

As the leader in measurable marketing, Clever Ideas' ValuedMember® loyalty program goes beyond basic communication, building a long-lasting relationship between the customer and the establishment. Exclusive, value-added offers are made to the consumer that have been proven to drive traffic and increase sales at establishments just like yours. Transactions are linked to each promotion—and even to the member—giving you a definitive ROI and showing incremental revenues, unlike less-sophisticated programs. Tracking results from each promotion and using that information can create more dynamic and targeted campaigns that lead to improved performance.

## VALUEDMEMBER® LOYALTY PROGRAM COMPONENTS

### VALUEDMEMBER COMMUNICATIONS

**Sign-up Forms**—Clever Ideas will provide your establishment with 5,000 printed sign-up forms.

**E-mail Welcome Message**—Clever Ideas will send your ValuedMembers an e-letter explaining how your program works, and thanking them for joining within 72 hours of enrollment.

**E-mail Thank You Message**—Clever Ideas will automatically send your ValuedMembers a thank you for coming back, and continuing to be loyal customers every time they visit.

**E-mail Miss You Message**—Clever Ideas will target ValuedMembers who have not visited your establishment recently, send them a miss you, and invite them to come back soon.

**E-mail Special Occasion Message**—Clever Ideas will send e-cards for birthdays and members' program anniversary date.

**ValuedMember Website**—Clever Ideas will create and maintain a customized, secured, interactive website for your ValuedMembers to view promotions, spending history, enter cash transactions, register credit cards, and track and redeem points.

### SERVICES

**Dedicated Marketing Coordinator**—Clever Ideas will assign a Marketing Coordinator to work directly with you to develop your customized loyalty program that will create top-of-mind awareness, and help drive repeat business. Your Marketing Coordinator will analyze the results of your loyalty program, providing reports and recommendations on a monthly basis.

**Design and Production**—Along with your input, Clever Ideas will develop customized e-mail or direct mail communications to generate repeat traffic and sales.

**ValuedMember Reporting**—Clever Ideas can provide what no other company can: tracking of your ValuedMembers' spending habits and frequency both prior to and after joining your loyalty program.

**Measurable Results**—Clever Ideas will show you your ROI. You will be provided reporting that will show you the measurable results of your loyalty program.

**ValuedMember Hotline**—Clever Ideas' Customer Care will answer any questions your ValuedMembers may have, ensure the appropriate rewards are posted, assist in redeeming points, register additional credit cards, and update VM information—all so you do not have to.

**Reward Management**—Clever Ideas automates the reward process, making fulfillment 100% turnkey.

**Data Entry and Maintenance**—Clever Ideas will build, maintain, and manage your database, with no limit to the number of members you may submit.

### ADDITIONAL OPTIONS\*

**Promotional E-cards and Tracking**—Announce special events and offers with e-cards from your establishment to yield greater redemptions, and increase traffic and sales. Tracking and measuring reports will be provided.

**Special Occasion Cards**—Send traditional cards for special occasions (birthdays and anniversaries). Minimum 1,000 piece order includes printing and fulfillment.

**Promotional Items**—Highlight and promote your program, increasing customer awareness by using table tents, menu inserts, premium items sign-up form upgrades, gift certificates, etc.

**Customer Satisfaction Surveys**—Learn what your customers want via an electronic survey and prepare to deliver. When your customers know how responsive you are to their requests, you will soon find them back in your establishment.

**Current Database Transfer**—Invite members of your existing loyalty program or mailing list to join your ValuedMember Program. Clever Ideas will develop a campaign targeted at getting these customers to become members of your loyalty program. If you currently have a database in a convertible format, we will import it free of charge.

**Onsite Training**—A Clever Ideas representative will come to your establishment(s) to facilitate role-play, walk through step-by-step materials we provide, and answer any questions your employees may have.

**Additional Sign-up Forms**—Once you have used your initial supply of ValuedMember sign-up forms, you may reorder for an additional fee.

\*Prices based on specifications