

# hubbub

LOCAL

## Community Marketing

JOIN the Platform to Grow Your Business... AND to help Students reach their Goals



- ✓ You Provide the deals and We create a Community Discount Club
- ✓ Students Organizations sell Club Memberships as a Fundraiser
- ✓ Members learn more about your business when they Redeem Deals
- ✓ Attract and Keep more New and Returning Customers, Support Local Organizations, build Loyalty **AND** Boost your bottom line
- ✓ Our Captains take care of the details and do the work for YOU
- ✓ Online Brochure: [HubbubLocal.com](http://HubbubLocal.com)
- ✓ Demo: Text **MyDemo** to 40691
- ✓ Connect: Text **OnBoard** to 40691

**hubbub**  
Community Marketing  
& Fundraising Support **LOCAL**

Walker T McGraw  
678-439-6884 walker@hubbublocal.com  
Shop | Save | Support

# Powerful Features: Designed to deliver better Service

**Community Captains:** Each hometown we serve has a local resident who has been trained to be our “Platform Pro”. Their job is to take charge of our systems and resources to ensure that our Business Partners get the best returns from our mobile marketing program. They are motivated to help you reach your goals year after year because their earnings and ownership opportunities are tied to your success. Another benefit for you occurs when student groups are seeking your direct support (*i.e. profit dollars for sponsorships*). Just send them to your “Captain” and if they qualify they can sell Club Membership and use our fundraiser to “Earn more than ever before...”

**Targeted Marketing + Advanced Controls:** Offer multiple simultaneous discounts. Each deal can be used to attract different types of customers to your location. Be confident that our systems give you multiple ways ensure that you deals do not get over used.

- **Classic-** A deal you can count on, available on regular basis (multiple uses)
- **Value Plus-** Exceptional Savings, a deal too good to pass up (limited regulated use)
- **Sponsored-** Coupon-like, available to PAID & FREE members (controlled uses)
- **Seasonal Updates-** Adjust, Reset or Replace Deals to keep customers coming in
- **Regulators-** Control number & frequency of deal uses (protect budget, offer best deals)
- **Costs & Commitments-** 1<sup>st</sup> Yr is service Fee FREE\*, low 2<sup>nd</sup> Yr fee based on volume

**Your Message & Your Audience:** Our platform lets you dynamically interact with the general public and Club Members in your hometown and neighboring communities.

- **Business Biography-** We collect images, informational text and outgoing links to create a short bio that tells **Your Story** when users view or redeem your deals. This includes location information, phone numbers and connecting to your Google Maps-My Business account (powerful free SEO and information features).

**Our Platform is designed to work for YOU:** The truth is that without you our whole concept falls apart. This is why we have taken such great care to support your specific needs and to tune our systems so that they bring the greatest returns to your business.

- **Expand Your Footprint-** Join your Hometown’s program and then add additional nearby communities to increase the number of potential customers. Do you have more than one location? We can synchronize or customize each outlet’s deals.
- **More Cheers-** During the year multiple groups (Arts, Athletic & Academic) will be selling Club Memberships as fundraisers for their organization. This not only promotes a steady flow of new customers, it also results in a larger, more diverse pool of users.
- **When Viewed InStore-** Our signs serve many purposes **1)** they remind members that they Save while Supporting students, **2)** they promote affiliated marketing (*i.e. a Deal redeemed at salon prompts user to select a participating merchant for their next stop*), **3)** they show users your Store ID- When the ID is entered users are taken directly to your deals, and **4)** they help the huge segment of the non-member Public residents JOIN the Club, who then can be enticed by your discounts to return again and again.
- **Rebates-** *You or your employees can earn \$\$\$ for each New Members you help sign UP!*



*A busy, noisy situation caused by a Crowd of People*  
 — Where We Live, Learn, Work, and Grow... Our Hometown

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# Merchant SignUp Worksheet

	<u>Decision Maker #1</u>			<u>Secondary Contact</u>			<u>Location Contact</u>		
First Name									
Last Name									
Email									
Phone									
Address									
City									
State									
Zip									
Reach me	Text Email	Phone at Location		Text Email	Phone at Location		Text Email	Phone at Location	
Best time	AM	Mid-Day	PM	AM	Mid-Day	PM	AM	Mid-Day	PM
Position	Owner Associate	Manager Marketing		Owner Associate	Manager Marketing		Owner Associate	Manager Marketing	
Authority	Complete			Complete Chg Deals	Involvements Verify with #1		Complete Chg Deals	Involvements Verify with #1	

## Business Information

Common Name: \_\_\_\_\_  
 Tag Line: \_\_\_\_\_  
 Weblink Text: \_\_\_\_\_  
 Url: \_\_\_\_\_  
 Location Title: \_\_\_\_\_  
 Location Phone: \_\_\_\_\_  
 Location Email: \_\_\_\_\_  
 Location Address: \_\_\_\_\_  
 Location City: \_\_\_\_\_  
 Location State: \_\_\_\_\_  
 Location Zip: \_\_\_\_\_  
 Favorite Org: \_\_\_\_\_

Business Bio Short: "What makes you Great"

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# Marketing Services

► Use this worksheet to help you create your Discounts... or we can assist you in this process

	Example 1	Example 2	Example 3
Title	BOGO Date Night	50% off Oil Change	10% Off
Deal	Buy one Entrée & get Another one Free (lesser value)	Pay half the usual cost for a Standard or Deluxe Package	10% your Purchases Max. Value \$15
Details	Two drink purchase require Please tip on full amount	Shop and disposal fees not included	Please View list of excluded brands posted in our store
Discount Type	<b>Classic</b>	<b>Value Plus</b>	<b>Sponsored</b>

## Discount Deals

Categories: Pick Primary and Sub-Category

### A) **Classic Deal**

Title: \_\_\_\_\_

Details: \_\_\_\_\_

Valid: PAID Members Only

Uses: 1 / 2 / 3 / 4 / 5 / Unlimited

Freq: 1 / 7 / 14 / 30 Days / Unlimited

Value: \$ \_\_\_\_\_ (best estimate)

### B) **Value Plus**

Title: \_\_\_\_\_

Details: \_\_\_\_\_

Valid: PAID Members Only

Uses: 1 / 2 / 3 / 4 / 5 / Unlimited

Freq: 1 / 7 / 14 / 30 Days / Unlimited

Value: \$ \_\_\_\_\_ (best estimate)

### C) **Sponsored**

Title: \_\_\_\_\_

Details: \_\_\_\_\_

Valid: Free & PAID Members

Uses: 1 / 2 / 3 / 4 / 5 / Unlimited

Freq: 1 / 7 / 14 / 30 Days / Unlimited

Value: \$ \_\_\_\_\_ (best estimate)

Primary	Sub-Category
Active Lifestyle	1 2 Art, Music & Dance 1 2 Disciplines or Competition 1 2 Fitness & Training
Outings	1 2 Events & Destinations 1 2 Activities & Amusements 1 2 Venues & Sports
Eats & Treats	1 2 Catering & Full Service 1 2 Counter & Casual Service 1 2 Treats & Take Out
Services	1 2 Health & Beauty 1 2 Learn, Earn & Work 1 2 Maintain & Repair
Shopping	1 2 Glamour, Gifts & Apparel 1 2 Outdoors, Active & Auto 1 2 Home, Hardware & Goods
Connections	1 2 <u>Events &amp; Organizations</u> 1 2 <u>Local Resources</u> 1 2 <u>Partners &amp; Listings</u>

These entries do not have "Discounts"

\* Account Fee (\$75/yr)- Covers administrative cost; helps us maximize our Student Fundraising Returns



“A busy, noisy situation caused by a Crowd of People”  
Where We Live, Work and Shop... Our Hometown®

## One Platform: Many Communities

## Two Account Types:

### Basic Member (Free)

- Sponsored DEAL Only
- Can Change Community once per week

### Full Club Member (Paid)

- Donate to JOIN Hometown Community
- Get ALL discounts in Your Community
- Can Join Additional Communities (@work, etc)
- Redeem Sponsored Deals in **EVERY** Community

## Three Discount Types: Deals Update on a Seasonal Basis (usually)

### Sponsored (Available to Free & All Paid Members)

- Coupon-like and limited number of uses

Conditions: \_\_\_\_\_

### Classic (Available to Paid Members of Listed Communities▲)

- A deal users can count on and use more often

Conditions: \_\_\_\_\_

### Value+ (Available to Paid Members of Listed Communities▲)

- An exceptional deal and LIMITED use (IMPORTANT: Double Check Redeem)

Conditions: \_\_\_\_\_

Watch the Customer press the

**REDEEM** button and see that

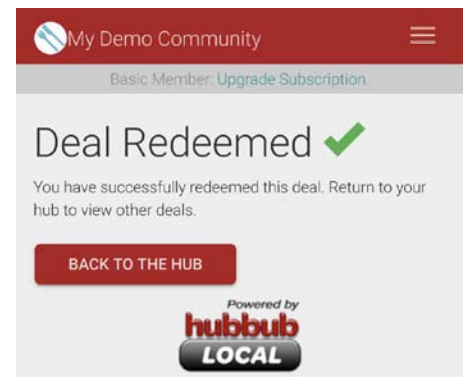
their screen changes to the

“Deal Redeemed” display

This simple step helps protect the budget for your business

Try the Demo to Learn System

Text **MyDemo** to **40691**



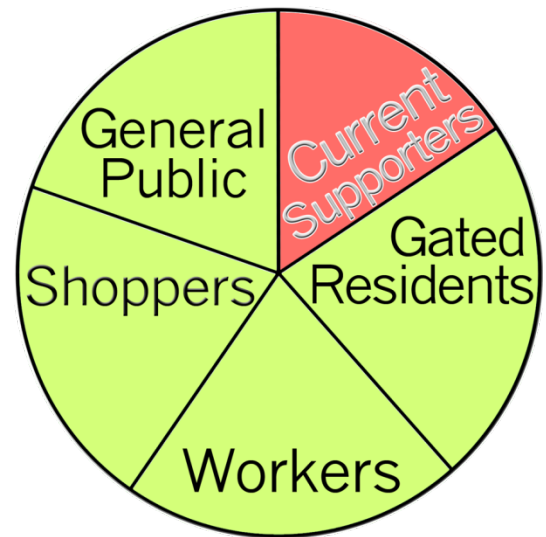
# InStore Membership Sales & Earned Rebates

When Students sell Memberships in the Discount Club they are in effect acting as your marketing department by recruiting their supporters to be some of your very **Best Customers**. Unfortunately, there is a huge portion of the community that goes untapped because they live in a no solicitation zone, their neighborhood was overlooked, or they work and shop in your community, but live elsewhere.

We designed Hubbub Local's framework with several built in systems to help bridge this gap so that the "Un-Reached" public in the community could now JOIN the Discount Club without the student being present. Our goal here is to boost the pool of members in the community to help the Student groups raise as much money as possible AND to increase the number of new and returning Customers for our business partners.

Although the Self Sign Up process is very quick and easy, we realize that having you and your employees promoting Club membership will result in a much higher rate of adoption. This is why we are providing a **REBATE of \$3.50** for each paid member who signs up using your Store ID.

- 1) Text **HUB** to 40691
- 2) Enter Store ID
- 3) Enter Community & Group to Support
- 4) User creates Account & Email is sent to your location Manager for rebate tracking



**COMMUNITY DISCOUNT Club!**  
Join Now!  
Text **HUB** to 40691  
Shop Save Support  
**hubbub**  
Creating Cheers out of Chaos LOCAL.COM  
Store ID  
Free to Join Donate for All Deals  
**MEMBERS GET GREAT DEALS**  
Proceeds Help Student Organizations meet their Goals!

**COMMUNITY DISCOUNT Club!**  
Shop | Save | Support  
**hubbub**  
LOCAL.COM  
Text **HUB** to 40691  
Choose a **Certified** Organization to Support and Get...  
All the **BEST** Deals  
\* Free option  
Store ID