



bSmart Rewards Shop Local Marketing Key Benefits

What Merchants will find most valuable:

- 1 Developing NEW customers
- 2 Retaining EXISTING customers
- 3 Encouraging Existing customers to shop more often

bSmart Rewards will allow a business to achieve all of these objectives by implementing the type of program that is normally enjoyed only by big business. Now you can take advantage of all these great tools without investing a lot of time and money.

Program Features

LOYALTY CARD PROGRAM (an unrestricted loyalty program)

COUPON DIRECTORY (electronic coupons that can be shared exponentially... often going viral)

MERCHANT DIRECTORY (a search engine for a consumer to easily find a participating merchant in their area)

DIRECT MARKETING (regularly touching our consumer base with Email up-dates)

WEBSITE DEVELOPMENT (**bSmart Rewards** can develop a cutting-edge website to create additional exposure on the web)

LOYALTY CARD

Consumers will have a loyalty card that allows them the **FREEDOM** to redeem their loyalty points when and where they see fit. Traditional loyalty cards DO NOT bring in new customers! They often create an unpleasant *loyalty card* experience by placing many restrictions on the consumer. This is not the case with **bSmart Rewards**.

MybSmartCoupons.com DIRECTORY

An *Electronic coupon Directory* gives a consumer unrestricted access to their favorite coupons. They will easily be able to share coupons with friends, family and co-workers. Electronic coupons often go viral, traditional paper coupons will always get a low rate-of-return because consumers cannot keep track of hundreds of coupons and often forget them at home. Electronic coupons are always with you (on your SmartPhone, PDA or Tablet).

BUSINESS DIRECTORY

Consumers will rely on their **bSmart Rewards Business Directory** to find a product or service in their area. *Because consumers have the option to rate their experience with a bSmart Rewards business, they know that the merchant will be putting their best foot forward.. in order to please a loyal bSmart Rewards consumer. Whether you're at home, at work or on vacation... the bSmart Rewards Business Directory will point you toward great merchants in the area.*

DIRECT RESPONSE MARKETING

Consumers join the **bSmart Rewards** program in order to take advantage of all the great benefits of a Shop Local Rewards program. They look forward to receiving **bSmart Rewards** emails and Text Messages that will give them updates on new merchants, new discounts and great specials from their favorite merchants.

WEBSITE DEVELOPMENT

bSmart Rewards can develop a cutting-edge website that will give businesses additional exposure and allow new customers to find your business thru the most popular search engines.