

Say Giddyday

Say Giddyday Card



This is a Free Simple Rewards Card / Customer Loyalty Program that you control while putting a Smile on your customers face.

- No Fees to Pay
- Nothing to Join

You decide which offer is best for your customers

This Loyalty Program has 5 simple parts:



Business Card

Design a basic business card & give one to every customer every time they visit your business. You can just print them on paper for a trial before investing in professional business cards

The card can also be used for a local mailbox drop eg as an information flyer with the card printed on it along with your address & website.

Give staff a some cards to share with friends & family.

- **Do not** print a specific deal on the card
- Include a link to your webpage
- Include the words see our website or in store for the current offer

The cards can be reused as they have no expiry dates or specific offer details on them. Customers just need to show it to get the offer.

You can design a double sided card with your design on one side & a Say Giddy card on the other.

Here are some examples you can use along with some full page options at the end of the ebook you can print out & give to customers.



SayGiddy

Smile



SayGiddy.com/smile

SayGiddy

Smile



SayGiddy.com/smile



SayGiddy Smile



SayGiddy.com/smile

SayGiddy Smile



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Webpage

Create a deals page on your website & include it on your business card.

This will have the same information as the wall poster – see below

If you do not have a website there are many free options on the net.

An easy to use alternative is a blog page which can be easier to update instead of paying your web designer all the time.

If you do not know how to create a blog or website ask you staff most businesses have a hidden tech geek.

A separate listing can be created on Say Giddy Smile for a small annual fee to reach a wider audience.

www.saygiddy.com/smile

You can also get a Say Giddy Alias to make it easier to promote.

www.saygiddy.com/alias

This directs regular customers & potential new customers to your website so they can see everything your business has to offer.



A4 size Wall Poster

This can go on the wall at reception, behind the bar, at the sales desk & in the front window so people passing by see it.

It's your business you know where the customers will see it.

- Include the current offer related to the Say Giddy card
- Offer more than one deal for different days of the week

Include details of the offer, any conditions, expiry date & any other information you believe relevant.

Social Media

Use Social Media to promote the deals at least daily or several times a day.

All options for social media can be used & it does not matter if you have a small following.

Just make sure you direct people back to your website in every post

Use hash tags like #deals & #yourlocation to attract attention



Email Newsletter

You can set up an email newsletter to update customers but if they do not want the hassle of signing up they can just check your webpage.

If you are new to creating a newsletter mailing list get some advice – it's a useful tool but do not pay too much for it.

What to Offer?

You know what attracts your customers & what you can afford to give away.

You can quickly reassess & change the offer just by adjusting the webpage & A4 posters - the cards are generic & do not need to be replaced.

Here are some suggestions:

- 10% off a Hotel Room rate when booked directly with the hotel.
- Free glass of house beer or wine with a meal for two
- Free desert (my favorite)
- Free entry for kids with each adult paying full price
- 2 for 1 drinks Happy Hour

Be sure to use the words cannot be used with other offers

Offer Valid until:

All these offers are designed to get current & new customers to visit your business & buy other items or upgrade from what they would normally buy.

The other main advantage of this rewards card programme is the customer does not need to sign up to it.



SayGiddy

Smile



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