

Loyal Patron



Loyal Members, Healthy Communities



EXPERIENCE THE MEMBERSHIP MARKETING MACHINE

All Done With Our
PAPERLESS DATABASE BUILDER

All Aboard the Member Ship!

- Create New Revenue
- Boost Repeat Sales
- Lock-in Customer Loyalty
- Build a Database You Own
- Protect Price Points
- Eliminate Discounting

Get Paid in Advance for Increasing Sales and Frequency

Why pay for advertising and hope it brings you business when you can get paid in advance for guaranteed results? Loyal Patron's membership module works 24/7 virtually on auto-pilot to bring in revenue using both online and offline marketing strategies. Our membership sales strategy is designed to increase frequency without lowering prices or discounting.

Replace Discounting with Value, Customer Appreciation and Personalization

Imagine creating your own irresistible membership inside your business that is sold to your customers a la Sam's Club or Costco they'll snap up like fresh hot cakes off the griddle.

Sample Membership Ideas

Ridley's Bakery Cafe Coffee Club

Buy Now
\$25.00
(\$720 value)



Get 1 free medium cup of coffee every day of the year, plus 10% cash back rewards daily, \$10 on your birthday and \$10 on your anniversary.

Tacoma Golf Center Driver's Club

Buy Now
\$49.95
(\$2500+ value)



Get a free Large Bucket of Balls daily (limit 1 free bucket per day), plus a free round of golf on your birthday and 10% cash back rewards on all Taylor Made products.

Hwy 61 Roadhouse VIP Club

Buy Now
\$20.00
(\$520 value)



Receive 100 free items (choose from appetizers, desserts or kids meals) limit 1 free item per day, plus 20% cash back rewards daily, \$10 birthday rewards and \$10 on your anniversary.

Although earning extra revenue out of thin air from membership fees is great, the far more profitable long-term benefit of a membership marketing strategy is increased frequency. You see, unlike "Daily Deals" that encourage one-time visits and require deep discounts, Loyal Patron memberships create ongoing increased frequency by delivering low-cost benefits customers find valuable. That way, they want to return again and again during their membership cycle. The system creates this traffic boost without discounting or lowering prices. It's an absolute game-changer for your top and bottom lines.

Learn more



loyalpatron.com

MEMBERSHIP PAYMENT PROCESSING

INSIDE THE FOUR WALLS

There are so many ways to promote membership sales right inside your facility without lifting a finger. When you install our custom designed membership marketing system, customers start buying and funding your bank account while standing in line or waiting to checkout. Customers already enrolled in your loyalty program can seamlessly upgrade their free membership to a paid membership level offering elite level benefits.



TABLE TENTS / FLOOR DISPLAYS

Set up an attention-grabbing floor display or table talker illustrating the benefits of membership. Customers can whip out their phone while standing in line or hanging out at a table and text a simple keyword to one of our short codes to kick off the membership purchase. Customers can review the full list of membership benefits and check out right from their phone over our secured payment form.



CLOSED CIRCUIT TVs

Have closed circuit TVs? Pipe in one of our commercials proven to command attention and convert loyal members to paid membership sales. This strategy allows you to capture patrons' attention on the merits of elite membership.



POS CHECKOUT

If you have a terminal installed with our app or loyalty software then you automatically have the capability to record membership sales through POS. This option is always available for customers who may not be comfortable buying online from their smart phone and would rather buy their membership at the checkout counter with cash or credit card.



Featured Gateway Payment Provider: **Authorize.Net**



MEMBERSHIP PAYMENT PROCESSING

OUTSIDE THE FOUR WALLS

Imagine this: While you are sleeping and the business is closed, the money keeps coming in. Your customers are purchasing memberships through all of your digital and social media and you don't have to do a thing because the entire process is automated. Your newly-installed membership system is not only making money from membership fees 24x7, it's laying the foundation for driving increased frequency with the added side benefit of encouraging full price visits while eliminating discount advertising expense.



WEBSITE MARKETING

Our platform includes a simple Buy Now link creator for any online advertising you need to sell memberships across digital and social media. Select the proper option and simply copy and paste the URL, HTML or embedded code link in your marketing.

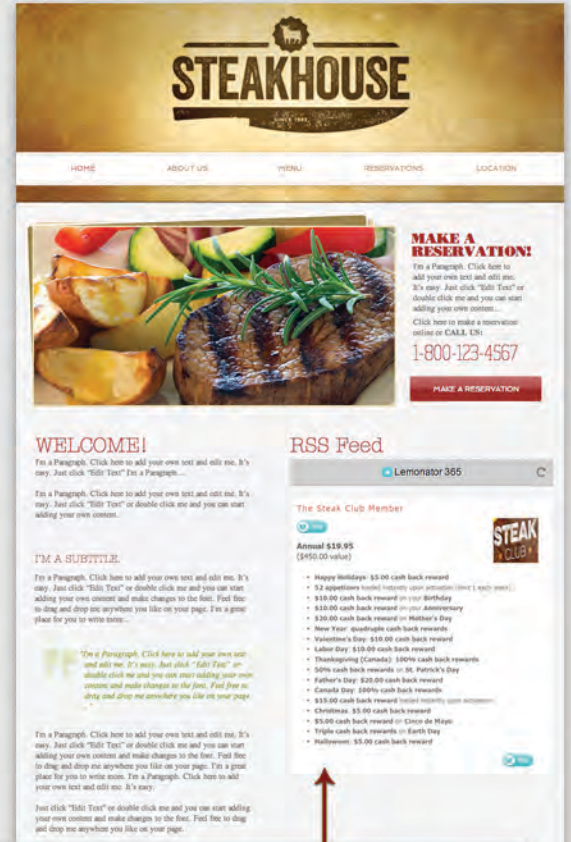
Purchase Code/Link for Membership: All Memberships

- Bare URL (for Facebook or HTML link editors)
- Link (for pasting to HTML code)
- Embed (show membership on a web page; purchase outside page)
- Iframe (show membership on a web page; purchase within page)

Select the desired options to create a purchase link for this membership. Copy the link and place where you need it.

SOCIAL MEDIA

Market your memberships across all of your social media platforms and engage more customers with fantastic value without discounting or lowering prices.



The Steak Club Member

Annual \$19.95
(\$450.00 value)

- Happy Holidays: \$5.00 cash back reward
- 52 appetizers loaded instantly upon activation (limit 1 each week)
- \$10.00 cash back reward on your Birthday
- \$10.00 cash back reward on your Anniversary
- \$20.00 cash back reward on Mother's Day
- New Year: quadruple cash back rewards
- Valentine's Day: \$10.00 cash back reward
- Labor Day: \$10.00 cash back reward
- Thanksgiving (Canada): 100% cash back rewards
- 50% cash back rewards on St. Patrick's Day
- Father's Day: \$20.00 cash back reward
- Canada Day: 100% cash back rewards
- \$15.00 cash back reward loaded instantly upon activation
- Christmas: \$5.00 cash back reward
- \$5.00 cash back reward on Cinco de Mayo
- Triple cash back rewards on Earth Day
- Halloween: \$5.00 cash back reward

Featured Gateway Payment Provider: **Authorize.Net**



MEMBERSHIP PAYMENT PROCESSING

OUTSIDE THE FOUR WALLS (Continued)

OK—now you're up and about, and it's business as usual...but customers are buying memberships and funding your bank account while THEY are hanging out at home. Whether they're watching TV or clicking on your email as they prepare to visit your establishment, BAM! Value is delivered instantly and happy customers are completely engaged in visiting your business MORE frequently.



AUTOMATED EMAIL MARKETING

A few months after installation, hundreds of automated messages are sent to your customers weekly for all kinds of reasons from thank you notes the day after a visit, to birthday well wishes, upcoming anniversaries or maybe just because it's St. Patrick's Day. These automated emails all feature a simple and engaging line promoting your membership offer. It's the perfect way to drip on patrons and up-sell existing customers to upgrade to a higher level of membership.

Hi Adam,

Thank you for visiting Maloney's Tavern!

We're pleased to inform you as a result of your recent activity you have accumulated **\$18.24** in rewards. Your balances are available for redemption toward a future visit at Maloney's Tavern just as if you were spending real cash.

To redeem your balance, just present your card or mobile number to the cashier at Maloney's Tavern and inform them you wish to redeem value toward your purchase and how much. You can redeem your balance at any time or continue accumulating value toward a future purchase.

Once again we thank you for your business and hope to see you again soon.

Become a **GOLD Member** at Maloney's Tavern today and get one **FREE appetizer** a week for the next year for only **\$19.95**. [Click here to buy now.](#)

Sincerely,
Maloney's Tavern
586.978.0055

MEMBERSHIPS NOW AVAILABLE!

ENJOY EXCLUSIVE OFFERS FOR MEMBERS ONLY!

We know how to treat our loyal customers at {company} which is why we've started an amazing new membership program to reward our valued patrons. Join for \$10.00 and receive:

- **\$5 Activation Bonus** available immediately to redeem PLUS
- **\$10 Reward Bonus** on your **Birthday** PLUS
- **1 FREE Appetizer** on your **Anniversary** PLUS
- **10% Cash Back Rewards** on all sales PLUS
- **DOUBLE CASH BACK** rewards every **Monday** PLUS
- Exclusive **"Members Only" Promotions** on Various **Holidays** and **Happy Hour**

HOW DO I GET THIS BUNDLE OF GOODIES? IT'S EASY

Click the **Buy Now** button now to learn more.

In order to earn and redeem cash back rewards on future purchases, provide the clerk your **mobile number** during checkout. You can always add a card ID to your loyalty account but your mobile number works exactly like a card swipe.

www.joeschickenshack.com

TRADITIONAL EMAIL MARKETING

Once you create an irresistible membership with elite value for your most loyal customers, get the word out using a traditional email marketing campaign with your advertisement and Buy Now link.

GOLD AND SILVER MEMBERSHIPS

CASE STUDY: JOHNNY ROCKETS / SUNSHINE BOWLING



MEMBERSHIP HIGHLIGHTS

TOTAL MEMBERSHIP SALES
\$19,890.00

SILVER MEMBERSHIP
1,329 @ \$5.00
LOADED WITH
\$5.00 ONLY
MEMBER PRICING

GOLD MEMBERSHIP
883 @ \$15.00
365 GAMES OF BOWLING
LIMIT 1 PER DAY

Pete Longo Jr., Owner—Deland, FL

*"I can't understand why any business wouldn't be on this program. In June, we put over **\$6,000** more in the register than last year and we just launched in the middle of April."*

Pete Longo Jr., Owner—Deland, FL

*"This **solution** is just the **sales and marketing tool** the industry needs to break through in the ever competitive arena of entertainment and hospitality."*

MEMBERS GET MORE 

Sign up for FREE today!

Get your **Silver Membership** for **FREE** and receive:

- An instant \$5 loaded on to your account
- Earn 5% Cash Back Rewards towards future purchases
- Get special **SILVER** membership discounted pricing on all bowling purchases
- Access to exclusive membership offers throughout the year

GET 365 FREE GAMES OF BOWLING INSTANTLY

Get your **Gold Membership** now for **ONLY \$15** or see one of our friendly staff and sign up today and receive:

- 365 **FREE** games of bowling instantly—that's one game per day for an entire year
- Earn 10% Cash Back Rewards towards future purchases
- Get special **GOLD** membership discounted pricing on all bowling purchases. Gold membership discounted pricing valid for up to 4 guests per visit
- Access to exclusive membership offers throughout the year

Join a league and get 3 FREE games everyday

www.SunshineBowling.com



average visits / day
44

AUTOMATED THANK YOU NOTES

	# SENT	% VISITED WITHIN 30 DAYS	SALES WITHIN 30 DAYS
Oct. 2014	196	69.9%	\$4,665.06
Sept. 2014	162	72.8%	\$4,055.52
Aug. 2014	203	63.5%	\$4,425.22

LOYALTY PERFORMANCE METRICS

Avg. Ticket: \$9.60 • # of Registered Members: 3,093 • Rewards Breakage: 37.7%

2014 SALES	CUMULATIVE SALES
\$133,468.97	\$420,400.70

* Data displayed as of 12/31/2014



WELLNESS MEMBERSHIP PLAN

CASE STUDY: FOOTHILL ANIMAL HOSPITAL

OVERVIEW

Foothill Animal Hospital asked for help crafting a wellness plan for their veterinary medicine practice to stand apart from heavy competition in the area. After consulting with the practice, we designed a custom membership program the practice would sell to the owners of their patients. The new Wellness Rewards membership, priced at \$80 per year, provides members with 2 exams that can be redeemed anytime during the membership cycle and 10% cash back rewards on all products and services. In addition, 2% of all sales activity is donated to one of four well-known animal charitable foundations of the member's choice. After 2 years of implementation, the practice has grown tremendously across every target metric. Foothill observed an increase of more than \$200k in total revenue that was directly attributed to this innovative new membership program.

2 YEAR PERFORMANCE HIGHLIGHTS (Data displayed as of 1/22/2015)

of Membership Sales: 1,017 • Membership Fees Collected: \$81,200 • Sales Volume from Members: \$1,254,180.12
Total Payments Increased: 28% • Invoice Count Increased: 24% • # of Visits per Client Increased: 30%
Fundraising Donations from Members: \$23,142.78



FOOTHILL ANIMAL HOSPITAL
Wellness Rewards Card
29040 Portola Parkway
Lake Forest, CA 92630
FoothillAnimalHospital.com
949.380.1255

Our Wellness Rewards Membership is a proactive approach to rewarding pet owners for giving their pets the best chance to live a long and healthy life. We have developed a rewarding membership plan that will make it easier on your budget and support a greater cause at the same time.

Membership Benefits:

- Instant Rewards of 10% Cash back that will be loaded automatically on your membership card with every purchase and can be used like real money towards future services.
- With every dollar you spend at Foothill Animal Hospital we will donate 3% of the total bill to the Animal Health Foundation and do it with complete transparency and accountability through our membership platform.
- Two examinations (illness or wellness) every year. A \$120 Value!
- A complimentary nail trimming during your pets birthday month.
- Many other exclusive benefits that members will get throughout the year.

Why Wellness?

- Because an ounce of prevention is better than a pound of cure. Early detection of illness is essential for pets and regular examinations can help detect the early signs of disease. Sadly, far too many owners are waiting to have their pets examined until it's too late.
- Healthy animals make healthier humans! Many studies have proven the emotional and physical benefits that pets bring us, from lowering depression to having an increased sense of purpose. The impacts that pets have on us are immeasurable!



average spending
per client went up
35%
from \$532 to \$671



FOOTHILL ANIMAL HOSPITAL

Dee Allen, RVT, CVPM

"The results of this program have far exceeded our expectations. The positive impact with both our team and our clients has been amazing, and we have the numbers and reviews to back it up."

COFFEE CLUB MEMBERSHIP

CASE STUDY: RIDLEY'S BAKERY CAFE

OVERVIEW OF COFFEE CLUB

Ridley's Bakery Café of Troy, Michigan, uses our system for gift and loyalty but recently took advantage of the Memberships module to create something you won't ever see at Dunkin' Donuts or Starbucks. The Ridley's Coffee Club, priced at \$39.95 per year, gives members 1 free medium cup of coffee per day. Every day. That's 365 cups of coffee loaded on the member's loyalty account with a programmed limit of 1 coffee redemption allowed per day. Members also receive a \$5 activation bonus in addition to \$5 reward bonuses on their birthday and anniversary. The membership gets people in the door like no other form of advertising and people pay for the privilege to return more frequently. Retail genius.

DRINK TO YOUR HEALTH RIDLEY'S COFFEE CLUB MEMBERSHIP



- Get 365 Medium Coffees Pre-Loaded on your card. Good for one per day EVERY day of the year. Just \$10 more per year get a FREE refill every day too!
- The more you drink the better you feel, so drink coffee with every meal! Join the **RIDLEY'S COFFEE CLUB** today and Drink To Your Health!

MEMBERSHIP PERFORMANCE METRICS

Coffee Club Memberships Sold: 174

Total Membership Revenue @ \$39.95: \$6,951.30

Total Sales from Coffee Club Members: \$91,950.05

That's an average of \$813.72 per Coffee Club Member

Free Coffee Breakage: 61.8%

Number of Non-Coffee Club Members: 3,790

Total Sales From Non-Coffee Club Members: \$590,685.65

That's an average of \$155.85 per Non-Coffee Club Member

522%
higher avg. sales
over non-members



Karl Kornack, Owner

"The membership program has driven more traffic through my door than any other advertising media I have ever used. We see our customers more often and the Coffee Club members are spending way more on average than regular loyalty members."

* Data displayed as of 12/31/2014