

# Freebees Loyalty Program

First launched in Quebec in 2015, the Freebees Loyalty Program is now moving into Ontario with plans to go Canada-wide. The Pontiac Chamber of Commerce is promoting the Freebees Loyalty Program for the Pontiac. Already over 3 businesses have signed up with many others in the process of joining.

The Chamber and Freebees are offering a special discount for all our members on the three most popular packages.

## All packages give you access to the following:

- Unlimited Freebees Membership Cards
- Be visible on the Freebees Mobile App
- No transaction fee (unlike debit and credit cards)
- Customer service for your customers
- Technical support
- Sales reports

## Your marketing solutions:

- Create unlimited promotional tools to appear on the website and mobile application
- Gift Cards and Promo Codes Module
- On-site Promotion Technology for proximity marketing
- Targeted Push Promotions to contact existing and new customers

## Access to the Freebees national network:

- Access to Canada-wide Freebees Points
- Possibility to reach all Freebees Members in Canada
- National network Partner
- Visible as a Featured Partner



## Is a loyalty program worth it?

Canadian consumers like getting a little something extra when they spend their hard-earned money. According to a 2013 study by the Canadian research firm Abacus Data, about nine in 10 Canadians actively use some kind of loyalty program to collect point or miles.

An investment of 10% has always been the benchmark for business to spend on marketing. **But is a loyalty program really worth the time and investment for a small business?**

“A loyalty program allows you to speak to your customers more regularly and deliver messages that are relevant to their needs,” said Dean Mailey, founder and president of Fusion Communications Group, an advertising firm based in Vancouver. “It allows you to deliver the right message to the right person at the right time.”

“A well-executed loyalty program can help businesses leverage their marketing dollars. Instead of broadly marketing to everyone, as with traditional advertising campaigns, a loyalty program helps you capture the community of shoppers who already know your company”, Mr. Mailey said.

“Offering rewards to them can encourage repeat visits. Today’s retail climate is exceedingly competitive, so I think anything a business does to demonstrate to a customer that they care and they’re paying attention is incredibly important,” he said. Simply wishing a customer happy birthday can be a loyalty program. “When we receive an e-mail with that message, it causes us to feel favourably about that business,” he said. “A clothing store could form a partnership with a local restaurant. The two of them could work together, like, ‘Come in and buy a suit, then take your wife out to dinner at this restaurant.’ These types of non-competitive, cross-promotional platforms can be very successful”, Mr. Mailey said.

# Freebees Loyalty Program Packages

## Featured Package

Cost per month – \$99

Reward for being a Pontiac Chamber of Commerce Member: deduct \$30, which the Chamber will pay for one year and a \$10 discount from Freebees.

**Cost per month \$59 (a savings of \$40 each month – \$480 over 12 months)**



## VIP Package

Also includes: Detailed reports and stats, and VIP Management Service

Cost per month – \$159

Reward for being a Pontiac Chamber of Commerce Member: deduct \$30, which the Chamber will pay for one year and a \$15 discount from Freebees.

**Cost per month \$114 (a savings of \$45 each month – \$540 over 12 months)**

## Custom Package

Also includes: Detailed reports and stats, Customized Membership cards, and VIP Management Service

Cost per month – \$199

Reward for being a Pontiac Chamber of Commerce Member: deduct \$30, which the Chamber will pay for one year and a \$20 discount from Freebees.

**Cost per month \$149 (a savings of \$50 each month – \$600 over 12 months)**

*With this offer, we are removing the Basic Package option as it has limited marketing options. The Basic Package doesn't allow partners to send Push Notifications or On-Site Promotions. Therefore, members will more appreciate having access to the Featured Package, or higher. Freebees points out that 80% of their Freebees partners pay for the Featured package or higher because of the marketing benefits.*

**The Chamber offer to members is extended to August 31, 2016  
but the Freebees discount will apply as long as the business  
is a member of the Pontiac Chamber of Commerce.  
That is a 10% discount every month on all packages.**

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## Seasonal Businesses

Freebees also offers a special package for seasonal businesses. This allows the business to activate their loyalty program only during their months their business is active. During the off-season, the business remains on the Freebees website and mobile application, but doesn't issue or accept Freebees transactions. A 50\$ fee is required to activate the business when they wish to reactivate.

## Cancellation of your contract with Freebees

If, at any time, you do not wish to continue with the Freebees program, with a 3 month notice, you can cancel. When this happens any of your Freebees clients will lose the Exclusive Freebees Points they have accumulated at your business. It can cause disappointment or frustrations with your clients. However, in order to see the full potential of the program, we recommend you remain for the entire 12-month period.

## Freebees Information

You can learn more about the Freebees Loyalty Program and the Chamber offer at the AGM on June 9th.

If you would like more information or answers to questions you might have concerning Freebees, please contact:

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