

# Retail Business Campaign

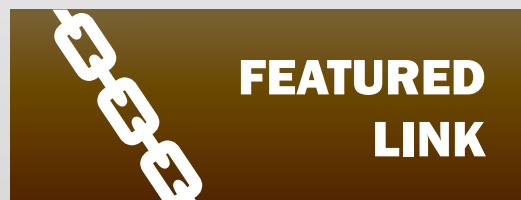
This presentation will provide detailed instructions on Retail business campaigns, including the following:



- ✓ Recommended element use and its function  
.....
- ✓ Tips for each strategic element  
.....
- ✓ What's included upon purchase  
.....
- ✓ What the business needs to provide  
.....
- ✓ Business sales sheet

# Retail Business Campaign

## Elements for Success



## Overview of Elements

### Survey

Designed to give consumer feedback and generate leads

### Trivia

Designed to promote web traffic and educated consumers about products and services offered

### Code Promotion

Designed to drive foot traffic to storefront and requires a completed call to action

### Featured Link

Designed to provide web traffic and keep clients website “top of mind” during reward site visits

## Turnaround Time



3 days upon final campaign approval

# Retail Business Campaign

## Element Overview:

### Survey

The survey is designed to give your company consumer feedback on how YOU are perceived in the market. Respondents will answer a survey based on whatever area you'd like to focus on. Upon completion of the survey, respondents will be given an opportunity to opt-in for more information. This opt-in question is the lead generating portion of our survey, and no additional points are awarded for opting in. This helps ensure the members opting are interested in the products or services being offered and not just answering yes because of point earning.

Your Company's Survey 2500 Points

**RETAIL**

This could be your very own survey that brings valuable feedback from customers and potential customers alike. Questions can be custom tailored to whatever data you want to pull from the audience!

1. What is your initial impression of Company A?

- Great company! I love them!
- Pretty good, I use them sometimes
- They are ok, but I don't use them all the time
- Not that good, I barely use them
- Never used them before

2. On a scale of 1-10, how would you rate Company A's product?

Submit Survey



### Overview Report

In addition to member opt-in information, an overall survey report will be provided to client with the following information:

- **Snapshot of survey response detailing percentages of how each question was answered**
- **Full age/gender distribution of possible answers**



### Members Report

Contact information on those members opting-in will be provided via a weekly Excel spreadsheet which includes:

- **Contact Information (Name, Address, Email address, Phone Number, Age, Gender)**
- **Detailed report of how each member answered each question**

# Retail Business Campaign

## Element Overview:

### Trivia

The trivia element is designed to drive web traffic to your most important pages. We'll put together weekly trivia questions focusing on the parts of your website that you'd like to have featured. The concept is simple; take an important part of your site, create a question about that content, and drive people directly to it. Once they've found the answer on your site, you've effectively forced an education about your content. Aside from the point earning opportunity, this is much more effective than banner advertisements because of the forced education.

Your Company's Trivia Question 2500 Points



Company A can use our trivia promotions to drive web traffic to any portion of their company website, or any other site for that matter!

You can create any type of question be it a simple logic question, or a "hunt & find" question, where you send them to a site or resources to have the member find the answer

[Company A's Website Link](#)

Click the link above to go to Company A's website. What is the slogan listed under their company logo?



## Overview Report

Each weekly report will provide the following info:

- **Number of correct responses to your trivia question (this is also the number of unique web visits)**
- **Age/Gender breakdown of member participation**

# Retail Business Campaign

## Element Overview:

### Code Promotion

The code promotion element is designed to drive foot traffic to your store. The station delivers unique codes to you, or you can choose to use a secret code word. The station will then give a “Call to Action” on the rewards website indicating what needs to be accomplished in order to receive the code. Members then come to your location to complete this task. Once a member completes this action, the company’s staff will hand out the code and the member will redeem it for points.

**Thank you for visiting  
Company A!**

To show our appreciation, we want to award you 50,000 points to use in the Rewards Program on WXYZ! Use the points to win prizes and more!



**[www.rewardswebsite.com](http://www.rewardswebsite.com)**

Go to the website listed above, click on Bonus Codes and enter this code in the box:

**1ID9CN20Z**

and see what you can win!



## Overview Report

Each weekly report will provide the following information:

- **Number of people who redeemed the code.**
- **The age and gender breakdown of those people**

# Retail Business Campaign

## Element Overview: **Featured Link**

The featured link is designed to bring top of mind brand awareness to your company. Our members click your featured site listing and this drives web traffic to your site.

There are no strategic actions that need to be accomplished. You can link them to any one of the pages on your site; new inventory, monthly specials, service department, etc

Bonus Links	Points
The Art Of Music	5,000
AAA Hoosier Insurance Traffic Center	500
Auto Life	500
DIY Home Improvement	500
Financial Life From TCU	500
Latest Email	500
Listen Live to 98 Rock	300
Amazon.com	200
Apple	200
D Geller and Sons Jewelry	200
<b>Your Featured Website Link Here</b>	
Events Page	200
Harley Davidson	200
Infinity Dealers of Atlanta	200
Jock Page	200



## Overview Report

Each week you will receive a report that includes

- **the number of click-thru's from the previous week**

# Retail Business Campaign

## Campaign Elements Included:

<input type="checkbox"/>	<b>Survey</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Perceptual</li><li><input type="checkbox"/> Lead Generating</li></ul>
<input type="checkbox"/>	<b>Trivia</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Standard</li><li><input type="checkbox"/> Video</li></ul>
<input type="checkbox"/>	<b>Code Promotion</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Code Word</li><li><input type="checkbox"/> Code Card</li></ul>
<input type="checkbox"/>	<b>Featured Link</b>
<input type="checkbox"/>	<b>Other</b>

## Dealership Provided Content:

<input type="checkbox"/>	Focus of Campaign (product or service highlight, upcoming sale, etc)
<input type="checkbox"/>	Web address and web pages to be highlighted
<input type="checkbox"/>	Graphics to be featured (380x170, 200x200, 75x75)
<input type="checkbox"/>	Written call to action
<input type="checkbox"/>	Any video elements being featured for trivia (if applicable)

## Additional Notes: