

# Shop Local Benefits

**For Shoppers:** ClipFree Shop Local card is offered as a free benefit to all households who reside in your trading area. The card arrives in the mail, and while registration is strictly on an opt-in basis, the discounts are available to everyone. The card carries offers from up to 20 merchants, and shoppers may learn about additional offers at ClipFree.com and a variety of social media sites, such as Facebook and Twitter, with more to come.

**For Merchants:** Retailers enjoy greater engaged and pass-by traffic since the card provides shoppers with multiple reasons to visit the shopping area. With the easy-to-use ClipFree interactive platform, merchants plan, deliver and execute locally targeted offers to cardholders. They can securely track programs and manage campaigns in multiple direct media from any computer connected to the Internet.

**For Center Operators:** The ClipFree Shop Local loyalty card program may be positioned as selling point for the operator to help sustain fuller tenancy rates and higher rentals. The card presents with a rich feature set and as “master sponsor” the center operator may determine a level of subsidy (if any) for participating tenant merchants. ClipFree Shop Local provides a rare loyalty vehicle for the center itself – difficult to obtain elsewhere.

## Act Now!

Using the integrated ClipFree Messaging Engine, developers, property managers, store owners, franchisees and operators can identify their customers, send personalized communications, launch and track campaigns fostering 1-to-1 customer relationships. The result is greater customer loyalty, increased brand awareness and overall growth.

## About ClipFree™

ClipFree™ helps local business owners achieve “Loyalty Marketing for the Rest of Us.” You can easily launch and manage permission based e-mail, direct mail, mobile messaging and social media campaigns in nearly the same time it takes you to send an e-mail.

Contact a ClipFree Representative today!

(866) 500-2050    [www.ClipFree.com](http://www.ClipFree.com)    [sales@clipfree.com](mailto:sales@clipfree.com)

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# Building Local Loyalty!



Facebook



Twitter



Direct Mail



E-mail



Mobile Messaging



Web



# Shop Local Loyalty Program



# Shop Local Loyalty Program

## for Shopping Center Developers and Operators



**ClipFree™** Shop Local is a turnkey, private-branded shopper loyalty card and marketing campaign platform that rewards shoppers and drives more business for your merchants.

- Shoppers receive valuable promotions, feel rewarded and more loyal
- Merchants enjoy increased traffic and sales
- Shopping centers build brand awareness and loyalty
- Successful results help sustain higher rental income and reduce vacancies

By combining proven direct mail marketing principles with the power of the Internet, ClipFree's Messaging Engine grows traffic and builds brand awareness by leveraging e-mail, direct mail, text messaging and social media marketing.



**ClipFree Shop Local mailer features the shopping center brand identity**

### Why You Need It

ClipFree Generates Traffic: Shopping center developers and operators face challenges when it comes to attracting and sustaining vigorous shopper traffic. Individual tenant merchants select these locations in large measure because of that traffic which places a responsibility on developers and operators to help attract and ensure repeat shopper visits from the surrounding community.

***The branded ClipFree Loyalty Card brings traffic to your center!***

**ClipFree Builds Loyalty:** Many large merchants such as supermarkets use frequent-shopper or loyalty card programs to build loyalty by maintaining a permission-based dialog with shoppers that includes a mix of promotional offers designed to provide reasons to visit and reasons to buy. ClipFree does all this for your center!

**ClipFree Builds Your Brand:** Most shoppers carry three or more loyalty cards. They are familiar with these programs and recognize how to use them to obtain good value. The ClipFree card in their wallets keeps your brand in front of consumers each time they open their wallet and provides shoppers multiple incentives to visit your center and “shop local.”

## How It Works

**Brand Your Center:** The ClipFree Shop Local program is a turnkey, frequent-shopper loyalty card program that bears the “master” brand of the shopping center. The card is used to convey valuable offers from multiple participating merchants in your shopping center in a permission-based marketing program.

**Empower Merchants:** ClipFree Shop Local enables independent merchants to leverage their collective relationship power. Powered by a private-branded version of ClipFree's Messaging Engine, its advanced shopper social media platform, Shop Local enables merchants and center operators to commence and develop an ongoing dialog with existing and prospective shoppers.

**Add Shopper Channels:** Merchants interact on shoppers' terms, through their preferred communications channels such as print, e-mail, mobile and social media.

**Reach and Grow Contacts:** The highly attractive ClipFree loyalty card is mailed to nearby households with full shopping center branding. ClipFree coordinates this outreach, providing the mailing lists and distribution for relevant local marketing zones.

**Deliver Discounts:** Shoppers use the cards to obtain discounts at participating merchants and register in stores, at ClipFree.com, and via text message to obtain more benefits. A variety of window signage, counter cards and other collateral materials are available for merchants' use.

