



Your Marketing Guide to a Successful Launch

Countdown to launch

With the basics of your loyalty program (and, for some of you, mobile App) all set, you're almost ready to launch them!

Before the big day, you'll want to make sure that everybody on your team knows what to do and that you have some plans for making a big splash over the next few weeks and months.

All of that takes some planning, some testing, and a lot of communication within

your team - a little investment that could go a very long way.

To help you make the most of your launch, we designed this marketing guide to walk you through some steps you should take before your Como solution goes live.

Enjoy,

The Como Team



01 Spread the word at your locations

Your locations offer lots of great opportunities to spread the word about your loyalty club and make a big splash with your customers.

And since your customers already spend time at each of your locations, it's a good idea to use those opportunities to let them know both why they should join your club and how they can become members.

Here are some simple ways you can let your customers know about your loyalty program inside your locations:

OUTSIDE YOUR STORE

- Hang Posters in the windows
- Place Roll-ups outside your store
- Train and ask your waiters/salespersons to distribute pamphlets outside your store,

especially when there is massive competition in the area

ON THE TABLES

- Create table tents and/or table mats showcasing your new program, the way it works and the benefits of it
- Place digital signage on tables, TV or iPads on which menu items are displayed

ON PRODUCTS

- Add scan-code on coffee cups, tissues, water bottle sticker and coasters

AT CHECKOUT

- Highlight your club by putting stickers on customers' receipts
- Place promotional signage, posters or flyers near your checkout counters

- Advertise your loyalty program on employee uniforms, apron and shopping bags.

If you offer online ordering, here is a bunch of ideas you could implement:

- Add scan-code on coffee cups, tissues, water bottle sticker and coasters
- Put flyers in the bags in which items are placed, showcasing the benefits of your club and adding extra promotions to increase your members base

 **Tip:** Remember that your locations enable you to get free advertising for your loyalty club. Keep your messages short, and focus on telling your customers what's in it for them!

01 Spread the word at your locations



Roll Up
Size: 2m x 0.85m



Coaster
Size: 10cm x 10cm



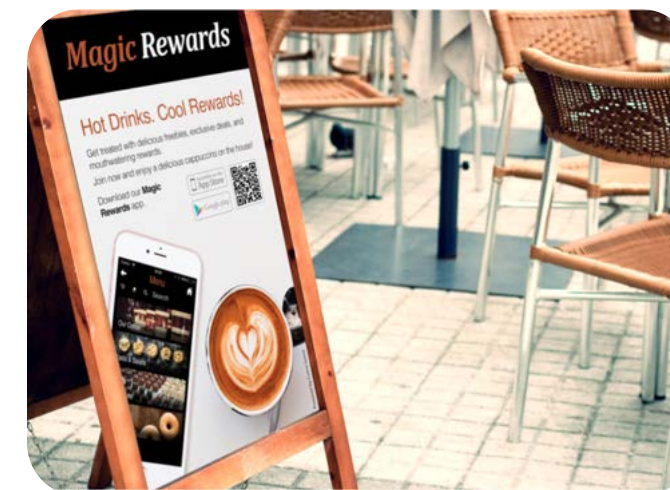
Coffee Cup
Size: 10cm x 8cm



Table Tent
Size: 12cm x 20cm



Digital Signage
Size: 42inch TV screen



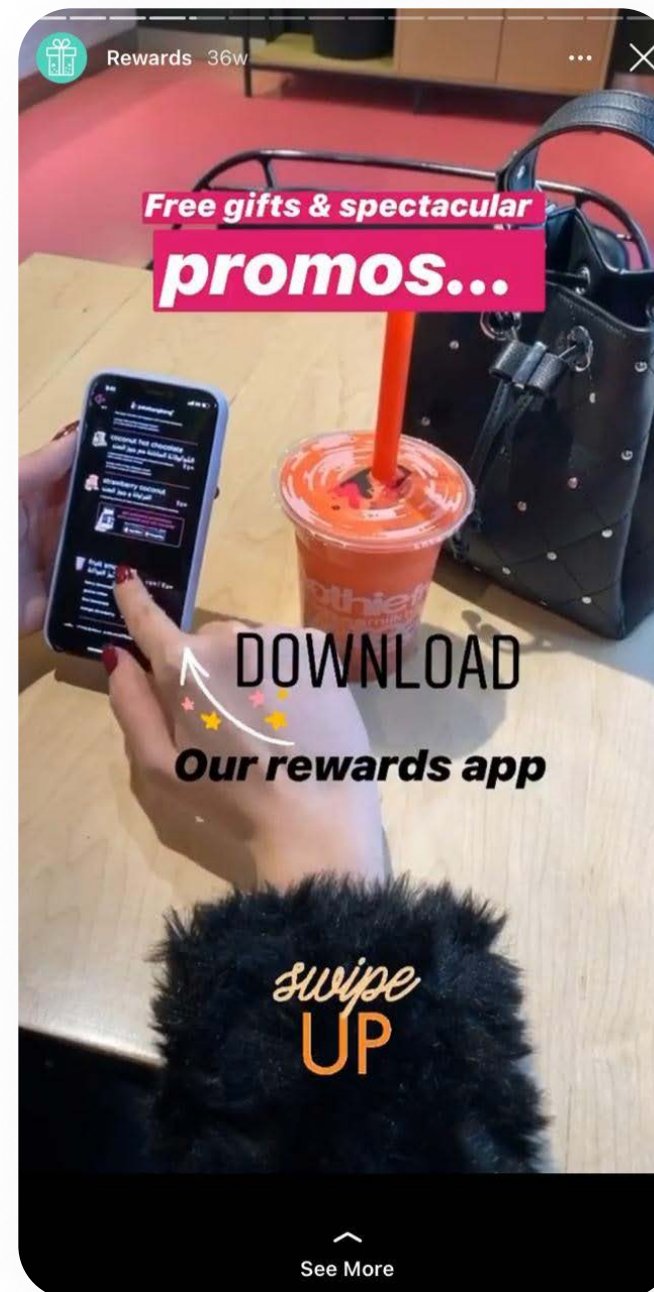
Poster
Size: 70cm x 100cm

02 Generate buzz outside your chain

A great loyalty club gives new customers (and customers who haven't stopped by in a while) a strong incentive to check out your business. That means there are certainly a lot of people who aren't stepping foot in your business these days, but would want to shop from you if they knew about your loyalty club.

It is worth your while to spread the word about your loyalty club far and wide, starting with your social media and website!

Post Stories and Story Highlights



On Instagram, Stories are super popular and their reach turns out to be wider than regular posts. Post Stories about how

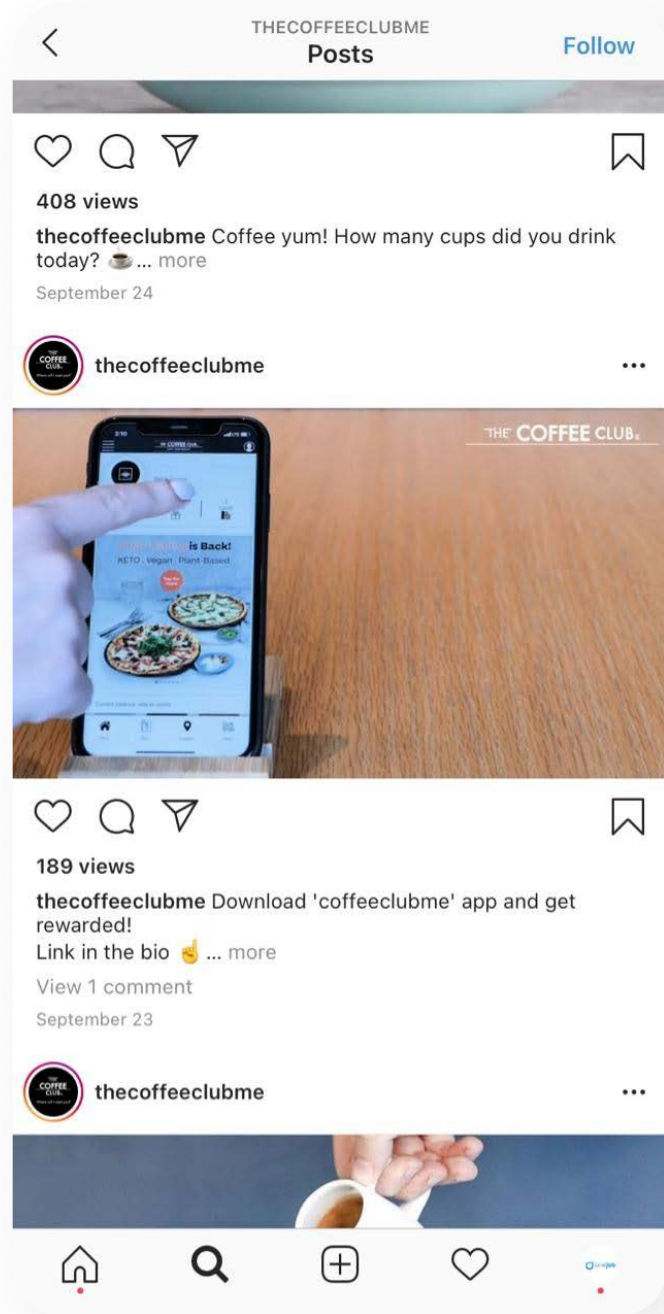
our new loyalty program works, organize Q&A sessions to answer your customers' questions about your club, create a FAQ...

Do not forget to save your stories in Story Highlights, so that all followers can access them anytime!

 **Tip:** Your Instagram account has more than 10k followers? Add "See More" links redirecting directly to your App Stores or your Web Portal!



Create videos



It is proven that videos are more attractive to social media users than static posts. Create a video or gif to introduce your loyalty solution: you can include

elements such as how to navigate through the App/Web portal, the hot offers, some testimonials. Do not hesitate to showcase the benefits of being a club member for your customers.

Use #Hashtags

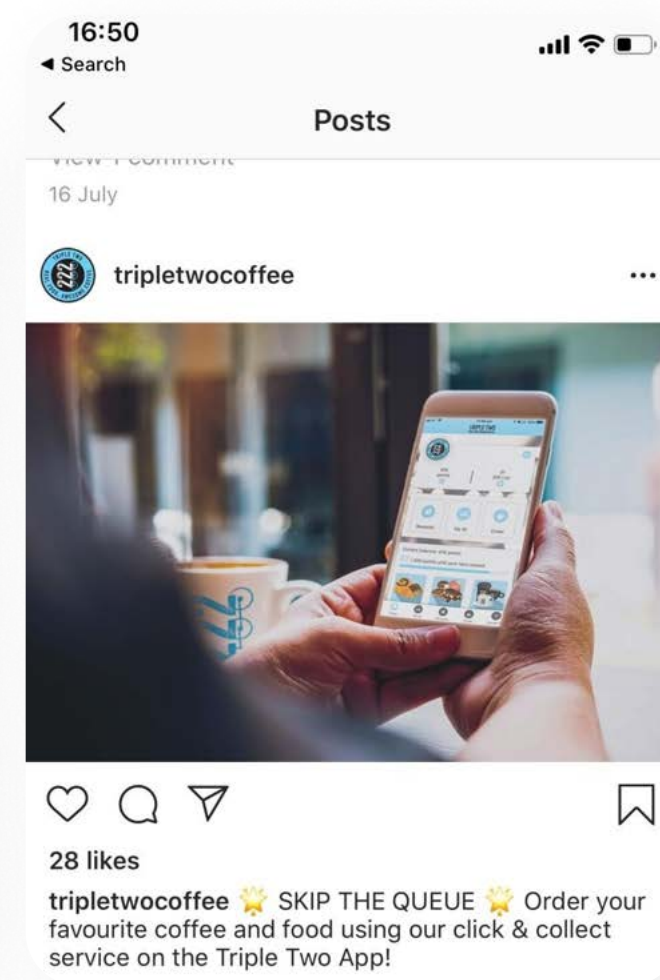


Use #Hashtags, such as #loyaltyprogram, your business or loyalty club name, to create buzz around your new solution



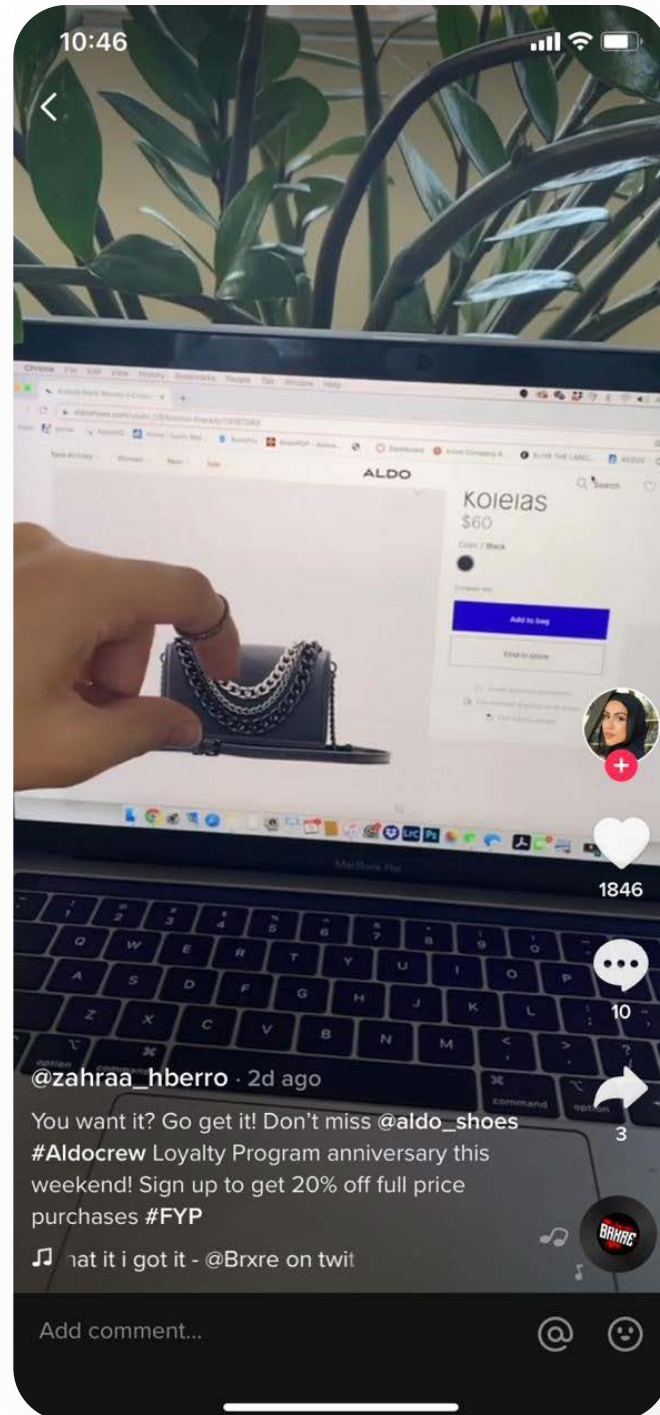
Tip: Create a name for your loyalty program and use it in hashtags on your social media channels

Showcase your happy customers!



The next time a customer redeems a reward at your store, ask if you can snap their picture for your posts and story highlights and tag them too!

Create a buzz on TikTok



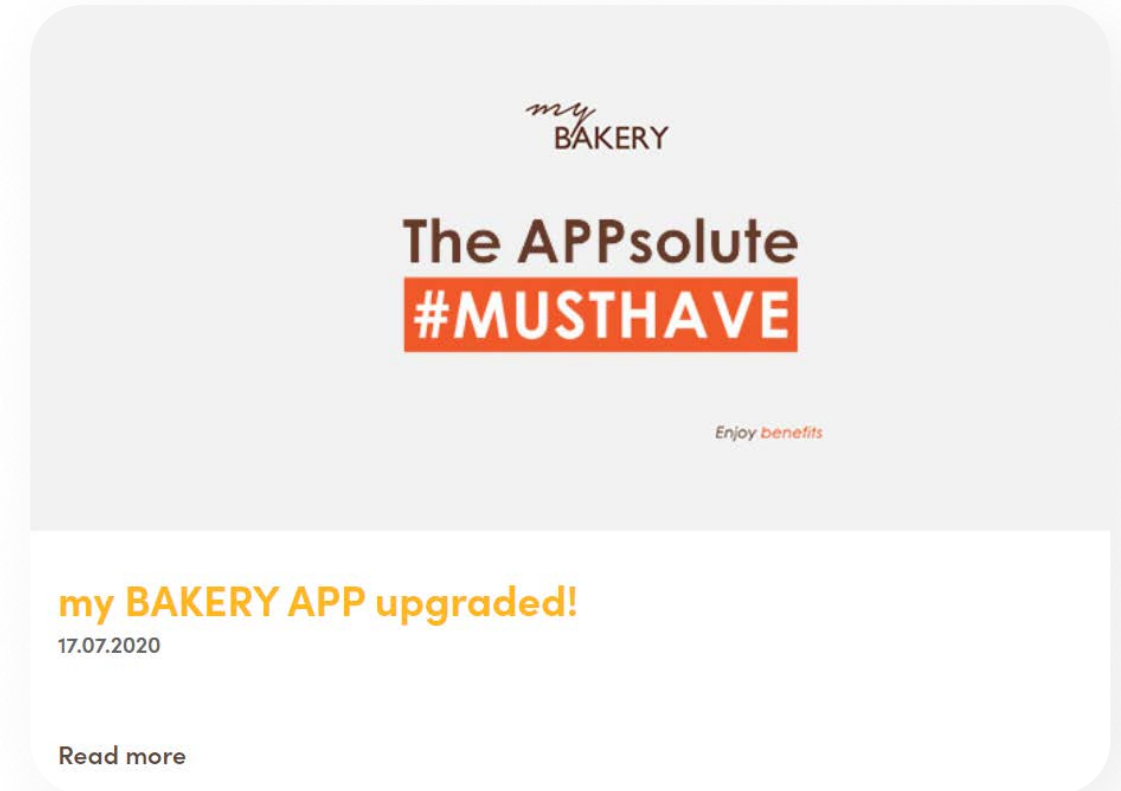
If you want to create a buzz for millenials, Tiktok is the way to go!

Showcase your loyalty solution with short 30 second videos, with the help of your employees, your customers or - if your marketing budget allows it - influencers!

 **Tip:** Don't only showcase paid influences: general influencers are powerful too. If paid influencers will give you a wide reach, unpaid influencers or your customers who post on their social media, tagging you will give authenticity to your brand and to your customer relationships.

Promote your loyalty through banners and popups

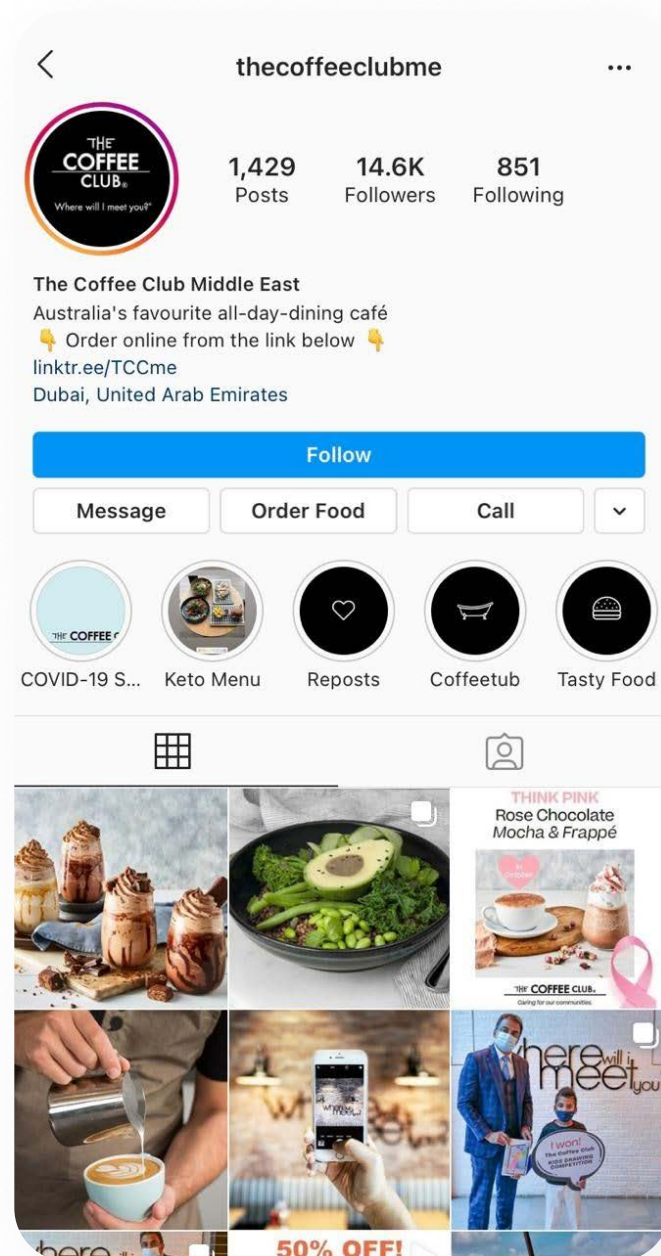
Blog posts and articles




Use your social media channels to promote blog posts and articles talking about your loyalty program

 **Tip:** Highlight your referral programs in your posts and blog articles

Add links to your App or Web Portal



Include a link to download your loyalty App, access your Web Portal or learn more about your club in your bio.

 **Tip:** want to add several links but Instagram only allows one? We've got you covered! Check out www.linktree.com and connect your audience with all your content with just one link!

Show more of your new loyalty solution on your main landing page





Don't wait for your visitors to navigate through the different pages of your website: surprise them with exciting visuals and copywriting about your club directly on your landing page!

Don't forget to add as many Call-to-Actions buttons as possible: links to your web portal, your ordering solution, the App Stores, etc.

Create a dedicated page for your club

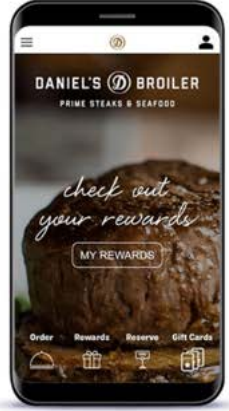
We are excited to announce the launch of our new Daniel's Broiler Rewards Program and the release of our new **DANIEL'S BROILER REWARDS APP**.

Earn and track your rewards points, make reservations, purchase gift cards and order Daniel's delivery all from the palm of your hand.

FEATURES OF OUR NEW DANIEL'S REWARDS PROGRAM

- Join for free and manage your account through the Daniel's Broiler Rewards app
- Earn one point for every dollar spent on all food and beverage purchases*
- Download the app and register to receive 100 points
- For every \$500 spent on food and beverage, members receive a \$20 reward
- For every \$2500 spent, members receive a \$20 "Prime" reward. This reward is in addition to the \$20 reward for every \$500 spent.




Create a dedicated page for your club, to give your customers as much information as they may need: links to your App (if any), main benefits, welcome gifts, FAQ, etc. FAQs are great as they will help decrease the number of emails received by your support team, asking for general questions about the club.



Tip: Call this section with the name of your loyalty club!

Add visible links to your Web Portal




INSOMNIA Treats

Love Being Rewarded. Register Today

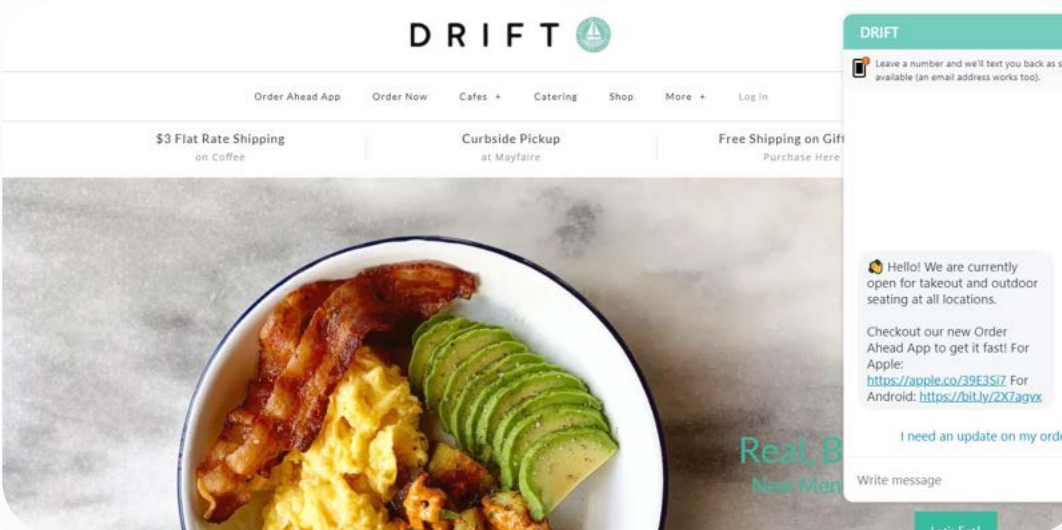
LOGIN / REGISTER

Download the NEW Insomnia App

NOW AVAILABLE ON THE APP STORE & GOOGLE PLAY



Add your loyalty links on your website live chat



DRIFT

Order Ahead App | Order Now | Cafes + | Catering | Shop | More + | Log in

\$3 Flat Rate Shipping on Coffee | Curbside Pickup at Mayfaire | Free Shipping on Gift Purchase Here

Hi! We are currently open for takeout and outdoor seating at all locations.

Checkout our new Order Ahead App to get it fast! For Apple: <https://apple.co/39E3S17> For Android: <https://bit.ly/2XZag9x>

I need an update on my order

Write message

Let's Eat!

You have a live chat and don't know which welcome message you should write? Why don't you introduce your loyalty program here?!



Online ordering button



You are a restaurant and offer your online ordering solution? Include a button that redirects customers to your very own ordering portal!

Your social media and website are amazing channels to spread the word about your club, but they're not the only ones! Here are some additional ways you can think about to generate the buzz about your new loyalty program:

- Email marketing: Launching your very own loyalty program is a really big news

so share the announcement with everyone on your mailing list

- Involve your employees: Educate and motivate your employees to join. You can even give them a promo code that their friends and family can use for a special treat!

- Talk with your Neighbors: Nearby companies and organizations can also offer great opportunities to spread the word, and you may want to offer incentives to get their help—for example, exclusive coupons or promotional codes just for their employees or clients.

Get your club visible with social media posts (Linkedin, Twitter, Facebook, IG)



03 Make sure all your employees are ready

A few weeks before D-day, get all your employees ready to launch your loyalty solution. Your workers need to have both the motivation and the right knowledge to communicate helpfully with your customers.

Frontliners are the one talking with your customers on a daily basis, and their involvement is critical to make your loyalty club successful.

Here are some ways you'll want to prepare your employees before the big launch:

- Train them, holding a session to show them how to use both the POS and the mobile App (if any)
- Brief them, getting them up to speed on the key information you want them to communicate to

customers—including how your loyalty club works, what's in it for the customer, and how to join.

- Encourage them to download your App and to try it out.
- Motivate them by holding a competition over who can get the most customers to join your loyalty club (whether as an individual, a team, or an entire location).
- Involve them in the marketing and decision-making process: Your employees will be middlemen between your loyalty solution and your customers. It is important to educate them but moreover, involve them in the marketing process: ask them if they can suggest any ideas on how to advertise it, celebrate when you reach minor goals, etc.

- Incentivize your employees: motivate your employees to join, you can even give them a promo code that their friends and family can use for a special treat!



04

Get your company's leaders on board



Once you've answered the first questions about what your loyalty program will look like, your next step is to make sure all of your company's leaders are going to do their part to make your launch run smoothly.

Those leaders include upper management, branch managers, your marketing and sales teams, and anyone else who can play a major role in getting customers to join your loyalty club.

You'll want to make sure every one of them is:

- Inspired by the way loyalty programs have driven major growth for businesses like yours—and by the powerful difference your club can make.
- Ready with the knowledge they

need, including what the club is, how it works, and how you plan to communicate all of that to your customers.

- Willing and excited to share ideas with you, promote your club, and help make its launch a success.
- Able to fill their team members in on their responsibilities — whether that means operating the POS or communicating with customers about the loyalty club.

To do all of that, we recommend having a meeting with your company's leaders where you show them the app, walk them through operating the POS, and share your club's branding, messaging, and goals for the first quarter.



05

Plan your club's first quarter - and keep tabs on its progress.

Finally, before you launch your loyalty program, it's a good idea to know where you're headed and what your goals are in the short term.

Fortunately, you can use much of what you've learned from the previous steps to help you plan your first quarter: first customers' feedback, input from employees at all levels of your business, and much more.

Here are just a couple of the things you'll want to plan for your first quarter:

- How many club members do you expect each location to have by the end of each week or each month? Keep in mind: What's reasonable at one location might not be reasonable at another one, because of factors like size and geography.

- What promotions will you run relating to your loyalty club? It's a good idea to check a calendar for any special dates or seasons coming up that will give you a good opportunity to run a special promotion. For instance, if you are launching in Winter, you could offer a special discount on hot drinks (for restaurants) or on scarves (for retail chains). Or if you're launching in October, you could offer special deals on Halloween costumes and sweets.

After your launch, you'll want to keep track of whether you're meeting or even exceeding your expectations—and then adjust your plans based on your findings. It's a good idea to consider feedback from your employees and managers, analytics from your POS, and insights from us at Como.





You're ready and we're here to help!

The digital age makes no difference between a customer and a prospect, it is now necessary to treat each customer as a loyal customer.

It's vital to adapt your strategy to the new generation of consumers and put double efforts in terms of creativity as well as take advantage of innovation to modernize your customer relationships.

In order to retain customers today and motivate repeat business, it's key to put yourself in your customers' shoes and gather the marketing, retail, e-commerce, community management and communications teams around common objectives.

And don't forget - we at Como are always happy to help you along the way!