

# LOYALTY

leads to repeat purchases by consumers,  
higher revenue, and customer referrals.



# Keep Customers *Coming Back*

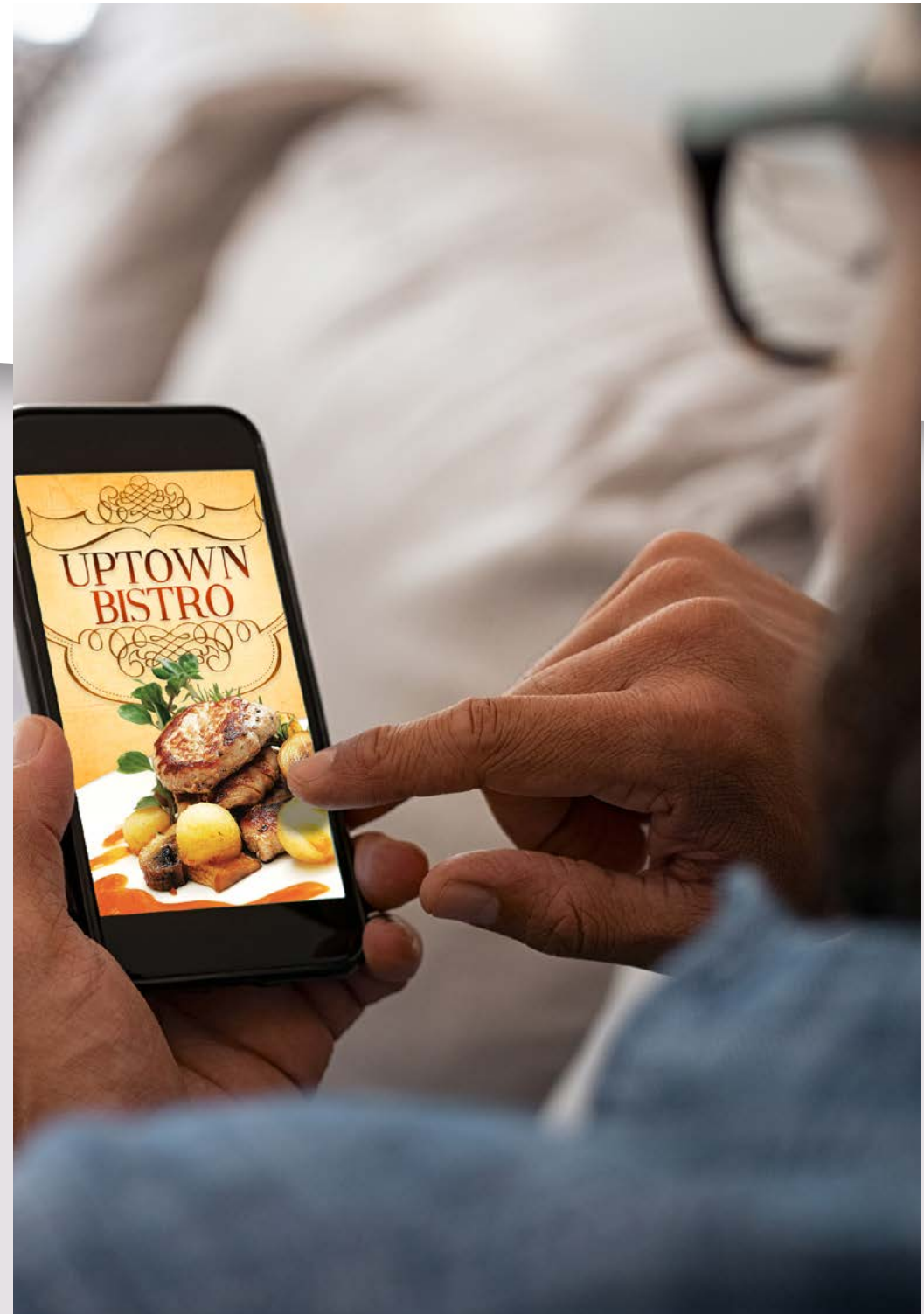
*Total Loyalty Solutions* gives you a direct digital connection to your customers, so you can stay in touch and on their mind. Targeted email marketing, push notifications, and mobile-friendly websites are just a few of the tools we offer to turn casual customers into loyal brand fans.



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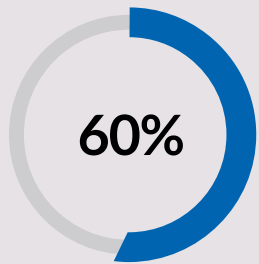


**Our Email Marketing Program** sends targeted email campaigns for your business that reach the right customers at exactly the right time.



# Get your customers' attention with *focused, relevant messaging.*

In today's digital marketplace, consumers respond to Email Marketing more favorably than ever.

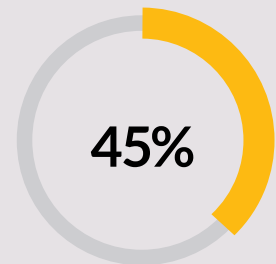
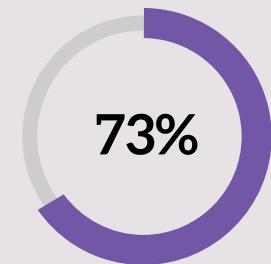


60% of consumers say that email marketing influences them to make a purchase.

*Source: Mapp Consumer Views 2016*

73% of millennials ages 19-34 prefer email over other marketing communications.

*Source: Adestra's 2016 Consumer Adoption & Usage Study*

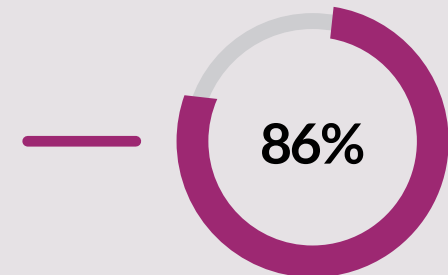


45% of people redeem coupons via their mobile devices.

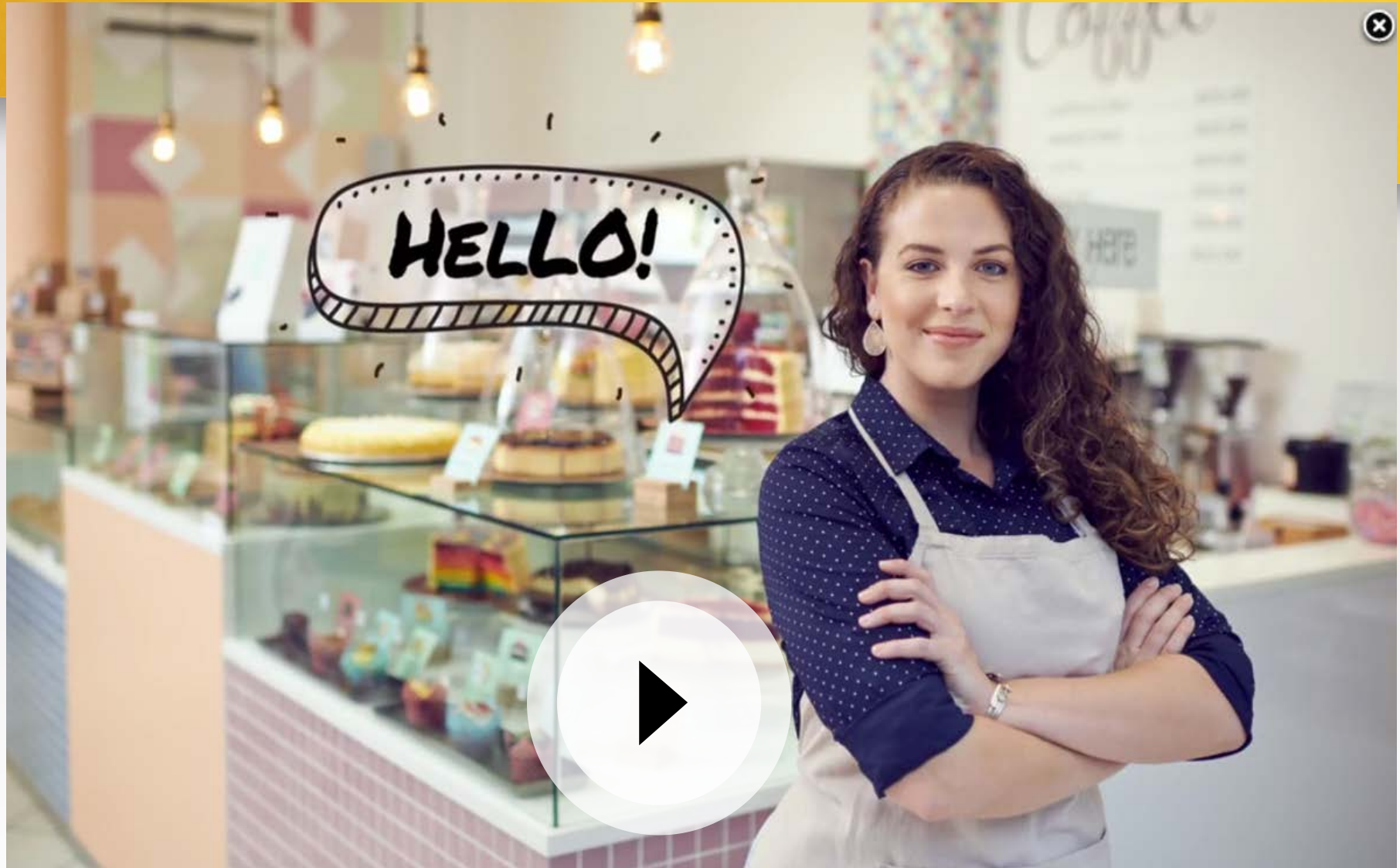
*Source: Clench Media*

86% of shoppers want to receive promotional email on a monthly basis.

*Source: Marketing Sherpa*



# Say hello to Rachel





# Our Automated Email Campaigns

can be strategically sent based on customer profiles and subscriber activity like email opens and link clicks.

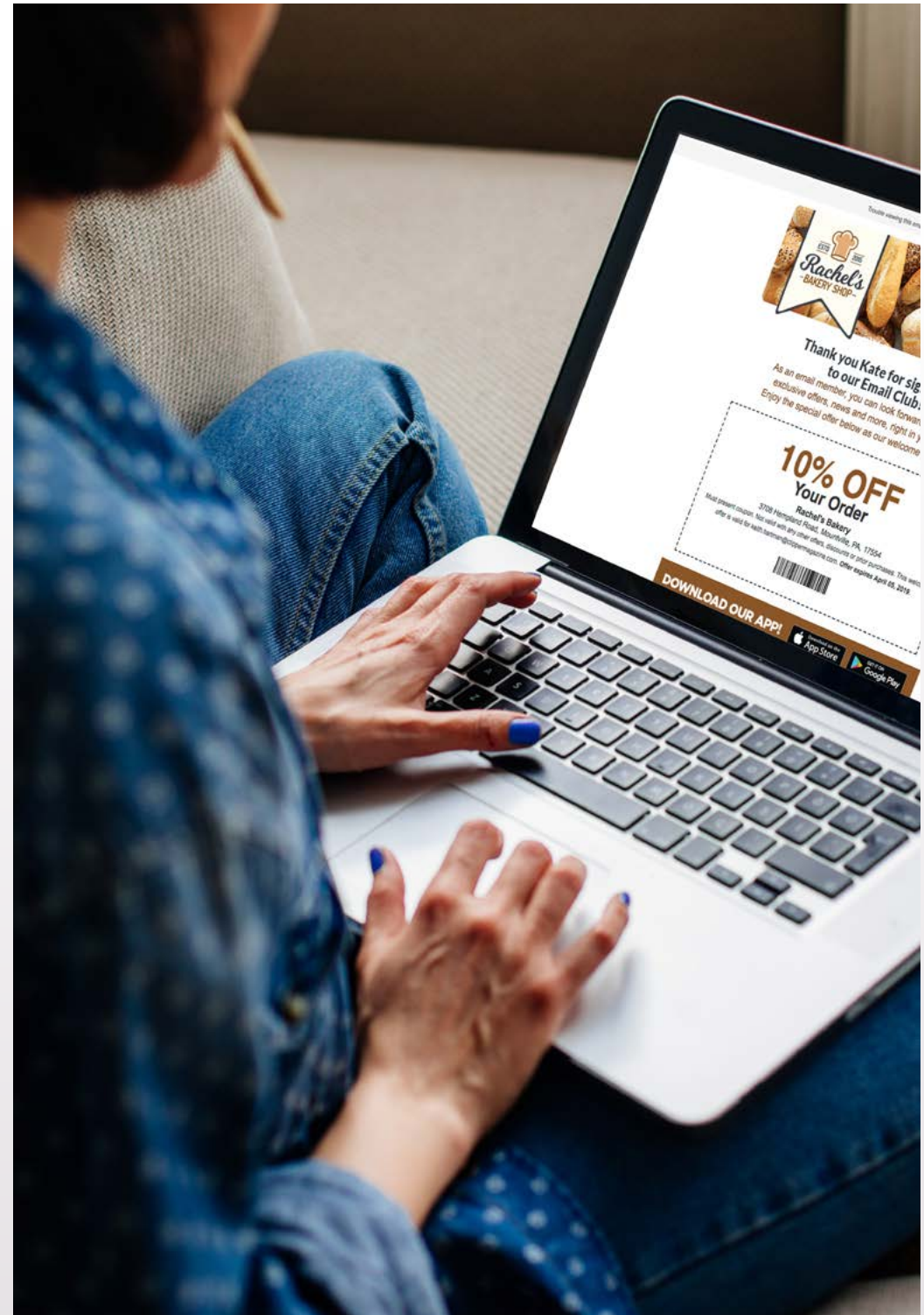
Valuable customer data such as birthday and anniversary dates, ZIP Codes, and their preferred location among multi-store businesses are gathered to create hyper-focused email sends.

Send Targeted Campaigns to your fans and promote your products and services directly to their tastes.

Get unlimited sends for up to 10,000 subscribers.

We offer Subject Line Testing to determine what attracts more eyes and maximizes open rates.

Track your campaign's performance in real time with our Reporting & Analytics.





The TLS team have been exceptional to work with and very attentive to detail. We get hundreds of email sign ups a week and hundreds of coupon redemptions every month. It's so easy for our customers to sign up and stay connected!. I've tested many others, but nothing beats TLS. I love them!



*Mark Legenstein, Owner of Go 'N' Bananas Family Fun Center in Lancaster, PA*



Total Loyalty Solutions seamlessly maintains and builds our email database, creating monthly emails with minimal input and edits on our part. We see spikes in our hotel reservations each time an email is sent. I have total confidence in the way TLS takes care of our customers and our database."



*William Moshos,  
Marketing Director for Miller's  
Smorgasbord and Amish  
View Inn in Ronks, PA*







Total Loyalty Solutions offers a variety of services that work perfectly for our business. Our emails tend to announce special events, featured menus and charity drives. We are beyond pleased with TLS customer service and our marketing results.



*Tracy Dowdall, Owner of The Landing Bar & Grill in Valrico, FL*



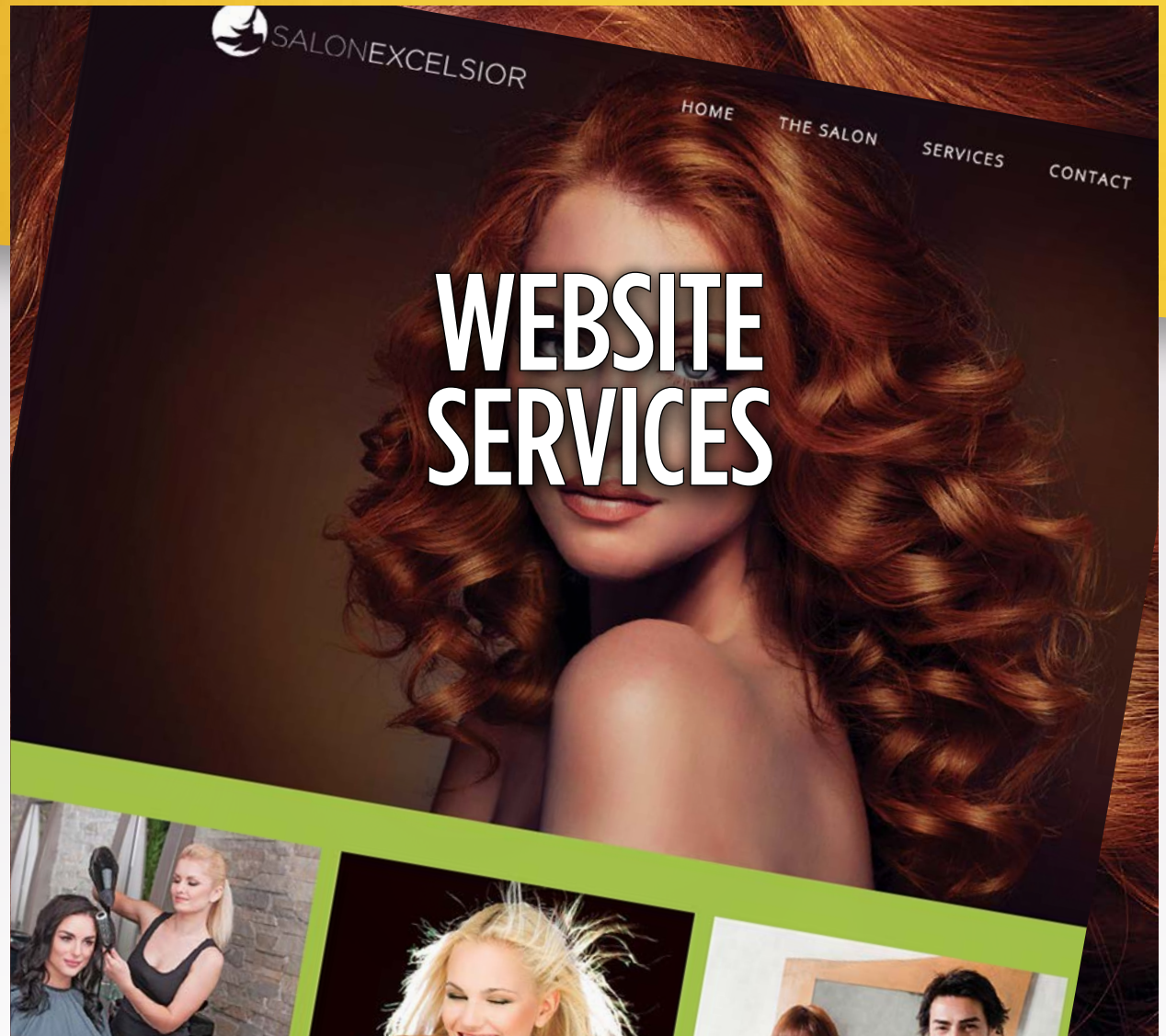
TLS Email Marketing gives us a way to deliver relevant content that drives brand awareness, engagement – and ultimately – sales. Communication is always prompt and the knowledgeable staff assists us in reaching our strategic email marketing goals.



*Mary Wauls, Digital Marketing Specialist for RoadPro Brands in Palmyra, PA*

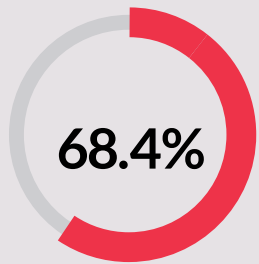


Let's give  
your website  
some TLS TLC.



# Now more than ever, businesses rely on a *superior web presence.*

We give you – and your customers – an easy-to-use, professionally designed, mobile-friendly website. And, we keep it fresh with free monthly updates.

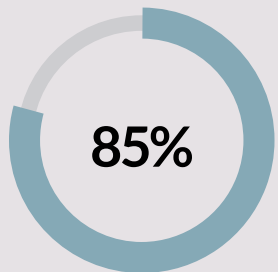
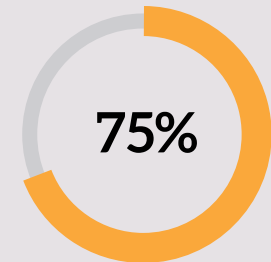


68.4% of U.S. consumers said up-to-date and accurate website content was most important when it comes to having a positive experience with a small business website.

Source: *Google Consumer Survey*

75% of users make judgements on a company's credibility based on its website design.

Source: *Stanford Web Credibility Research*

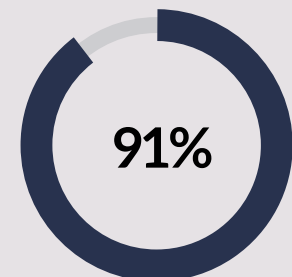


85% of people think that a company's mobile website should be as good or better than their desktop website.

Source: *ESPRESSO.digital*

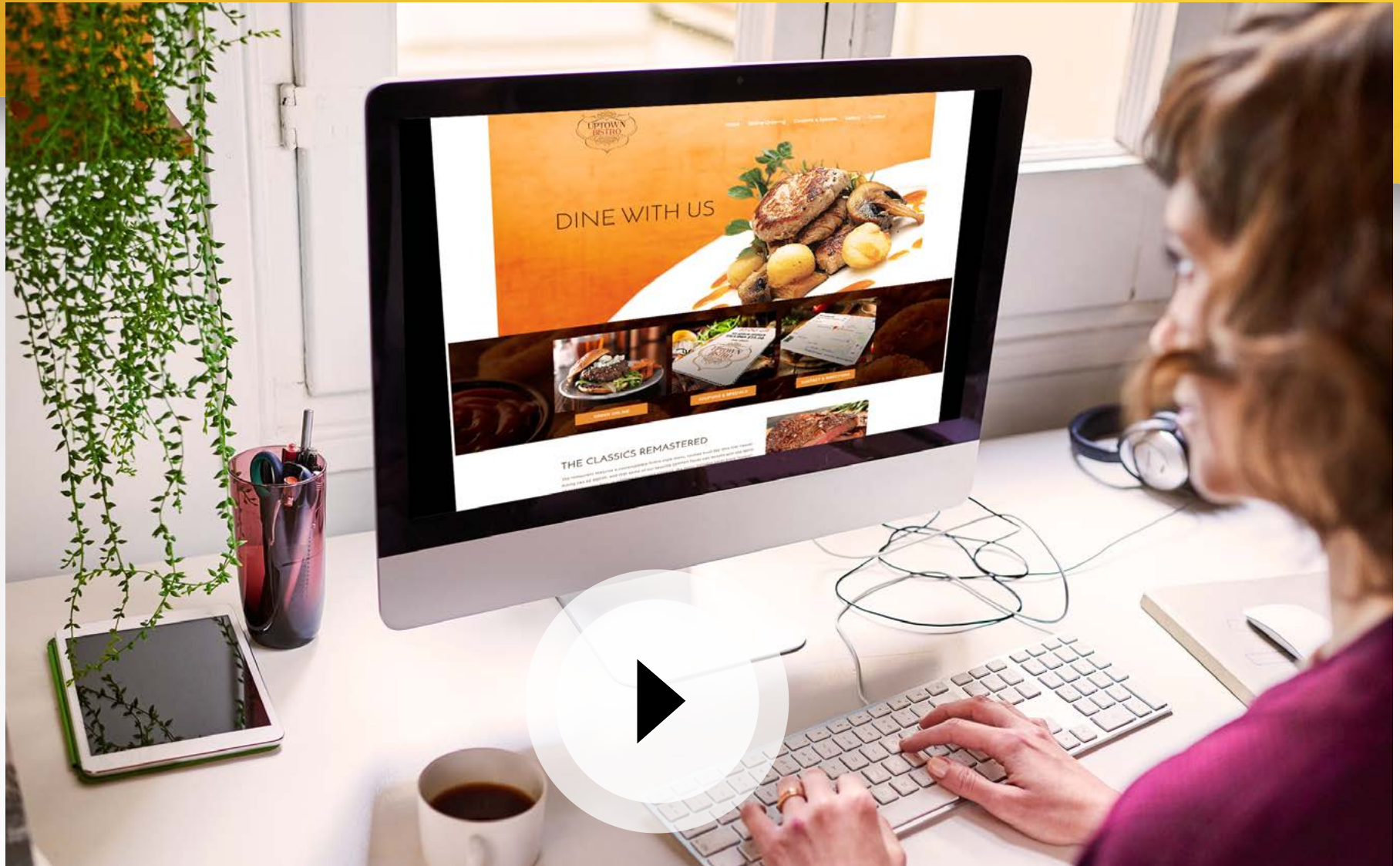
91% of customers have visited a store because of an online experience.

Source: *ESPRESSO.digital*





# Showcase your business



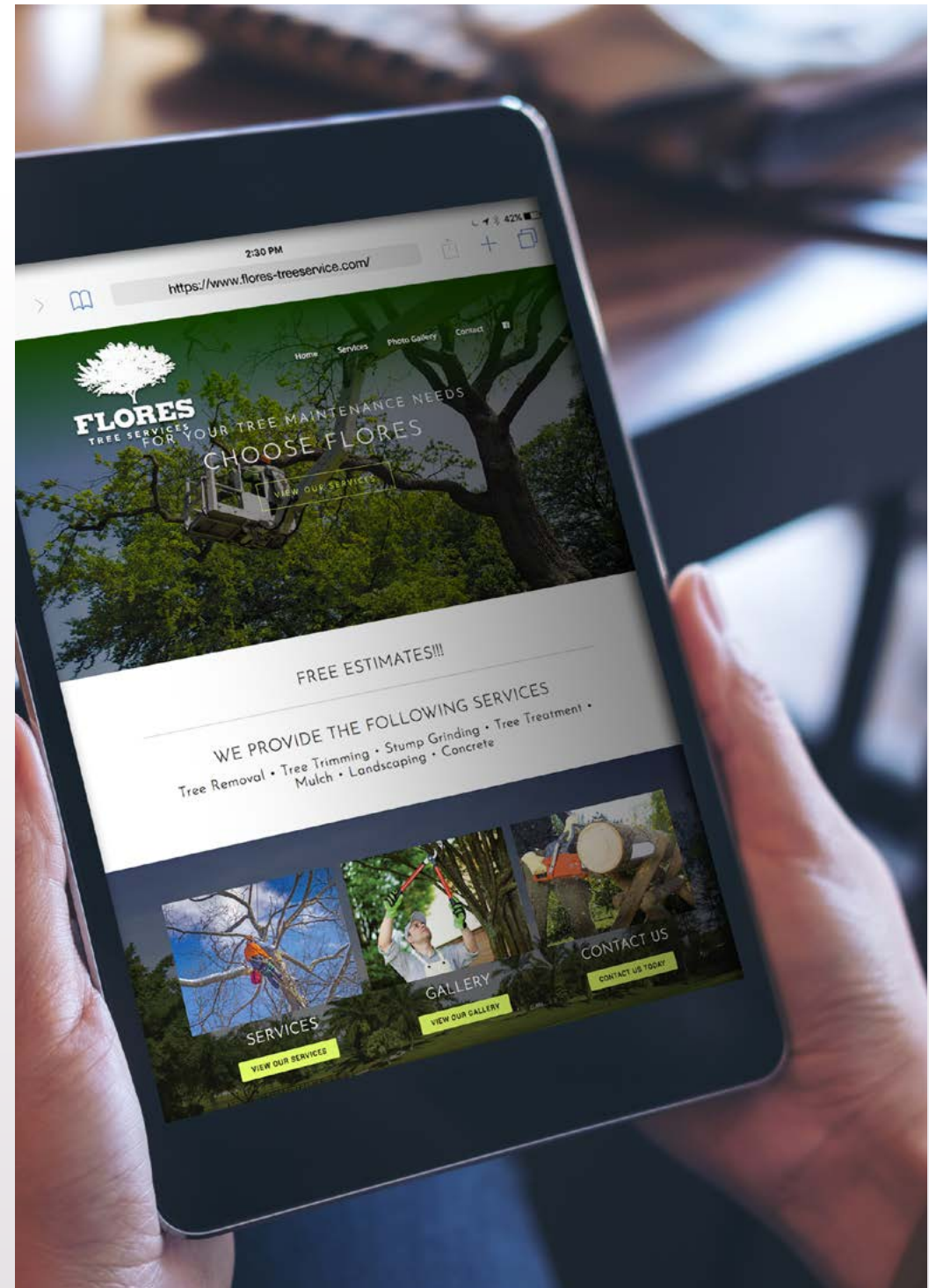
# Website Features

Your professionally designed and customized website is packed with features. Your menu page, products and services, image gallery, contact info and more are all easy to navigate.

Its mobile-friendly design assures that it will automatically adjust to look great on any device. Additionally, we include Google Reporting and Analytics to let you see how your site is performing.

Each month, we provide one hour of updates at no charge, so your site never goes stale. And, we take care of the domain management and hosting services.

[CLICK HERE](#) FOR SAMPLES







TLS has made our site customer-friendly and adaptable to change. Since getting our website, we've received compliments on our customer satisfaction, and our revenue increased!



*Steven Goulbourne, administrator at Center For Career Training in Lauderdale Lakes, FL*



A challenge that my business used to have was just getting new clientele into my salon—TLS marketing has been awesome! Now we have continual growth and clients returning.



*Daneen Bell, owner of Blown Away Salon in Linwood, NJ*



We used to have a very bad website; going now instead with Total Loyalty Solutions, they've been very creative, supportive and are there to help at all times.



*Donna Walters, owner of Ye Olde Spring Valley Tavern in Bethlehem, PA*



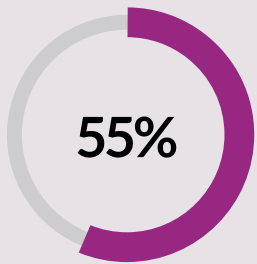


**Give customers  
a shortcut to  
your business  
and everything  
they love about it.**



# An App packed with *user-friendly features*

encourages consumers to spend more time with your brand, builds your fan base, and leads to higher loyalty conversions.

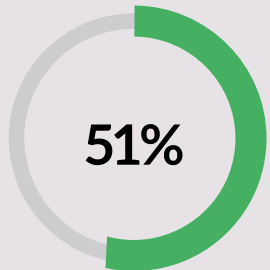
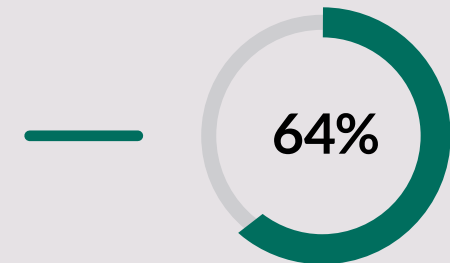


55% of Millennials express a preference for surprise and delight tactics in loyalty programs.

*Source: 2017 Loyalty Barometer Report: What Consumers Think of Loyalty & Reward Programs*

64% of all consumers still find it appealing to earn points for purchases.

*Source: 2017 Loyalty Barometer Report: What Consumers Think of Loyalty & Reward Programs*

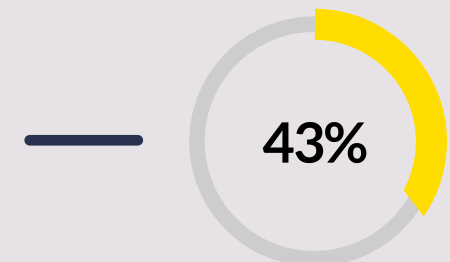


51% of consumers cited the top benefit for using a mobile app when shopping is exclusive in-app promotions, coupons or discounts.

*Source: Maru/Matchbox. TD Customer Experience. May 2017. Survey.*

43% of shoppers say physical cards are the biggest obstacle to claiming rewards, and 17% cite that looking up a missing card is most annoying.

*Source: CodeBroker 2017 Shopper Loyalty Survey*



*Put your business at their fingertips*





# App Features

We make your brand even more app-etizing

Consumers hungry for information will love the features our branded mobile apps offer. Your menu, exclusive coupons, daily specials announcements and a link to your reservation service are all at their fingertips.

## Push Notifications

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Timely push notifications are a fantastic tool to connect with patrons and turn a slow night into a great one.

## Loyalty Program

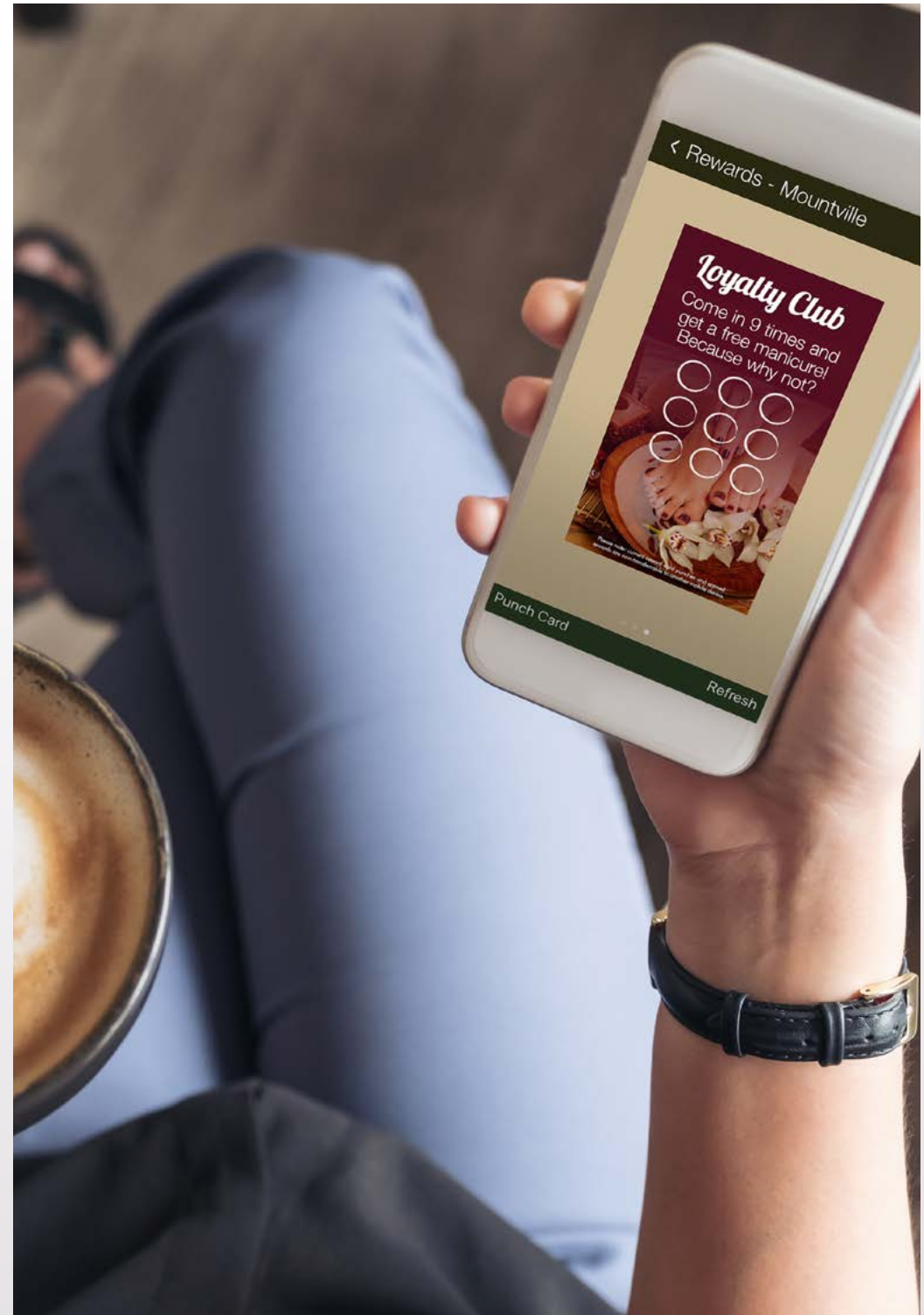
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Bring customers back more often and create faithful regulars with your own loyalty program, easily redeemed on their phone.

## Exclusive Coupons

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Reward your mobile followers with special savings by putting VIP coupons on their phone.



## Online Ordering

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We make online ordering easy through Menufy, or we can link to your existing ordering platform.

## Gallery

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Our gallery feature gives customers a peek into what makes your restaurant deliciously unique.

## Specials And Events

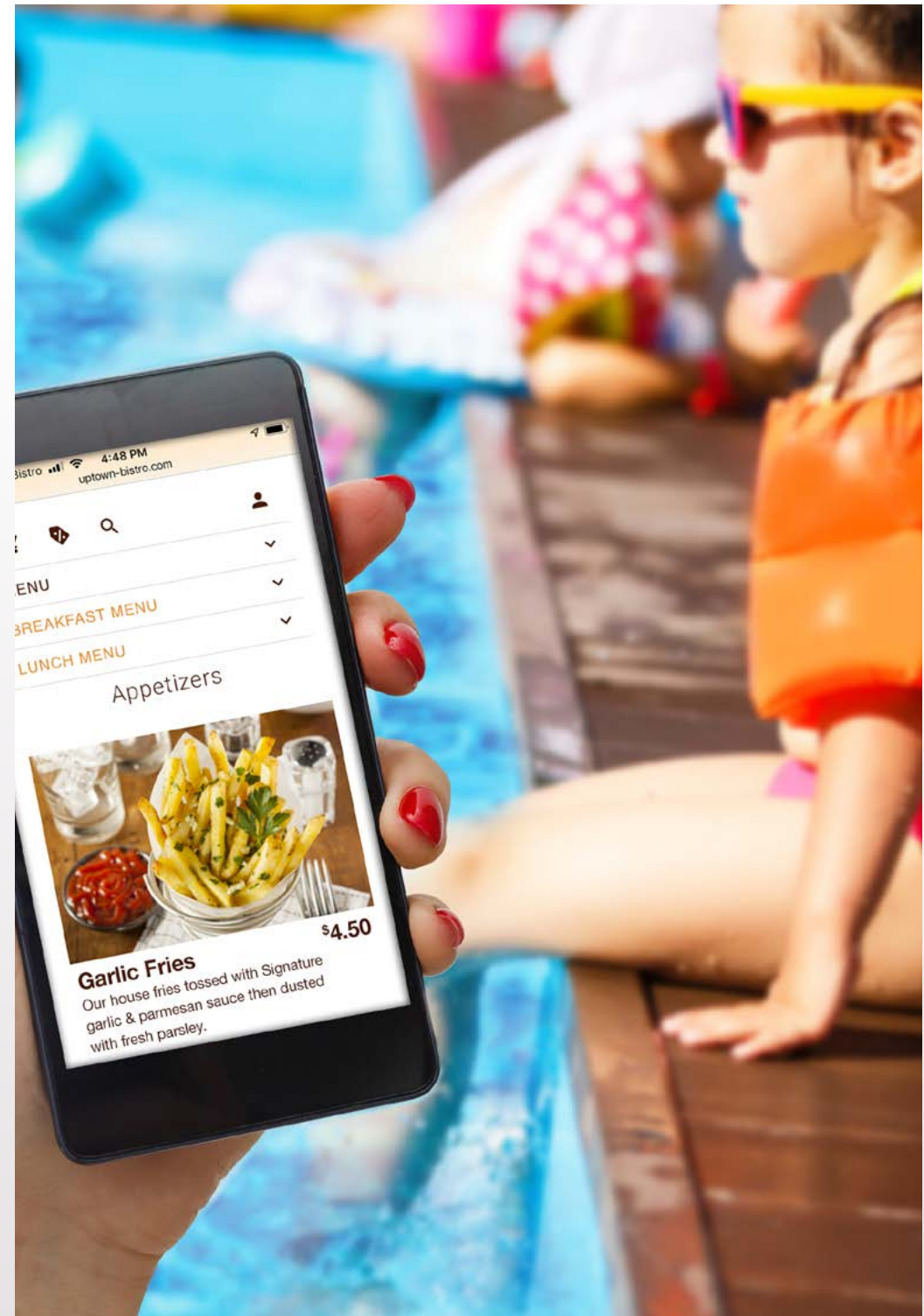
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Keep your fans informed about daily specials, entertainment, wine tastings, parties and more.

## 3rd Party Integration

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Easily integrate your mobile app with your website, reservation service, and social media to connect your restaurant's entire web presence.



# Additional App Features

## Attractions And Rates

Perfect for your Family Fun business, you can list your rides, games, playing fields, and amusements.

## FAQs

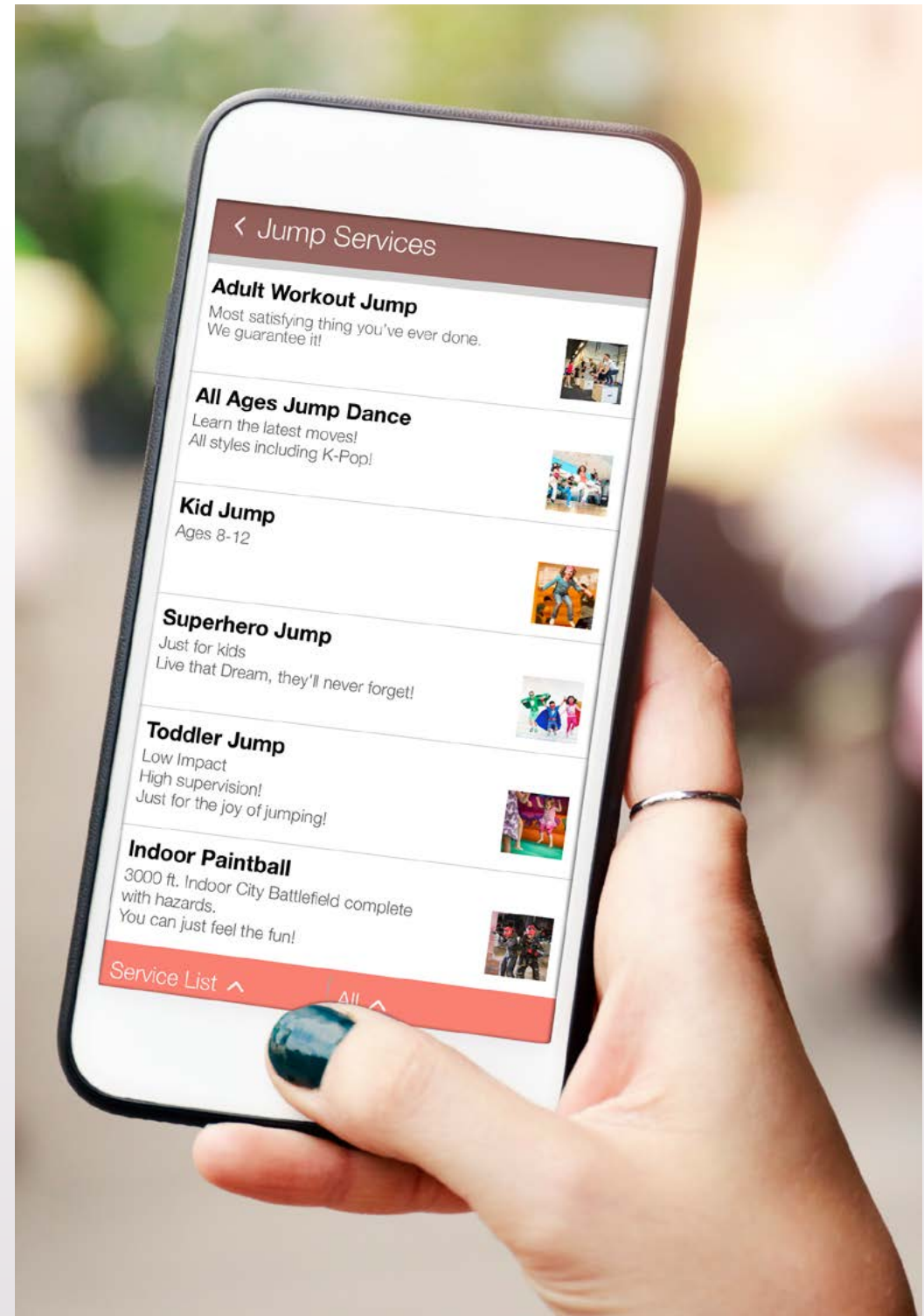
Give answers to your customers' most common questions so they know what to expect before they arrive.

## Suggestion Box

Get private feedback on what your customers love and what could use some polish and respond personally with great customer service.

## Products And Services

Post a list of your salon or spa services as well as your rates. Or, showcase the hottest new products.







We've had the Brixx app in Woodbridge for a little over a year and the impact has been substantial. We have over 6,300 subscribers, with 2,400 opting to receive push messages. Plus, every time someone signs up, we capture their email. When our draft beer system temporarily malfunctioned midweek, a false rumor circulated that we were closed for repairs, adversely affecting our business. To counteract this situation, we used the app to offer our Monday draft special on Thursday, sending out a push message to 2,400 phones instantly, with alerts on over 6,400 phones, plus emails. Our bar was incredibly busy all day that Thursday with the common comment, 'I got your message and I'm here to drink your beer!'



*Charlie Bokemeier, General Manager of  
Brixx Wood Fired Pizza in Woodbridge, VA*



The app has many features that improve our business. For starters, it builds loyalty. We have also been able to collect over 2,000 email addresses through the app alone. This means that not only can we re-target our customers through push notifications, but we can engage them further through email. The online ordering platform makes it super easy for customers to place to-go orders. As our app downloads go up, our online sales go up. Our ticket average on those orders has increased also. I highly recommend (TLS).



*Mike Winslow, General Manager of  
Boardwalk Billy's in Charlotte, NC*



# Customer Service

With our Customer Support, you're never without help. Whether you want a lot of support or only a little, just call and our Customer Service Coaches will assist you every step of the way.



[CONTACT US \*\*HERE\*\*](#)

