

Increase Customer Spending and Patronage

Gift & Loyalty Card Programs are a great way to promote patronage. Gift Cards are a proven strategy to draw in new customers. Sending out a \$5 or \$10 gift card to local customers can greatly increase the traffic to your business. Plus, it is statistically proven that most customers spend at least 35% more than what their gift card is for. Also, if a customer makes a return, put the amount on a gift card rather than giving them cash or issuing a refund on their credit card. That way, the money stays with you!

Loyalty Cards are another great way to reward your best customers. Creating a points or rewards system provides an incentive to your customers to come back to your store and make additional purchases. Offering a free bottle of wine after they purchase 10 bottles or a free bucket of balls at the driving range after they purchase 5 rounds of golf are just the tip of the iceberg in how you can reward your customers.

There are several ways you can promote your business through gift & loyalty card programs - it's up to you to be creative.

The tracking for both programs is easy. There is an online system that you can log into at anytime to see how many gift cards are outstanding and what the unused balances are. The same is true for loyalty cards.

Packages

Pre-Designed	# of Cards Included	Cost	Custom	# of Cards Included	Cost
Pre-designed 100	100	\$235.00	Custom or Logo 100	100	\$275.00
Pre-designed 500	500	\$465.00	Custom or Logo 1000	1000	\$859.00

Monthly Fees

	Monthly Service Fee	Transaction Fee	Transactions Included	Additional Terminals	Annual Fee
Monthly Plan Costs	\$13.50	\$0.22	None	\$1.50/terminal	\$59.95

Re-Order Costs

Pre-Designed	# of Cards Included	Cost	Custom	# of Cards Included	Cost
Pre-designed 100	100	\$75.00	Custom or Logo 100	100	\$111.00
Pre-designed 500	500	\$240.00	Custom or Logo 1000	1000	\$610.00

Marketing Materials

Product	Quantity	Cost	Product	Quantity	Cost
Tent Card	1	\$2.50	5x7 Acrylic Sign	1	\$6.50
4x4 Sticker	1	\$1.00	Vinyl Static Cling	1	\$2.50
Hanging Card Carrier	1	\$0.20			