

# THE "4 STEPS MOBILE STRATEGY" FOR RETAIL STORES & RESTAURANTS

How to turn unknown guests into known and reachable customers.  
Generate more visits, more loyalty, more sales and more profit.

## 1 CREATE MOBILE PRESENCE & CONTENT

### DEFINE YOUR REVENUE GOALS AND EXPECTATIONS

What is your growth plan? For example:

Unknown customers today:	20.000
Smartphone owners (70%):	14.000
Known customers after 12 months:	2.800 (20%)
Additional store visits per quarter:	2
Total additional store visits per year:	22.400
Average revenue per visit:	€10
Total additional revenue per year:	<b>€224.000</b>

### PRESENT YOUR STORES IN AN APP



### CREATE CONTENT (NEWS, COUPONS, OFFERS, JOBS, REWARDS, EVENTS)

This content appears in your app immediately. Your customers can read it, redeem it in your store by showing their smartphone to your sales people.



## 2 PROMOTE APP & START ONBOARDING CUSTOMERS

### EDUCATE YOUR TEAM



Make sure your team understands your mobile strategy. It's important to reach customers directly and understand their preferences.

It's easy to redeem mobile coupons, welcome gifts, loyalty rewards and prizes.

### NOW, TELL YOUR CUSTOMERS

#### Hello, do you know our app?



Via sales people at the POS, via QR codes at store posters, flyers, marketing material, advertising, products

### THEY INSTALL THE APP AND ADD YOUR STORE TO THEIR „FAVORITES“



This immediately builds a direct relationship between the customers and your store. Now you can reach them directly via push notifications, send them latest news, let them collect loyalty points and so much more to start a great long-term relationship.

### THEY CHOOSE & PICK-UP A WELCOME GIFT



The „Welcome gift“ allows you to say „Thank you for the relationship“ and gain initial preferences. The customer can redeem it in your store only once.

## 3 ENGAGE, INTERACT & BUILD VALUABLE USER PROFILES

### START A VIRAL, APP-BASED LOYALTY PROGRAM WHERE CUSTOMERS COLLECT POINTS AND EARN REWARDS, WHEN THEY:



### RUN LARGE-SCALE, AUTOMATED, INSTANT PRIZE DRAWS TO INCREASE STORE FREQUENCY



Customers come to your store to redeem their loyalty points for loyalty rewards.



- ✓ Become „talk-of-the-town“ with attractive prizes and thousands of winners
- ✓ Easy participation: By scanning a QR code or by playing a game with a live opponent
- ✓ Immediate notification if won or not
- ✓ Prizes are to be picked up in your store within a specified timeframe (e.g. 2 days)
- ✓ Customers can participate every day



Buy your products / Upload a sales slip (e.g. 1 point per 10\$)



Read your advertisements (on flyers, social media, ads, tv)



Walk-in to your store (using beacons)



Scan your products or store logo / label



Read your weekly news or watch ad videos



Share your offers with their friends

### GAIN NEW CUSTOMERS WITH A REFERRAL SYSTEM



Your customers can easily collect loyalty points by referring your store to their friends. As soon as their friends start collecting points as well (see point 8), they can get (for a limited time) their friends points too.



AT THE RIGHT TIME

## 4 AUTOMATICALLY SEND THE RIGHT MESSAGE TO THE RIGHT CUSTOMER

### ALWAYS UP-TO-DATE, SELF-MAINTAINED CUSTOMER DATABASE



By using the app and the built-in engagement strategies, customers give valuable profile information:

Name, email, gender, city, age, favorite products, store visits and times, viewed and redeemed offers, collected loyalty points and redeemed loyalty rewards, prize draw participations, won and redeemed prizes, referred friends, and much more profile information.

Customers control their own profile and can also end a relationship with a click.

### INTUITIVE, SELF-SERVICE MANAGEMENT DASHBOARD



A web-based dashboard for store owners (and brand managers) to run mobile campaigns and access crystal-clear reports to measure success and KPIs.

### RUN AUTOMATED 1:1 MARKETING, MANAGE AND MONITOR



The smartdata engine analyzes all customer profiles in the background. Based on each customer's activity it constantly calculates the ideal time and content to send tailored and personal push notifications and emails to customer's smartphones.

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