



**Masterminds Customer Loyalty System License**

# Mission

SMS Masterminds: plans and directs an ingenious and complex enterprise, collaborating with entrepreneurs to generate profits by leveraging mobile and loyalty solutions.

## Why we're Special

- A Revolutionary System
- Full-service approach for recurring revenue
- Direct Sales and Account Management Support
- Continued Education and Professional Development

## Core Values

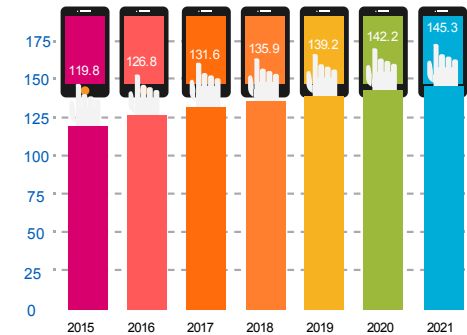
- Radical Innovation
- Ruthless Efficiency
- Unrelenting Support
- Flawless Execution



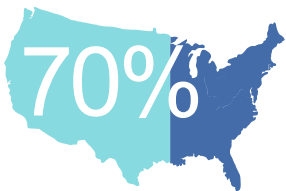
# The Mobile industry is growing

## US Mobile Marketing revenues will reach \$9.1 Billion by 2018.

- Mobile coupon users rose by 18% to 92.6 Million in 2015.
- 70% of people would like to receive offers on their mobile phone.
- 98% of text messages are read vs. 22% of emails.
- SMS coupons are 10 times more likely to be used than other coupons.



In 2016, 126.8 million U.S. adults had redeemed online coupons. This figure is projected to grow to 145.3 million users in 2021.

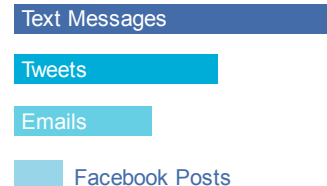


Of people in the US say they would like to receive offers on their Mobile phones



Mobile searches related to restaurants have a conversion rate of 90% with 64% converting within the hour

98%



Of text messages are read compared to 22% of emails, 29% of Tweets and 12% of Facebook posts.

# SMS Masterminds leads mobile industry

As a full service organization it is our job to guide you through the strategies and implementation of the campaigns.

- Headquartered in San Luis Obispo, California
- Licensees in over 200 + exclusive territories throughout North America
- Millions of active unique subscribers
- Works with National Brand such as:



SMS Masterminds', in their first year of eligibility, made the 2013 INC. 5000 list as of one of the fastest growing companies in the United States. Overall SMS Masterminds was ranked **#731**, and **#66** in the United States for software.

# SMS Masterminds Approach

## **Loyalty Rewards Kiosk** – “Did you get your VIP point?”

Capture the loyal customer audience

## **Social Media Integration** – Allows for offers to go viral

Allows for Merchant’s Brand/Gain Social Presence

## **Analytic Report** – # of loyal customers & frequency of visits

Prove the system works /Real Time Return on Investment Data

## **Rich Media Experience** – Improvement of in-store and online exposure

Gain new customers via multiple channels

## **Mobile Enabled Websites** – Expands merchant’s brand reach

Allows for Merchant Brands to Expand Customer Reach

## **Full Mobile Marketing Strategy** – Active engagement from customers

Reach Customers in Real-Time

## **Expert Management** – Implement & execute a full mobile marketing strategy

Know what your customers are interested in & how to create loyalty

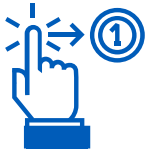
## **Website** – Community exposure & customer cross pollination

Gain new customers via online

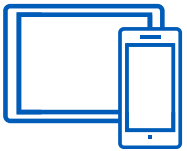
## **24/7 Customer Support** – We partner with your business



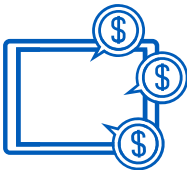
# Loyalty Rewards Kiosk



All customers will be invited to check-in with each visit. This process is performed by the customer, so employees never have to ask for a phone number.



Our Loyalty Kiosk combines the power of Text Message Marketing with a dynamic loyalty program to encourage opt-ins and client retention like never before.



Every time a consumer “checks-in” via the Loyalty Kiosk, **they earn points towards discounts or free products**, keeping them coming back for more!



A COMPLETE  
LOYALTY SOLUTION

## Registration

Congratulations on enrolling to be a Local VIP

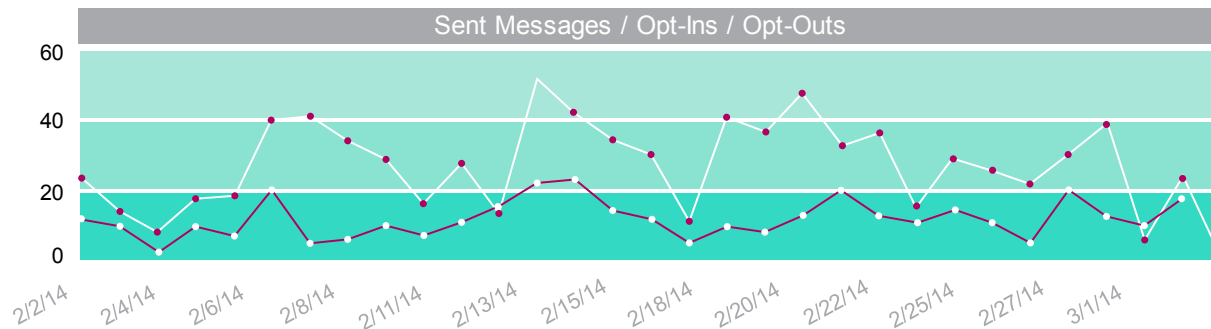
## Confirmation

Receive up to 6 text invites for local deals each month

## Engagement

Come in and show this message to redeem your special today!

# Analytics Report

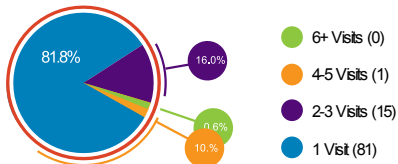


Sent Messages **7158**

Opt-Ins **876**

Opt-Outs **365**

## Repeat Visits



## Loyalty Kiosk

Check-ins **5016**  
Facebook Likes **65**

## Rewards / Offers

Rewards Earned **1714**  
Rewards Redeemed **1193**  
Inactive Offers Sent **4120**  
Inactive Offers Redeemed **491**

## Subscribers

Added **883**  
Removed **365**  
Total Subscribers **12816**  
Total Loyalty Participants **17983**

## Removed Subscribers

Opt Out **47**  
Land Lines **184**  
Carrier Rejection **134**

## Messages

Sent **7158**  
Opt-Ins **876**  
Opt-Outs **365**

# Full SMS Marketing Capability



- Send Text Messages to Eager Subscribers
- Automated Engagement, Birthday Clubs
- Run a Text2Win, Trivia, or Polling Campaigns
- Set up Weekly Campaigns
- Set up Automated Reply Messages
- Set up Mobile Coupons and Link Videos
- Hyper-targeted text messages to customers around your community