

# Building Local Loyalty



- ❑ Over view of Local Loyalty Options
- ❑ The My Card Solution



Promoting Vibrant and Viable Small Towns

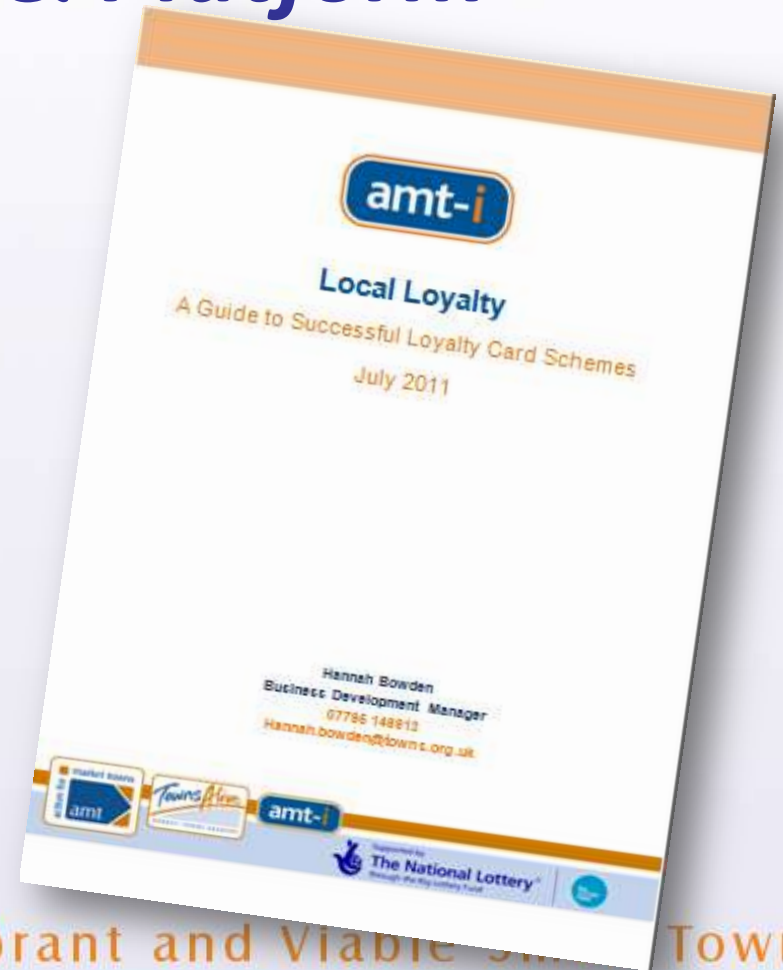
[www.towns.org.uk](http://www.towns.org.uk)



# Understanding Local Loyalty: *Promotion & Platform*

*“A local loyalty scheme combines town wide promotions ...*

*...with a card that engages the cardholder and offers benefits in the form of rewards or rebates.”*



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# Promotional Success Factors

- ❑ A key person able to drive the project
- ❑ Face to face interaction with business owners
- ❑ Support from business owners
- ❑ A supportive business network or community partnership
- ❑ Demonstrable results
- ❑ Public sector support
- ❑ Fresh, attractive offers
- ❑ Good PR
- ❑ Income generation for sustainability
- ❑ Cross-marketing through different partners

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**LOVE LOCAL LIFE**

Get your card today

LOVE LOCALS All together more rewarding

Search for offers:  
Select a town...  
Groceries

Business search  
Enter business name  
Search

My Account

Business

Home  
About us  
Discount Directory  
Hot Offers  
Register Card  
Get a card  
Get the App  
-> App Support  
News and Events  
Blog  
Newsletter  
Contact  
Competitions  
Our Supporters

Newsletter sign-up  
Sign up here

**Groceries** 12

**Disley Village Bakery** Read more  
Show your Love Local Life card and get 10% discount when you spend over £7 at Disley Village Bakery  
0 Ratings

**Phil Ardern Butchers** Read more  
Show your Love Local Life card and when you purchase 1lb bacon and 1lb sausage you will get 5 eggs FREE  
0 Ratings

**The Real Food Company** Read more  
The Real Food Co: 10% off organic fruit and vegetables on a Friday, on sales over £5 (excluding our fruit and vegetable boxes) **Hot Offer!**  
0 Ratings

**RJ & J Moore** Read more  
Show your Love Local Life card at R J & J Moore and for every £5 spent you get 5 free eggs! **Hot Offer!**  
0 Ratings

**Brooks Butchers** Read more  
Show your Love Local Life card at Brooks butchers and receive 5% discount off full priced items when you spend £20 and over. Not available in conjunction with any other offer.  
0 Ratings

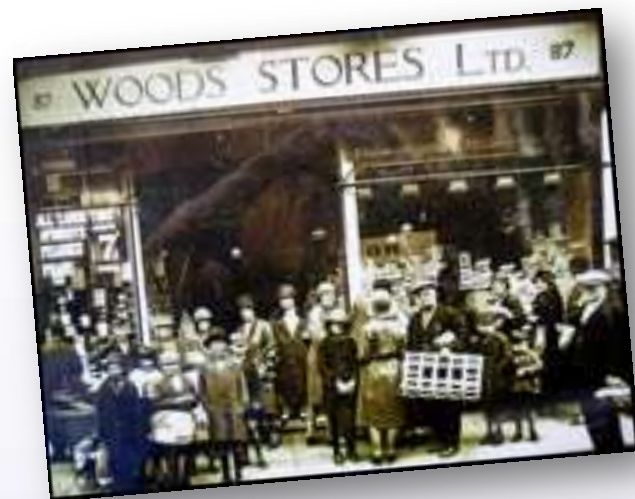
**LOVE SHOPPING?**  
**WIN! £200\***

Simply nominate your favourite independent shop or business in your local town for a chance to win £200 to spend locally!

Enter here

\*Full rules, terms & conditions apply

12



# Playing Your Cards Right

## 'Show & Give' Card

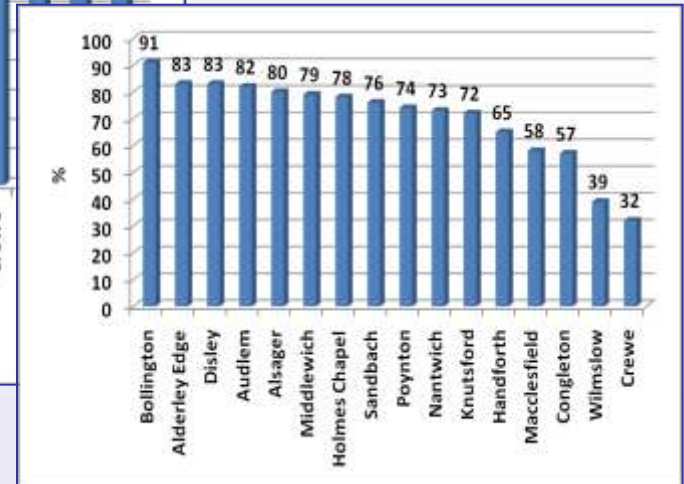
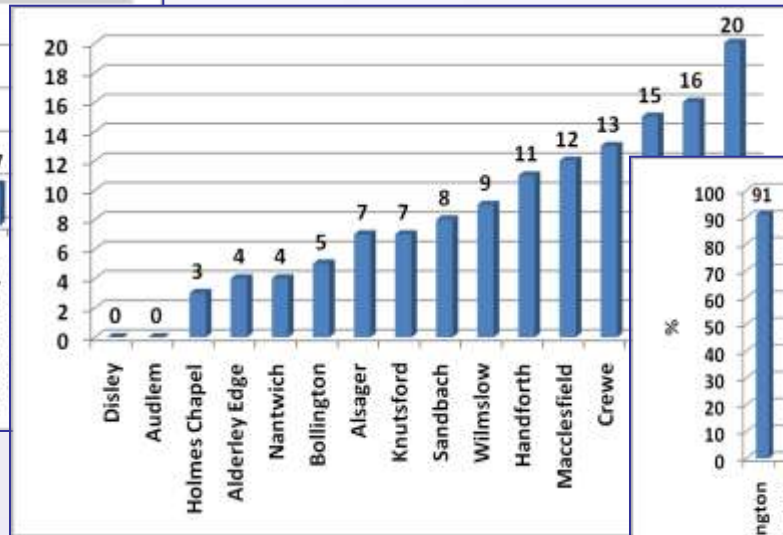
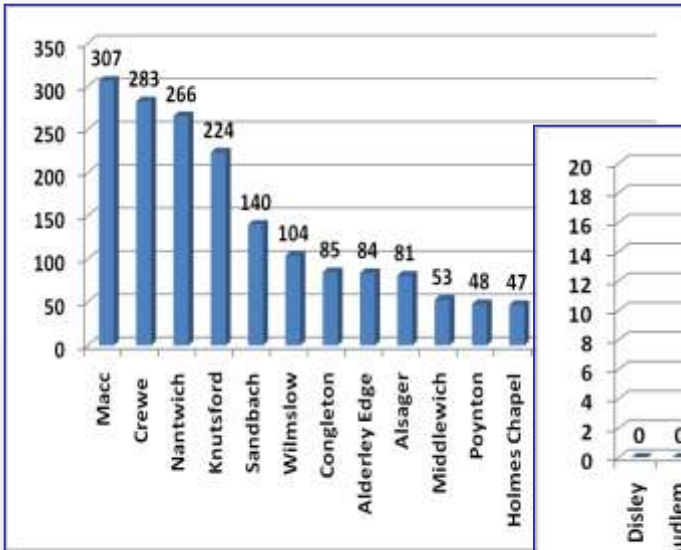
- ✓ Easy to start
- ✓ Inclusive of all types of businesses e.g. markets
- ✓ Gets people talking
- x Can't track and reward repeat purchases
- x Limited income generating capability

## Smart Rebate Card

- ✓ Uses existing terminals
- ✓ Provides data for targeting & intelligence
- ✓ Income generation capability
- x Higher cost of card
- x Less well tested



# Knowing Your Place: Area-wide Benchmarking



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# Busy, Buoyant & Independent

Town	Busy	Buoyant	Independent
Macclesfield	Green	Yellow	Yellow
Crewe	Green	Yellow	Red
Nantwich	Green	Green	Yellow
Knutsford	Green	Yellow	Yellow
Sandbach	Green	Yellow	Green
Wilmslow	Green	Yellow	Yellow
Congleton	Yellow	Red	Red
Alderley Edge	Yellow	Green	Green
Alsager	Yellow	Yellow	Green
Middlewich	Yellow	Red	Green
Poynton	Red	Red	Yellow
Holmes Chapel	Red	Green	Green
Handforth	Red	Yellow	Yellow
Bollington	Red	Yellow	Green
Disley	Red	Green	Green
Audlem	Red	Green	Green



# *What do I look for in a Town Loyalty Programme?*

- Strengthens the notion of *'your town as a department store'*
- Puts money back in to the town and is self-financing
- Offers simplicity on the surface; sophistication behind the scenes
- And gives me free car parking please!



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# Local Loyalty: *What's in it for?....*



## A. Towns

- town partnerships or BIDs
- town councils and local authorities

## B. Local shoppers

- loyal customers
- 'unfaithful' residents

## C. Local retailers

- High Street, side street, village pub, farm shop....
- independents and multiples

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If you want your  
small towns to  
thrive...



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