

## WARNING!

# Ordinary "Email Only" Programs... Do Not, Can Not, and Will Not... ...lock in customer loyalty

Without **Loyalty & Marketing** Email Is Little More Than a Coupon Delivery System

**FACT:** Ordinary email programs are the equivalent of taking a knife to a gun fight. To avoid being vulnerable you must know the difference...

**FACT:** Ordinary email "blast" programs are just a "coupon delivery system." Customers compare your offer to your competitors to see which one saves them the most money.

Gift, Loyalty, Rewards & Email Marketing Wrapped Into One Complete, Easy, Affordable & Automated Program	Email Only	Repeat Returns
<p style="text-align: center;"><b>Email</b></p> <p> Sends emails to customers...</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b><u>Repeat Returns Loyalty Marketing</u></b>		
<p> <b>Automatically</b> adapts to customers buying habits and delivers email promotions and reminders when customers are most likely to buy...</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p> <b>Automatically</b> invites guests with a tempting offer on their <b>Anniversary or Birthday</b> (the #1 dining occasion of the year)...</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p> <b>Automatically</b> reactivates lazy customers with a special offer if they haven't been in for a while...</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p> <b>Automatically</b> converts requests for money into a "new-customer acquisition program" with community involvement &amp; fundraising events...</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p> <b>Automatically</b> <u>boosts slow days</u>—or day parts with Bonus Points promotions...</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p> <b>Automatically</b> rewards customers for <b>referring friends</b> and family to your restaurant...</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p> <b>Automatically</b> connects guests to your <b>social media</b> sites and rewards them for "pushing" to friends...</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p> <b>Automatically</b> rewards guests for opening emails, ordering online, visiting your website (<i>greatly boosts open-rates</i>)...</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p> <b>Generate Even More Visits &amp; Spending With:</b> Sweepstakes, Contests, Customer Surveys, Gift Cards, Live-Links, Click-For-Rewards, Special Promotions, and more...</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b><u>Repeat Returns Report Suite</u></b>		
<p> <b>In-Depth Reporting:</b> Stunning graphs and charts at your fingertips include: Offer redemption, point totals, individual customer spending, visit history, repeat visits, lazy customers, program ROI—and more...</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**FACT:** The earning of "points" with each purchase is a powerful "TIE BREAKER" motivating guests to choose you – over your competitors.

**FACT:** Repeat Return's emails reward customers just for engaging (**ensures high open rate**). Shows current point balance (**which drives increased visits and spending**).

**FACT:** Discounts generate a single visit... and train customers to "wait."

**FACT:** Rewards motivate multiple visits and increased spending.

### **Certainly, You're Not Looking For More Work... Most Likely, You'd Like More Income & The Freedom To Enjoy It...**

To achieve the 365-day-a-year, complete marketing coverage that Repeat Returns provides, you will need to:

1. **Capture customer data**
2. **Track spending**
3. **Award Points**
4. **Download database**
5. **Segment up to 23 lists**
6. **Upload up to 23 lists**
7. **Create and design all emails**
8. **Send emails**
9. **Comply w/spam regulations**
10. **Repeat - every single day...**

You will also need to **launch all holiday, special events and on-demand promotions**. You'll need to **maintain a list of all customer birthdays and send out occasional surveys**. If you want to do **prize promotions**, you'll need to consider the logistics of that too. You'll need a separate **gift card program**... and you'll need to figure out how to handle and track **fundraising promotions**.

With Repeat Returns *costing less than what you pay a dishwasher for one hour a day*... would you really even want to consider—putting yourself through that?