



bSmart Rewards Cooperative Marketing

Why participate in cooperative marketing?

bSmart Rewards Marketing Program provides many important advantages to the local merchant. The most obvious advantage is that much of the business' advertising costs will be greatly reduced. *bSmart Rewards Marketing* can design a marketing campaign that will compliment your current advertising program.

Cooperative advertising is a great way to stretch your advertising dollars. By pooling your resources with other *bSmart Merchants*, you will be able to buy substantially more space or time while staying within your current advertising budget.

Cooperative advertising can be a very powerful tool for the small business owner, especially one with limited means to support the kind of advertising campaign which can be vital to the survival and success of a business enterprise in this economy.

Cooperative marketing can help improve your sales and profit. Such marketing publicizes a close relationship with the *bSmart brand*. Brand identification with your store can draw customers. Consumers look to trusted brands. By promoting your association with the *bSmart brand* you create a sense of reliability and confidence in the mind of the consumer.

These cooperative advertising dollars can make it possible for your small businesses to establish a far stronger presence in the community than would otherwise be possible.

Subjects in the national study experienced positive changes in economic factors as the result of cooperative advertising, and agreed on the beneficial impact cooperative advertising has had. Overall, the benefits of cooperative advertising were universal despite city/town size or location. To help attract new customers, it is suggested that small towns embrace cooperative advertising.

Why participate in the bSmart Freedom Loyalty Program?

Managing a profitable business in this day and age requires smart spending of your marketing budget. A well-planned and executed marketing strategy can represent the difference between a strong growing business and bankruptcy. One of the most effective and inexpensive sales tools available to businesses today is a loyalty program. When loyalty programs are well designed and implemented, they can provide many benefits including increased profitability.

The bSmart Freedom Loyalty program offers the option of *Multi-Merchant Functionality*. The Freedom 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.

The **bSmart Rewards Freedom Loyalty Card** gives the consumer the freedom to redeem loyalty points at their convenience.

Traditional loyalty programs do not bring in new customers and often put annoying restrictions on existing customers.

The bSmart Rewards Freedom Loyalty Program gives consumers a reason to come in and shop more often.

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.