.



Once selected the online version of the coupon will show.



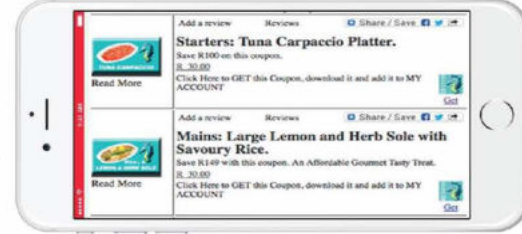
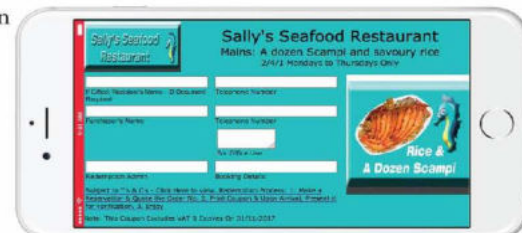
After selecting the GET option a WhatsGood Credit will be removed from your balance available.

Once the online coupon (right) opens you can hand your phone to the Seller to enter the redemption PIN.

Once the PIN is entered, the Coupon will show as redeemed in Your Account. After redemption or if the coupon is closed without redemption the opening APP screen (right) will show.

If you do not have a coupon credit available you will be linked to the In Store checkout. You can elect to go to the In Store checkout if you want to gift the coupon to someone and want to provide their details for listing on the coupon.

If the coupon is closed without redemption it will show in Your Account. You can Log In to Your Account at any stage where you can select GET to download the coupon. This will download the coupon and the terms and conditions. It can be downloaded only once. The seller will scan the QR code to open the Online Coupon for the PIN to be entered. Alternatively, select Redeem and the Online Coupon will open for redemption. See pages 19, 20 & 21 for examples of these pages.



Offer Current Table Menus as Downloads Think, On Phone VIP Menus !

On APP Table Menus or Takeaway "Fridge Menus"

Sally's Seafood



Mains & Beverages

Ideas

- Menu Downloads
- Coupons, Vouchers, Limited Promo Codes e.g. 1st 10, etc.
- Personalised Gift Vouchers e.g. Monthly Lucky Draw
- Prepaid Vouchers for Set Menus booked for a date/time e.g. Great for dinner & movie dates!

Ideas

In Store Promotions

Some Options

Trending Pub & Lunch Snacks

**Miso Fish Burger
Cucumber & Slaw**

COME TASTE, VOTE & SHARE IT!

**SEAFOOD BUFFET
1ST SUN LUNCH PM**

Voucher Events

Consider Limited Edition Promo Codes

Top 10 & This Month's Specials

Chilli Soy Salmon & wok-fried noodles

COME TASTE, VOTE & SHARE IT!

Consider on phone VIP Menus !

Rice & A Dozen Scampi

Coupon Deals

Consider Personalised Gift Vouchers

It's Trending

Prawn Sesame Toast

COME TASTE, VOTE & SHARE IT!

Would you share valued Benefits ?

4 x 15 = 60 Prawns

Voucher Deals

Your "Toolbox" Includes: Subscriber Management

In Store Links

Get the APP

Sign Up or In

Admin Links

Ideas

- Email Newsletters & Links to Photo Galleries, Instagram, Facebook, etc.
- e-Mail Monthly Specials
- SMS Saturday Night's Chef's Special

Sally's Email Deals

Subscribe Now

Sally's SMS Deals

Subscribe Now

Sally's Facebook

Sally's Twitter

Two Opt-In Subscriber Databases are maintained; one for email delivery and one for SMS delivery.

Social Media Links to the Seller's Social Media pages and to the Seller's Website .

In Store Transaction Process vs Phone App Process



In Store Screen Flow

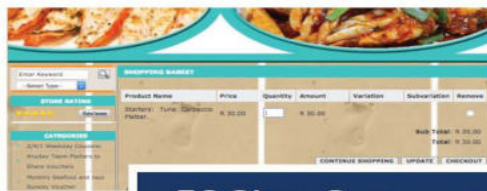
1 Start with the Home Page that has two format options; with a side panel and without.



2 Select VIEW on the Home Page and review the detailed description & features.



3 If desired, ADD TO BASKET & CHECKOUT



4 If you did not Sign Up or Sign In before, the Register & Login page will display.



5 The Confirmation Page will show / confirm your details and that of a gift recipient (if required).



6 If the coupon is not free or if it is a voucher or if you do not have coupon credits the the Payment Page Shows.



7 Notification of Payment is shown then your Buyer's Account is opened.

PC Store Screens vs Phone App Screens



8 The Coupon or Voucher is displayed for redemption or if closed it is saved in your Buyer's Account.

MY COUPONS AND VOUCHERS

WHATSGOOD PACKAGES PURCHASED

Coupon Package Name	Order Number	No Of Coupons	Total Price	Validity(Days)	Status
WhatsGood 3/4/1Credits	614	30	300.00	180	Approved

TRANSACTION HISTORY

Site Name	Coupon or Voucher Name	Order Number	Downloads	Qty Purchased	No. Coupons Downloaded	No. Coupons Redeemed	Balance Available	Expires	Redeem
Sally's Seafood Restaurant	2/4/1 Scampi Deal	896	GET	1	0	0	1	31/11/2017	Redeem Now
Sally's Seafood Restaurant	2/4/1 Carpaccio Deal	915	GET	1	0	0	1	31/11/2017	Redeem Now

[CLEAR HISTORY](#)

[GO TO MY ACCOUNT](#)

[LOGOUT](#)

WHATSGOOD PACKAGES FOR SALE

Coupon Package Name	No Of Coupons	Total Price	Validity(Days)	Purchase
WhatsGood 2/4/1 Credits	12	180.00	90	Buy Now
WhatsGood 3/4/1Credits	30	300.00	180	Credits available

Buyer's Account

Every customer gets their own online Account

Select Redeem Now and the Online version of the coupon or voucher will open & can be passed to the seller for redemption.

Select GET to download the Print Version to print and present to the Seller.



Sally's Seafood Restaurant

Carpaccio 2/4/1

2/4/1 Mondays to Thursdays Only

Sally Goodman

0813282648

If Gifted: Recipient's Name - ID Document Required

Telephone Number

Sally Goodman

0813282648

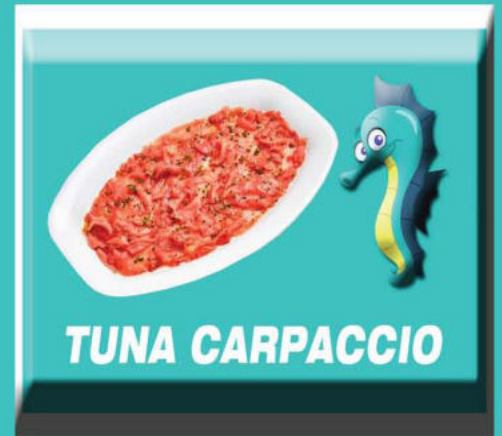
Purchaser's Name

Telephone Number

For Office Use

Redemption Admin

Booking Details



Subject to T's & C's - [Click Here to view.](#) Redemption Process: 1: Make a Reservation & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy

Note: This Coupon Excludes VAT & Expires On 31/11/2017

[CLOSE](#)

[SUBMIT](#)

Online Coupon e.g.

Print Coupons and Vouchers

The Buyer Prints the Coupon and makes a Reservation / Appointment for the Redemption of the Service, Meal etc.

The coupon can be gifted.

The seller will scan the QR code and the Online version will open for the Seller to enter the PIN.

If valid the coupon/voucher will be redeemed.

Sally's Seafood Restaurant
Mains: A dozen Scampi and savoury rice
2/4/1 Mondays to Thursdays Only

Sally Goodman		0813282648	
If Gifted, Recipient's Name - ID Document Required		Telephone Number	
Sally Goodman		0813282648	
Purchaser's Name		Telephone Number	
Signature		For Office Use	
Redemption Admin		Booking Details	

Rice & A Dozen Scampi

Subject to the T's & C's printed below - Click Here to view_Redemption Process: 1. Make a Reservation & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy

Note: This Coupon Excludes VAT & Expires On 31/11/2017

Sally's Seafood Restaurant Terms & Conditions

Coupons:
Are 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 on the coupon.

Vouchers:
Are not refundable, not exchangeable, not replaceable prepaid receipt for the goods or services stated on the voucher that is subject to a valid booking, availability and redemption verification before an expiry date.

Ownership: Title passes upon receipt of payment in full and risk passes upon delivery by electronic or other means to the buyer or to the buyers online account.

Limit per customer: Customers are limited to XX downloads on any specific coupon whilst voucher purchases are subject to stated conditions.

Reservations: Phone xxx xxx xxxxx. Note that reservations are subject to availability.

Validity Days: Coupons; Monday through Thursday every week.

Verification: Validity is subject to verification upon arrival. Prior use voids coupons and vouchers.

Services: Sit down dining is required for redemption at x Street Name, Suburb Name, Town Name.

Quantity: Only one coupon may be presented per item served.

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

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

Refunds: Coupon fees are an administration fee and are non refundable.

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

Order Number:
896

Validity Verified By:

Print
Coupon e.g.

Connect with Web LPM & CRM

Summary

The Webo Vouchers App's Features Include:

Your Branding

All Sites and App's are yours with your branding.

One-click Management & Redemption

Every Customer gets their own ACCOUNT to manage Redemptions, Reviews and more.

One-click Reviews

The App and Every Item listed on the App offers the option to ADD a Review and to Read Reviews.

One-click Social Sharing

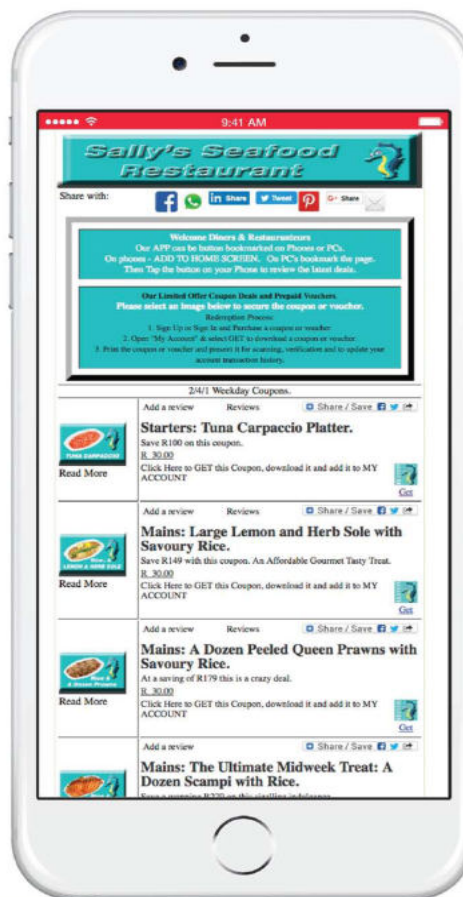
The App and Every Item listed on the App offers sharing eg share with all your friends on Facebook or share with all business connections on LinkedIn.

One-click VIEW Detail Links

Every item listed on the App offers a Read More link to detailed VIEW pages on the App's website.

One-click GET Coupon & Voucher Buttons

Every coupon or voucher listed on the App has the option to Get coupons or vouchers with one click.



Online & On Phone Coupons & Vouchers

Printed Coupons & Vouchers

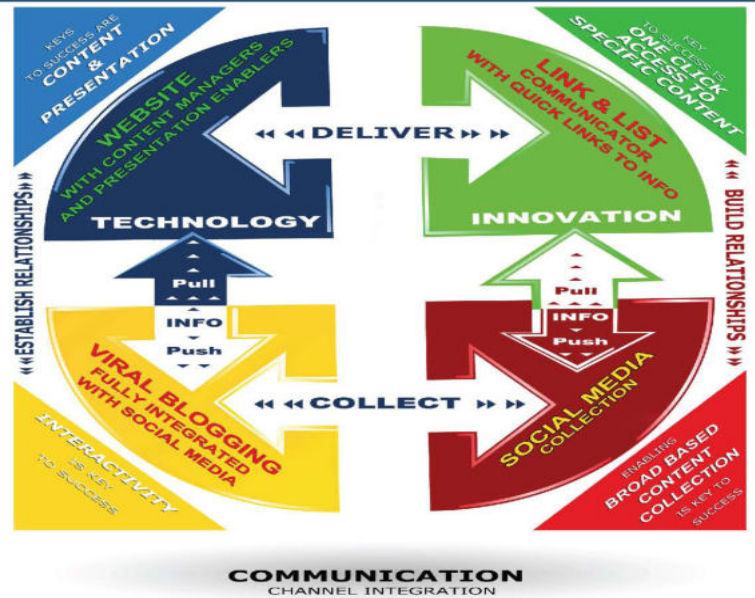


Webo

Marketing Chapters

In a Marketing Chapter a group of businesses pool their “giveaways” and each business markets all of the giveaways to their customers.

Customers have access to a range of “Lucky Draws” and the businesses benefit from the exposure that they get to the customers of the others plus they get exposure on the social network platforms of the businesses in the marketing chapter.



4 Channel Marketing



4 Channels



Well Presented Websites To Tell Your Story

Blogs & Social Media to Engage

eCommerce Shops, Auctions Showcases

CRM Apps Build Relationships



If the Benefits are Good and the User Experience is Positive

4 Enablers



Coupon, Lucky Draw, Contest Campaigns to Excite

Fresh Content

Organised & Transparent Data

Valued Benefits



The Benefits will be well received from Brand Ambassadors

4 Outcomes



Attentive Service, Support & User Networking

Positive User Experience

Active Feedback & Reviews

Benefits Shared



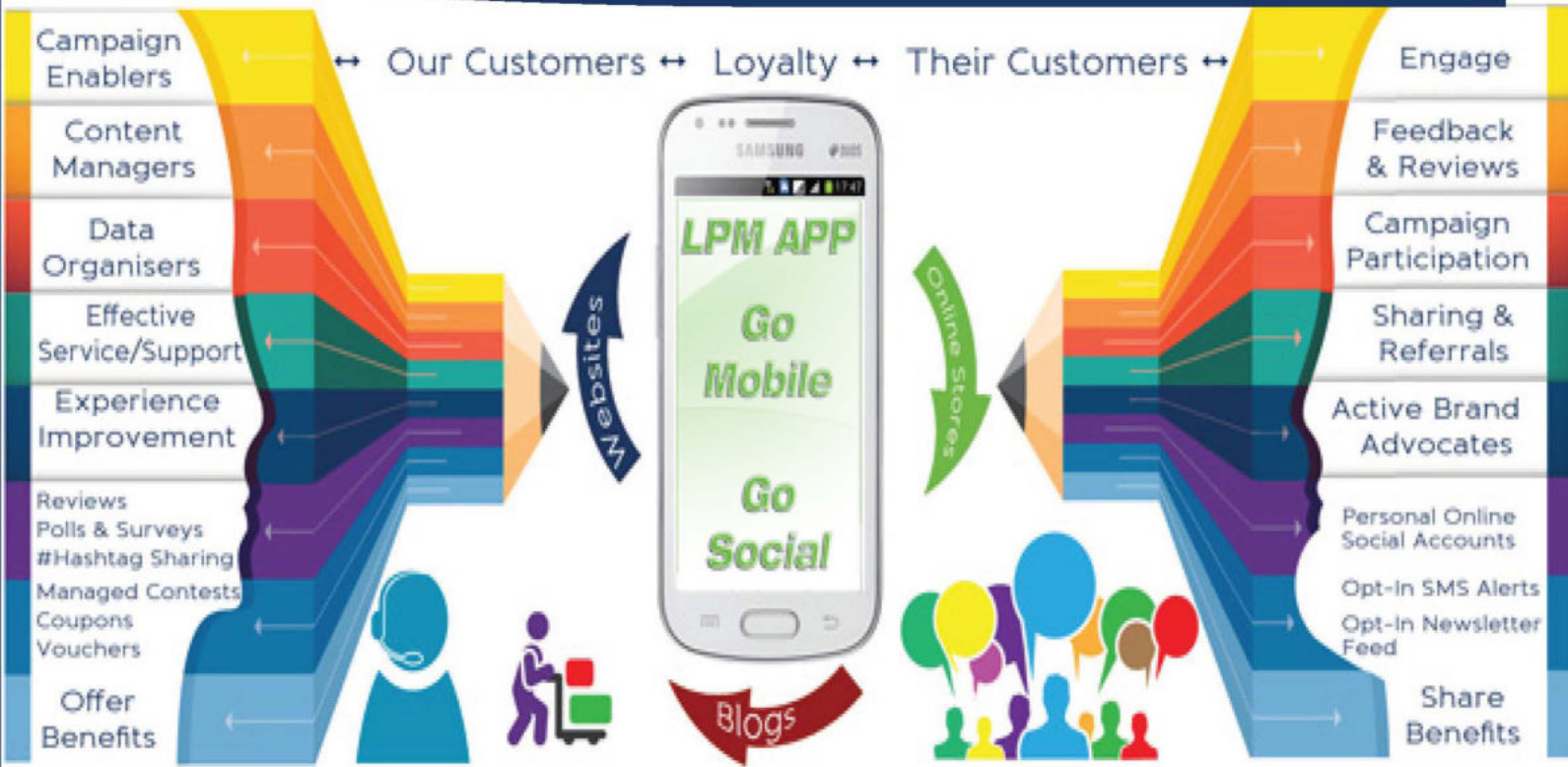
Customer Retention and Customer Growth will be High

The Customer Journey to Advocacy



Our Goal

LPM & CRM Touch Points



WhatsGood /Restaurant Marketing Channels

Contact List Marketing	1	Social Sharing: Good Lists are Shared	
Coupon Marketing	2	Social Sharing: Awesome Deals Go Viral	
Menu Marketing	3	Social Sharing: Showcase and Excite	

The Innovation Lies In The Search Dynamic
 Tap to Open Lists, Product Deals & Reviews
 Tap to Dial, Tap to e-Mail & Tap to Link!

How to Add our Communicator Bookmarklet Apps to the Home Screen of your Phone.

Start by opening a Web page online on your phone. Select "Menu" then "Add to Home Screen." That's It!



Next For iPhones Add To Home Screen See Below

Next For Android Phones Add To Home Screen See Bottom Row



We supply the the WhatsGood App!

Contact Lists with tap to dial or connect, scroll to browse functionality. Where to Eat, Weekender Breaks, Wedding Planners' Contacts and more.



1. Go to www.whatsgood.webo.directory
2. Open the Page &
3. select a Dropdown Option.
4. Select GO & Open the Page.
5. Select the iPhone Share Button.
6. Select Add to Home Screen.
7. Edit the Title & Select Add.
8. Tap the App Button to Open.



*Lead Generation
Coupons, Deals & Specials Sharing
Loyalty Reward & Tier Sharing
Reputation/Review Sharing
Agile Quiz Marketing & Referrals
Automated Promotions/ Competitions
Automated Social Media Integration
WhatsGood Communicator Promotions*



Digital Marketing with the Webbo SaaS **4 Channels Promoting 4 Communicators**

The Science behind Referral Marketing Success
Delight Customers, Make it Easy to Review, Share & Relevantly Reward Engaged Customers who have their own Private Online Loyalty Accounts.