Loyalty eMarketing Program – "eFan"

Hitcents provides a robust email-based marketing and database driven communications platform to assist client in identifying fans and engaging them with personalized communications.

Hitcents kiosks can be used as a cross-promotional tool to not only drive traffic into stores, but also to drive more ticket sales for client events.

Program Description

- eFan collection boxes can be placed in a variety of locations, such as event venues, local restaurant chains, convenience stores, etc.
- Users/customers must go to participating areas/businesses where the eFan boxes are located to sign up for the eFan program. An eFan program incentive example is one free event ticket, redeemable at a kiosk machine within 30 days. Promotions can be customized to suit client's need.
- The user/customer will receive a welcome email inviting them to sign up by providing specific information about themselves.
- eFans will then be provided with a coupon code by email that they can take to any kiosk to retrieve their free event ticket printed on ticket stock paper. This drives traffic to the venues that place the kiosks. The coupon code provides security against the possibility of fraud for duplicated free tickets.
- Users/customers can also sign up for eFan directly at the kiosk. This will send them back to their computer to receive their free ticket code by email, then back to any kiosk to print off their ticket. Retrieving ticket codes from their email will prevent individuals from simply signing up and printing tickets with fictitious names and information.
- Completed entry cards will be returned to Hitcents for data entry.
- Icons and/or maps can be added to the client's website to show where kiosks are located.

Creative

Hitcents shall create the following for client use:

- Entry box design
- Entry card design
- Enrollment Email
- Birthday Email

The Hitcents loyalty platform

Hitcents will oversee the program, which allows client's marketing staff to work on other marketing functions. Services include:
• Data entry of customer information (name, email address, etc.)
• Daily messaging of loyalty components based on database criteria.
• Custom designed email messages created in HTML and text versions.
• Provide entry forms to sign-up eMarketing members and pre-addressed envelopes to mail them in for data entry.
• Provide custom collection boxes for each location to collect entry forms.
• All customer and corporate technical support will be handled by a dedicated Hitcents staff member.

Benefits

1) Build a core database of client's loyal fans.
2) Create lasting, one-on-one relationships between client and fans.
3) Create an ongoing customer communication stream.
4) Send influential, actionable and measurable communications.
5) Increase visit frequency and ticket sales.
6) Get real time statistics pertaining to eFan.
7) Collect valuable customer information through initial login.

Customer Online Login

• Before customers can access their promotion benefits they will be required to answer questions specified by client. These questions can be determined by the client during setup.
• Data collected can be used for statistical analysis.
• Customers will have the ability to login to an online portal and make specific changes.
   1) Update user information, such as: Name, Email Address, and password (Names can be entered incorrectly due to poor handwriting and the users prefer to update this information themselves.)
   2) Update email status from HTML-based emails to text-based emails for customers using older email systems
   3) Unsubscribe feature
   4) User Comments section

Standard Messaging package

Standard messaging shall be provided in the form of personalized messages, triggered to send timely communications to client's customers at key points in their relationship with client, including, but not limited to:
• Email enrollment
• Birthday
• Special Events
• Reminders

Welcome BIG RED Faithful!

Thanks for signing up to become a Western Kentucky University Athletics eFAN!

WKU eFans get exclusive updates and information on WKU sports.

Keep checking your inbox for the latest news about upcoming WKU Athletic Events!

Thanks,
Big Red

eFAN   www.wkusports.com

HAPPY BIRTHDAY

THANKS FOR YOUR SUPPORT AND DEDICATION TO WKU SPORTING EVENTS. HOPE YOUR BIRTHDAY IS THE TOPS! FROM: BIG RED AND WKU ATHLETICS

www.wkusports.com

eFAN

NOTHING BUT NET!

Calling all Topper Fans! The WKU men's basketball team takes on New Mexico state tonight for a Sun Belt showdown. We want to see all of our fans there, so get your red on and come support the team. ESPN will be broadcasting live, so let's show them a good time. Game starts at 7 PM, hope to see you there! – Coach Darrin Horn

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