Loyalty Program & Mobile App
Getting Started Guide for Business

This guide will show you how to deploy a successful loyalty program to your customers. You will learn how to effectively **promote** your loyalty program, **download** your app, **register** customers and **reward** them for their purchases.

BAHAMA
MOBILE STAMP
powered by bahama beacon

Promoting Your Loyalty Program

Your loyalty program is designed to help your businesses retain a customer base and grow repeat business . An effective customer loyalty program, rewards customers who buy from a business on a regular basis, encouraging the customer to return frequently.

As technology advances so does your new rewards program. You no longer have to pass out, stamp or clip a business size rewards card. Now your customers can use a app customized to your business inclusive of a cutting edge Smart Stamp and redeem their rewards.

This new program will allow your businesse to track customer data and participation, along with demographics as well as being packed with powerful features to aid in any of your marketing efforts.

Do you sell products online or have you built a real, successful brand?

You may not have considered it before, but the two are actually

different, and a loyalty program is what will transform your store from a company that sells things into a powerful brand with a community of advocates.

When you have a brand, it's because you've retained a group of loyal customers who share your brand with their peers, engage with it online, and continue making repeat purchases. Your brand becomes a part of their personal identity, which is exactly the kind of relationship you'll want to strive for with your customers.

But you can't just expect customers to sign up whenever they make a purchase at your check out page or counter. In fact, without making it visible and clear that you have a loyalty program, people won't engage at all. And it must be attractive with offers the customer will deem valuable. Include a rewards explainer page on your website or have signage about your program around your store. These gives the customer immediate knowledge of your program, however there are many other ways to aid in the marketing efforts of your new loyalty program. We listed some ideas below.

✓ ADD YOUR LOYALTY PROGRAM TO YOUR BUSINESS WEBSITE & SOCIAL PAGES. INCLUDE IT IN REGULAR BRAND MARKETING

✓ PLACE SIGNAGE ABOUT YOUR PROGRAM WITH YOUR QR CODE, LINK OR LOYALTY NUMBER THROUGHOUT YOUR STORE & CHECKOUT AREAS

✓ ADD YOUR APP'S QR CODE TO YOUR RECEIPT & INVOICE PRINTOUTS, PLUS OTHER CREATIVE WAYS FOR CONTINUOUS PROMOTION. (stickers, mugs,..)

✓ ENSURE YOUR QR CODE IS INCLUDED IN ALL DIGITAL MEDIA FOR CUSTOMERS TO SCAN ANYWHERE AT ANYTIME - SEND IT TO YOUR GRAPHIC DESIGER & SOCIAL MEDIA MANAGER

✓ ENSURE STAFF & INFLUENCERS KNOW ABOUT YOUR REWARDS PROGRAM, ITS IMPORTANCE & RULES IF ANY. THEY'RE YOUR PROGRAM'S MOST IMPORTANT PROMOTERS!

✓ ENSURE EVERY STAFF MEMBER HAS YOUR MOBILE APP DOWNLOADED TO THEIR HOME SCREEN & THOROUGHLY TRAINED TO USE IT

✓ HAVE YOUR TABLET LOYALTY READILY AVAILABLE FOR CUSTOMER REGISTRATION DURING CHECKOUT

✓ GET CREATIVE WITH OTHER WAYS TO PROMOTE YOUR LOYALTY PROGRAM & INCREASE CUSTOMER RETENTION

Customers Can Punch & Track Their Rewards Plus Get Deals In Your Mobile App
Ask Them to Dowload by Registering During A Customer Interaction

Always inform the customers of your loyalty program during an interaction. Inform them of the perks they'll receive if they join. Instant Rewards & Deals, Social Rewards, Birthday Clubs, Exclusive Offers & More!
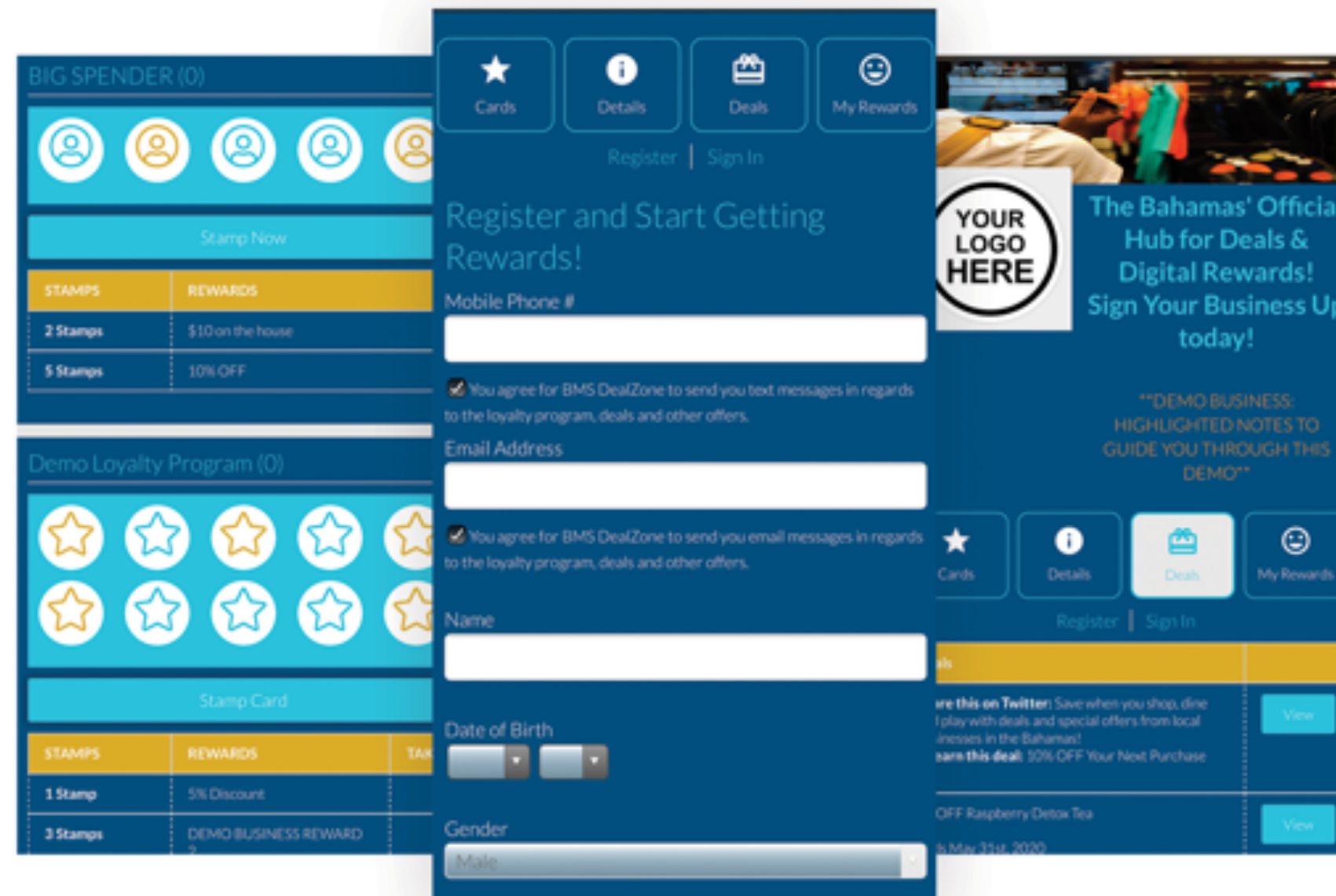
"Good day, thanks for shopping with us today, would you like to join our VIP Club for exclusive offers and discounts when you continually shop with us? You can register with your phone number in the tablet at the checkout counter or scan this QR to download our app!"

Phone	Scan or Visit:	Select	Click
iPhone →	www.merchant.yourloyalty.com	Click The Up Arrow →	Click Add to Home Screen
Android →	www.merchant.yourloyalty.com	Click The Three Dots →	Click Add to Home Screen

NO APP OR GOOGLE PLAY STORE DOWNLOADS
JUST BOOKMARK THE WEBAPP OR ADD TO HOME SCREEN

Different Ways A Customer Can Register for Your Loyalty Program

People love getting things for free, and they love sharing that news with friends and family. Offering a signup incentive is one of the best ways to entice customers to join. Give customers more free things for bringing in a friend, and you'll have even more happy members. Upon signup, offer a reward instantly, like a free soft drink or coffee, or give new signups a reward to use on their next visit, like "buy one coffee, get one free."

While your staff should always encourage signups, you should also add visual cues to the mix to ignite curiosity. The best way to do this is by making a display near your cash register or point-of-sale. Make a small sign, table tent, postcard, or even chalkboard that clearly displays your rewards structure.

1 TABLET REGISTRATION

Its usually mounted in a security kiosk at your checkout counter and customers will be able to fill the information in themselves. Once the registration is complete, the customer will receive an automatic text and email message welcoming them to your program and prompting them to add your app to their device home screen.

4 TEXT-IN PROGRAMS

Customers can text "app" or another specified keyword to your appointed loyalty number which will reply with instructions and a link to your mobile app for the customer to download and signup.

2 QR CODE SCAN

Customers can scan your app's QR code, that you have throughout your store and on social media to join your program. This QR can also be placed on products, receipts and business cards or flyers for customers to scan and join. Checkout the different ways to use QR codes at the back of this guide!

5 IMPORT AN EXISTING DATABASE

You can import your existing customer base directly into our platform to automatically register your customers to your new loyalty program. They will also receive and automated text and email welcoming them to your program

3 VISITING YOUR MERCHANT LINK

With your personal merchant link, customers can be lead directly to your business' mobile app and register for your loyalty program and add the app to their home screen.

www.BahamaMobileStamp.com/biz/BusinessName

6 WEBSITE REGISTRATION

Customers can locate your business on the www.BahamaMobileStamp.com business directory and join your loyalty program anytime 24/7, plus have access to your instant offers on our deals page. This gives you additional exposure and the ability to increase your customer database after operating hours.

Customer Redemptions & How to Punch/Reward Your Customers

Once in your APP, the customer will log in with their registered information and have access to track their rewards status with your digital Punch Cards. Robust and easy to use, your customers will enjoy the leisure of never leaving a punch card behind again.

In addition you can be rest assured to know your Mobile Punch cards are secure and verifiable with custom SECURITY CODES or QR CODES. You may also use our revolutionary SMART STAMP which requires you to simply tap the customer's device during checkout.

If using your tablet loyalty, the customer will automatically receive a punch once they enter their contact information unless there's an appointed tablet password by your business.

Here are the four different ways customers can redeem rewards.
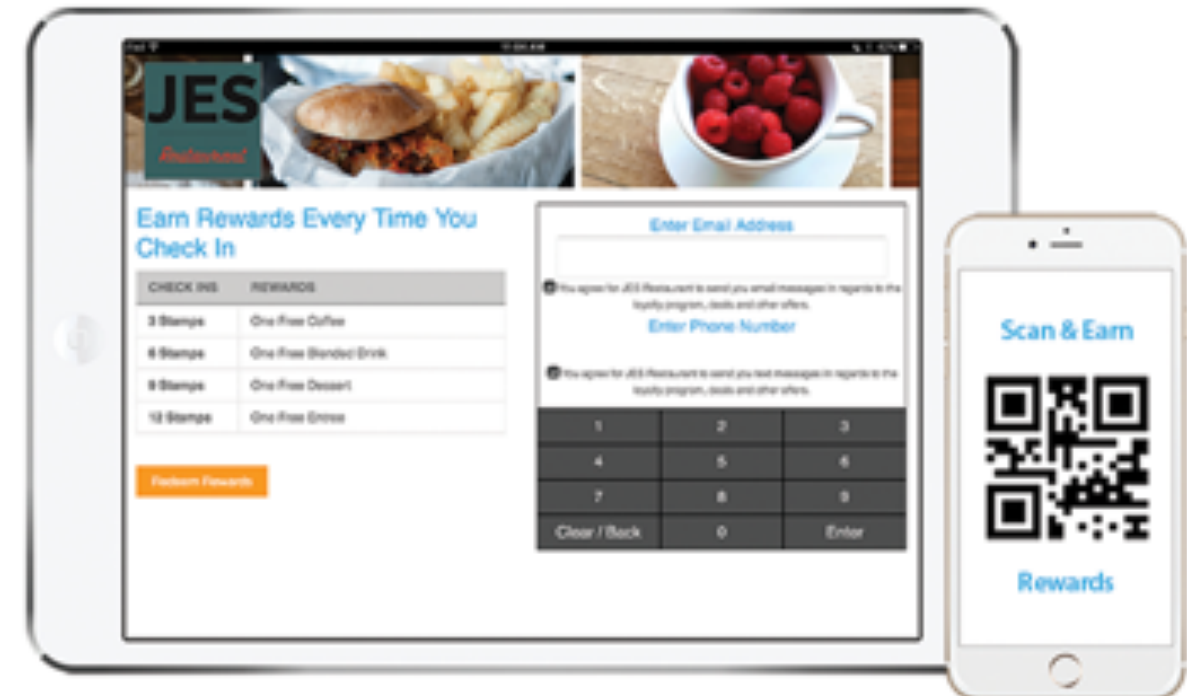
1 TABLET PUNCH/ REDEEM

- CUSTOMER REGISTERS AT TABLET
- CUSTOMER RECEIVES AUTOMATIC PUNCH AFTER REGISTRATION

- CUSTOMER CLICKS REDEEM ON TABLET & ENTERS REGISTERED INFORMATION
- CUSTOMER REDEEMS OFFER WITH CASHIER

2 MOBILE PUNCH/ REDEEM

- CUSTOMER OPENS APP ON MOBILE DEVICE
- CUSTOMER CLICK STAMP NOW
- CASHIER ENTERS SECURITY CODE TO VERIFY PURCHASE

- CUSTOMER CLICKS REDEEM ON DEVICE
- CUSTOMER PRESENTS DEVICE TO CASHIER

3 QR CODE BARCODE SCANS

- CUSTOMER OPENS APP ON MOBILE DEVICE
- CUSTOMER CLICK STAMP NOW
- CASHIER SCANS QR CODE AT CHECKOUT TO VERIFY PURCHASE

- CUSTOMER CLICKS REDEEM ON DEVICE
- CASHIER SCANS CODE ON CUSTOMER DEVICE

4 SMART STAMP/ REDEEM

- CUSTOMER OPENS APP ON MOBILE DEVICE
- CUSTOMER CLICK STAMP NOW
- CASHIER TAPS DEVICE SCREEN WITH SMART STAMP TO VERIFY PURCHASE

- CUSTOMER CLICKS REDEEM ON DEVICE
- CUSTOMER PRESENTS DEVICE TO CASHIER

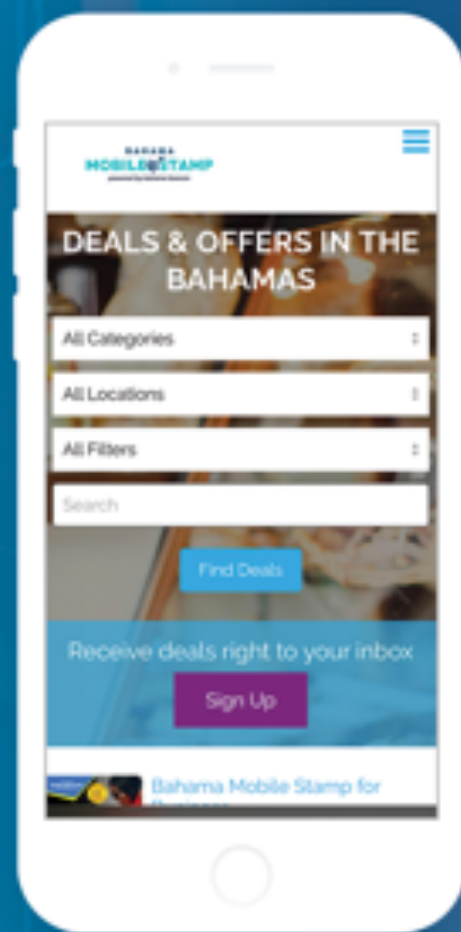The Bahamas' Official Hub for Deals & Digital Loyalty

www.BahamaMobileStamp.com

QR Codes & 40 Different Ways
To Use Them

A QR code is a machine-readable matrix barcode and it stands for "quick response" code.
You can use the camera app on any phone to scan a QR code. Try the one to the left and see how
it works. After being scanned, the QR code will send the user to a new destination, such as a website,
coupon page, social media profile, etc.

Some QR codes will send users a PDF, image, or video — or prompt a text message conversation.
A QR code can even send you directly to Facebook Messenger and prompt an entire conversation (powered
by a Facebook Messenger chatbot, of course).

1. On your business card
2. On product packaging
3. Posted in store to receive a coupon
4. Posted in store to invite to review
5. At a live event conference booth
6. During a music performance,whether on stage or on flyers
7. On museum exhibit descriptions
8. On a brochure
9. On a video end screen
10. As a piece of jewelry
11. On sponsor swag like cocktail napkins
12. On a name tag
13. On a menu
14. On a flier
15. On handmade item packaging or tags
16. In print ads
17. On a direct mailer
18. On a book jacket
19. On newspaper and magazine articles online
20. On a pet's collar
21. On your cell phone case
22. A sticker on your laptop
23. On artwork as a signature
24. On CD and DVD jackets
25. On press passes
26. On slides in your presentation deck download
27. On a mousepad
28. As your laptop screensaver
29. As the lock screen on your phone
30. As a tattoo #nextlevel
31. On a T-shirt
32. At the bottom of a receipt
33. As a form of contest entry
34. In your email signature
35. As your brand's profile pic
36. On your author about photo/headshot
37. On a game entry
38. On a baseball hat
39. As a hand stamp
40. On "For Sale" signs