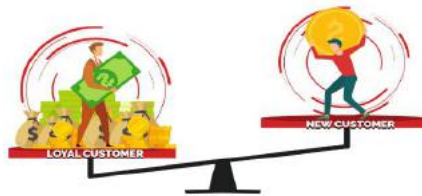


# Existing customers are the low hanging fruit

**4 Reasons Why Repeat Business** is better than New Business!

**Repeat Customers Spend more**

**New customers cost you more**



**Existing Customers promote your Business**

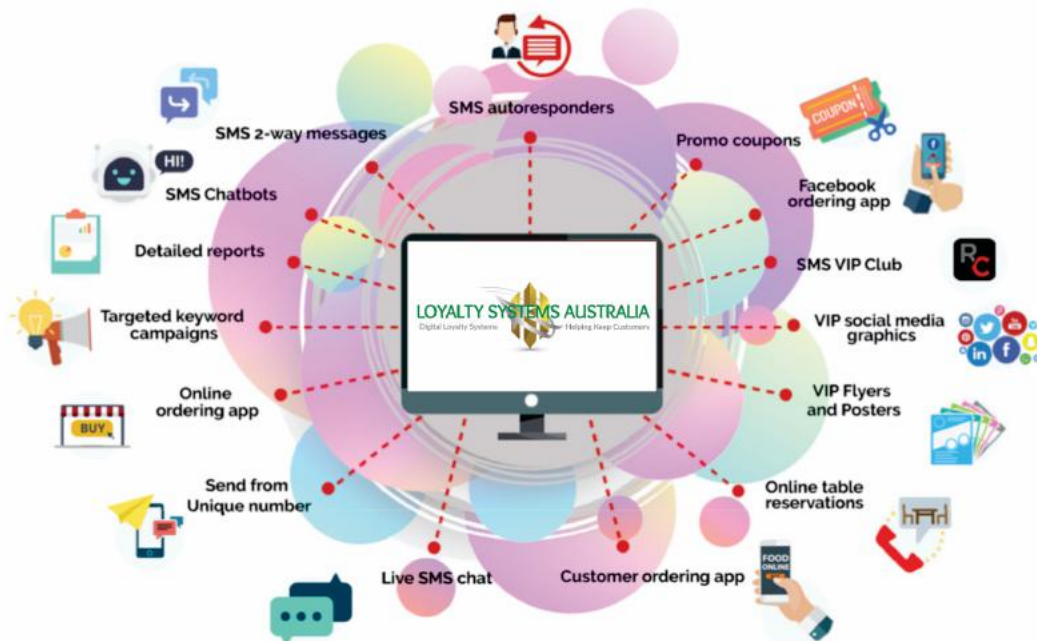
**Businesses are built on Customer loyalty**



But we are in **unprecedented times** and no one really has a plan!

We have created a **Comprehensive Digital Marketing Platform** for Restaurants and Hotels to promote their business in the most efficient way

## Digital Marketing System

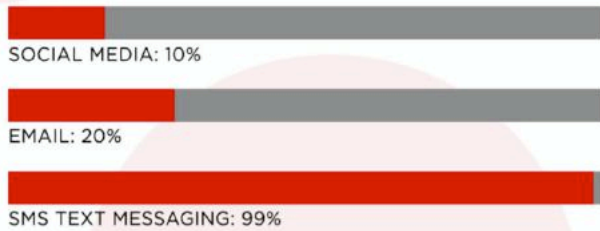


## Why SMS text messages?

It's the fastest way to grow sales and engage.

The fastest way to grow sales and engage.

SUBSCRIBE REACH



Source: Forbes



SMS OPENED WITHIN  
3 MINUTES



CUSTOMERS WHO PREFERRED  
OFFERS VIA SMS

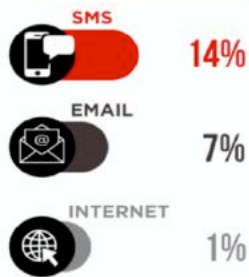
### FACT 1

OPEN RATES



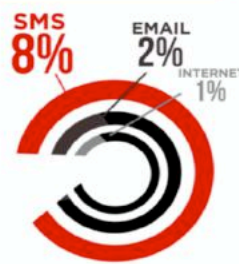
### FACT 2

CLICK THROUGH RATE



### FACT 3

CONVERSION RATE



### FACT 4

TIME TO OPEN



## Text message marketing is a **SLEEPING GIANT!**

- ✓ According to MBA online, more than 4.2 billion people are texting worldwide.
- ✓ According to **Nielsen**, **SMS** is already the most used data service in the world
- ✓ According to **CTIA**, 6 billion SMS messages are sent each day in the US, over 180 billion are sent each month, and **2.27 trillion are sent each year.**
- ✓ According to **Portio Research**, the world will send 8.3 trillion SMS messages this year alone - 23 billion per day or almost **16 million per minute.**
- ✓ According to **Mobile Marketing Watch**, SMS messages have a **98% open rate**, while email only has a **22% open rate.**
- ✓ According to Velocify, SMS messages have a **45% response rate**, as opposed to **email which has a 6% response rate.**

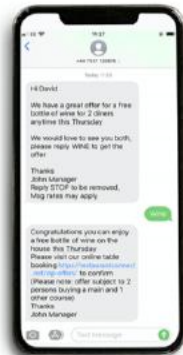
Your own branded VIP Club to help Engage, Inform and Reward your customers with exclusive offers!

## Loyalty Systems Australia SMS VIPCLUBS

### Benefits of a VIP Club

VIP Clubs are not new, many of the bigger players all have some form of rewards club simply because they work like gangbusters

*We all Like deals and restaurants are a perfectly positioned to create some great offers that can easily be changed each week*



Restaurant owners need revenue, and everyone has quiet nights or nights when it's not worth opening

Imagine creating a special offer for your client to provide a FREE BOTTLE OF WINE on a quiet Thursday night and filling the restaurant FOR A FEW CENTS PER BOOKING



- ✓ VIP clubs provide massive added value
- ✓ They build a valuable customer list
- ✓ Create a bigger brand feel as a major player
- ✓ It's a quick win, forget about waiting weeks or months for a return on the promotional investment
- ✓ VIP clubs can make net profits in a matter of days focusing on existing customers first.