

Frequently asked questions about the Loyalty Lock Automatic Customer Marketing System™

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What do I need to know about technology?

Not much at all. If you can access one internet webpage to enter your members and operate a simple credit card processing terminal – then you are set. The rest is up to us.

What Do My Customers Need to Know?

Everything they need to know is on the enrollment forms provided in your Loyalty Starter Kit. You will want to make sure they understand how many points or visits are needed to earn a reward and that they should expect periodic emails with valuable loyalty certificates. They can be assured that their information will never be shared with anyone and we will respect their time by not overloading their inbox.

How do I get my customers to register?

The smartest and most effective way to get customers to register is to give them something immediately for joining. Something for FREE that won't break the bank but make them say "Why Not".

Ideas include a free soda or desert for restaurant merchants. A free shirt cleaning or collar stays for Dry Cleaners. A free can of oil or inspection for Auto Service. 10% off today's purchase for retailers. Another idea is to put \$5 worth of value on their card toward their next purchase if they join today. There are SO MANY ideas you can come up with. The most important thing is that you get them to enroll and get them in your database. You have to think about the value of getting their contact information and how much you will save on advertising by having that information. Once they are a member – and you have their contact information – you'll be able to communicate with them ONE-TO-ONE for a fraction of the price you would spend on mass advertising.

A recent study shows that 67% of consumers would be influenced to join a Frequent Diner Reward Program if they received 10% of their total bill. 60% would be motivated if they received a \$5 gift card.

What do the Cards Look Like?

They are FULLY CUSTOMIZABLE with your name – logo – colors – and text.

There is absolutely no co-branding or anyone else's name on your Loyalty Lock Gift and Loyalty Cards. We believe it is your card – your brand – and YOU should be the only name on the cards.

What do the emails look like?

Every email has been professionally designed with no short cuts. They include YOUR name throughout and YOUR CUSTOMERS name in the subject line and greeting. We have implemented the latest email marketing trends and research to ensure maximum deliverability and open rates.

At the bottom of the email, your customers will find an easy unsubscribe link – a full Privacy Policy and instructions on how to add the email address to their address book.

You have the option to include or take out the "Refer a Friend Earn Rewards" and "Loyalty Certificate" images on the right side of the emails. These are the most valuable part of the email marketing program that will generate repeat sales and positive word of mouth for you business.

Who writes the emails?

Our staff has written the standard content in each of the emails. You have the option to use the standard email content or provide your own. It's completely up to you!

Is there a maximum number of people I can have in my database?

ABSOLUTELY NOT. We don't put any limits to the number of members you can have in your database. You can have 100 or 100,000 and it's still the same price.

Is there a contract?

NO. We're confident that your customers will find great value in your loyalty and gift card program. We do ask for a 60 day advanced notice if you ever choose to cancel your program.

What about SPAM?

We HATE SPAM and take every precaution to prevent it. Your customers will see a Privacy Policy on their enrollment form and on every email that is delivered. They have the option to Unsubscribe on every email they receive. Once they Unsubscribe – they will never receive another email again. Our system is built on One-To-One emails and not mass emails that can be interpreted as SPAM.

Why doesn't every business offer a customer loyalty program?

There are two main reasons – Lack of Knowledge and Misconceptions. Most people think that they don't have the time, staff or money to maintain a relationship with thousands of customers. They think customer loyalty is only for the "national chains" – airlines – hotels and "big business". That is all wrong. You CAN manage thousands of customer relationships, stay in touch with them every week, reward them every time they buy and keep track of all this activity. It costs less than \$8.33 per day and it's all done for you.

Those are the facts. Unfortunately, most people aren't aware of that. This does pose a great opportunity for those that DO understand and DO know.

Who sets the expiration dates on the Loyalty Certificates?

YOU DO. In the initial marketing set up process – we ask you for the number of days you would like your Loyalty Certificates to be good for.

What if I don't want to send all of the emails included in the program?

NO PROBLEM. In your Marketing Manager, there is a section for "Admin". You simply check the emails you want to be automatically sent or uncheck the ones you don't want sent. It's that easy.

How is this different than mass email marketing?

It's not even in the same league. Mass email marketing is not specific – impersonal – and is prone to being instantly deleted.

LoyaltyLock emails are personalized to the recipient – they include valuable Loyalty Certificates – they provide information on their points balance and reward program – and they are delivered based on triggers specific to that consumer.

What about multiple locations, franchises or group programs?

No Problem. We can pool multiple locations together, settle transactions via ACH as often as you want and reconcile gift and loyalty card activity.

Do I have to process credit cards with you?

NO. We do not offer credit card processing services. You can keep your existing merchant services provider without any hassle.

What is the benefit of having a gift card and loyalty card in one program?

First, it's much cheaper. You don't have to buy two sets of cards and pay for two sets of transaction fees. This is added expense and management you simply don't need.

The other benefit is customer convenience. They can only carry so many cards and making them carry two is a lot to ask.

Another benefit is value. You can offer a Gift Card that Keeps on Giving. This is a very unique feature that can make YOUR gift cards stand out from the rest. People can buy gift cards from your business - give them away as a gift – and the card can be converted to a loyalty card that continues to earn points and value even after the value is depleted from the Gift Card.

Yet another benefit is consolidated reporting. All of your Gift Card and Loyalty Card transactions can be accessed in your online Marketing Manager. One convenient way to manage both programs.

Questions about LoyaltyLock

How do I order more cards?

Send us an order from your online *Marketing Manager*. This can be found in the “Card Management Section”.

How do I change my receipt message?

First, you set your receipt message in your initial marketing plan. If you ever want to change the receipt message, just email us and we will change the message within 48 hours.

Content subject to change without notice.