



## Reward Word of Mouth.

Guests are mentioning your brand online, checking-in and visiting your restaurant(s). It's time to reward them for their loyalty.

SocialPoints is a cardless loyalty program that tracks your customers' social media word of mouth and rewards their loyalty.



## How socialPoints works:

Customers collect socialPoints for:

- Checking in to your locations
- Social media mentions on Facebook & Twitter
- Purchases made at your restaurant

SocialPoints can be spent on virtual gift cards for the specific restaurants they frequent.

## Program benefits:

### Increase frequency = Increase Sales

Social Media allows you to notify guests of socialPoint multipliers on slow days to drive traffic. (For example, see above image.)

### Multiple Touch-points

SocialPoints works with your customers' phones, your corporate website and your facebook fanpage.

### POS-integration Ready

Integration into your POS system allows participants to track their cheque amounts along with their mentions.

### Mobile Enabled

Guests can utilize their phones to opt-in to the program via text message, no special app. required.

### Flexibility

Design and customize your loyalty program for your guests. You determine the point values and rewards.

ESM-Saint John		
75 Consumers Dr.		
506-633-8899		
Friday, March 25, 2011		
Check #622262-2		
Table #32		
Duplicate		
1 HALF MARIBOLI	\$10.99	16:42:01
1 s/wedding soup	\$0.00	16:42:01
1 sliceaser	\$0.00	16:42:01
1 TEA	\$2.99	13:30:29
Sub-total:	\$13.98	
CAA-10%	\$1.36	
Sub-total:	\$12.22	
HST	\$1.59	
<b>Total</b>	<b>\$13.81</b>	
MASTER CARD	\$15.81	
Tip:	\$2.00	
Time: 12:30:31 © Customer(s)		
THANK YOU HST# R866839616		
Earn 16 socialPoints w/ this bill & get reward! Ask server for details		
*** socialPoints PIN# is 56N9R2 ***		
You have been served by: Stephanie Jones		

GUEST'S BILL

GUEST'S MOBILE PHONE



GuestEngine Inc.  
www.guestengine.com

facebook.com/GuestEngine  
twitter.com/GuestEngine

info@guestengine.com  
toll-free: 1-888-801-1888

## Program details:

**Join today & start earning!**  
Collecting socialPoints is easy!



**Follow!**  
+10 pts.



**Like us!**  
+10 pts.

 **George Martin**  
Feeling like all u can eat salad at EastSideMario's tonight... YUM!!  
 Saturday at 10:58am via HootSuite · Like · Comment

 **George Martin**  
Excellent service and food!



**EastSide Mario's Restaurants**  
George just checked in @ EastSide Mario's

foursquare

 Saturday at 8:44pm via Foursquare · Like · Comment · George on foursquare


FOOD BILL

Total \$5.64

CASH \$5.64

Time: 16:33:30 1 Customer(s)

THANK YOU  
HST #R866839616  
PIN# 56N9R2  
You have been served  
by :Elizabeth Comea



### My East Side Mario's socialPoints:

Date/Time	Activity	Points
05-18-11/4:03 PM	facebook mention	10
05-18-11/8:11 PM	twitter mention	10
05-18-11/11:47 PM	check-in	20
05-19-11/12:29 AM	in-store purchase	290

**Saved socialPoints Rewards**

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- Guests opt-in to the program on a brand's website or facebook fanpage with their Twitter and Facebook account information.

- Guest brand mentions are tracked.

- Check-ins are tracked and rewarded.

- Guests can add or text their in-store purchases which tie-into your POS system.

- SocialPoints are totalled and awarded. (Point values are set by the brand.)

- SocialPoints are redeemed for a brand's virtual gift cards or charitable donations. (Rewards are set by the brand.)