



bSmart Rewards Freedom Loyalty

Loyalty and Gift Programs

There are many gift and loyalty programs available in the industry with one the same as the next. Electronic gift cards that do nothing more than replace the old paper gift certificates along with loyalty cards that end up on the kitchen counter or bedroom dresser. These are the ones that also dangle from the key chains and do nothing to bring back existing customers or bring in new ones. They are only remembered when the customer is at the register saying "I forgot my card".

The bSmart Rewards Freedom Loyalty and Gift Programs are entirely different as there focus starts and ends with the Freedom for a business to work at bringing in new customers, retain existing customers and get more sales per visit out of both. How we do this is very simple – we have a full circle program that works to build your relationship with the customer and keep them wanting more. Our program is the solution to customer loyalty as it gives them what they want and allows the business to not have to give steep discounts but instead build a relationship while not paying for a costly program.

Major Benefits of bSmart Rewards Freedom Loyalty

- **Customer Earns Cash** reward on the card that can only be spent in the bSmart Rewards network or captive business.
- **Multi-Merchant Functionality** – card can be accepted at all chain stores, franchises and unrelated businesses in the program. Consumers love it as it is one card for many stores instead of many cards for each store.
- **bSmart Rewards Freedom Loyalty Program** can be tied into the full bSmart Rewards Program that includes:
 - Online business directory
 - Business websites with (SEO)
 - Social Networking functionality
 - Online coupons
 - Online editing of directory listing by business
 - Sweepstakes for consumers and other marketing campaigns to build business.
- **bSmart Rewards Freedom Loyalty Program** can be tied into the **MybSmartCoupons.com** program where customers can download business coupons themselves right off of the internet or bring them up on their Smart Phone (iPhone, Android) at the store as the website is Mobile enabled. Business can post coupons with discounts, expiration dates and other instructions.
- **bSmart Rewards Freedom Loyalty** has Direct Marketing and Direct Response capability.
 - bsmart Rewards or the business can email the Loyalty cardholders with special notices, coupons or discounts.
 - bsmart Rewards or the business can send Text messages to the Loyalty cardholders with special notices, coupons or discounts.
- **Fully integrated** Gift Card program that can work with or without the loyalty card program.
- **bSmart Rewards Freedom Loyalty** can be business specific and not part of the bSmart Rewards network if this is what the owner desires.
- **bSmart Rewards Freedom Loyalty** programs are low cost by industry standards. Programs with a fraction of the benefits and functionality sell for two to five times more per month.