



LoyalFree

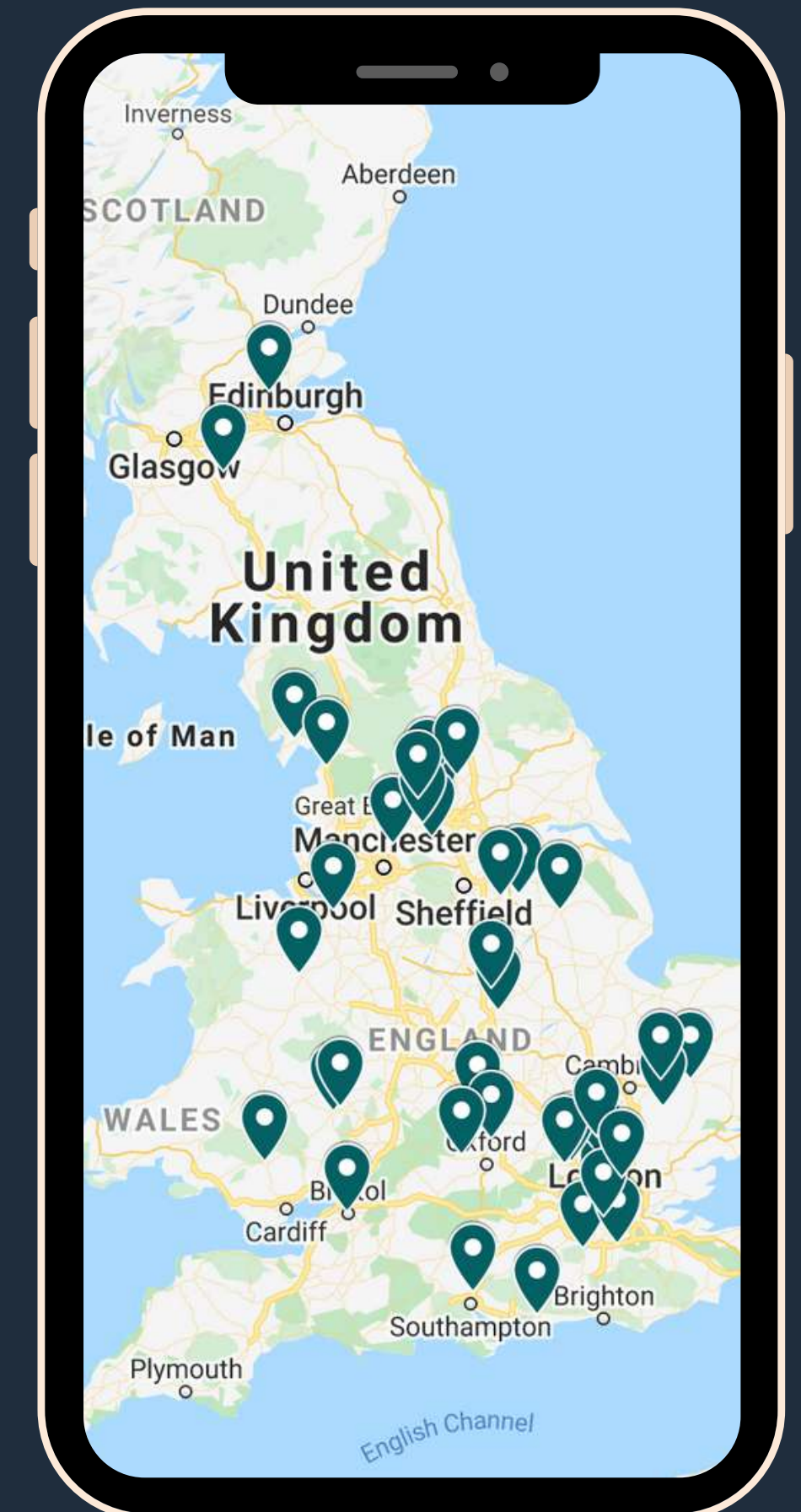
The Place Promotion App

INFORMATION FOR TOWNS AND CITIES

WHO WE WORK WITH

A MULTI AWARD WINNING PLACE PROMOTION APP
USED BY OVER 40 BIDS & COUNCILS IN THE UK

NOW WITH AN ACCOMPANYING E-COMMERCE MARKETPLACE



WHAT DOES THE LOYALFREE PLATFORM DO?



Business Profiles

To promote
offers, reviews,
digital loyalty
schemes & more



Interactive Trails

To host
interactive
experiences in
your place



In-App Competitions

With a simple
daily entry
process to engage
users



Events & Tourism

A comprehensive
directory of
events and
attractions



E-Commerce Marketplace

A commission free
online sales platform
for independent
businesses

BENEFITS OF THE APP

PROMOTES THE BUSINESSES

With offers available to locals & visitors

CREATES INTERACTIVE EXPERIENCES

With digital trails

LOW ADMIN & FLEXIBLE

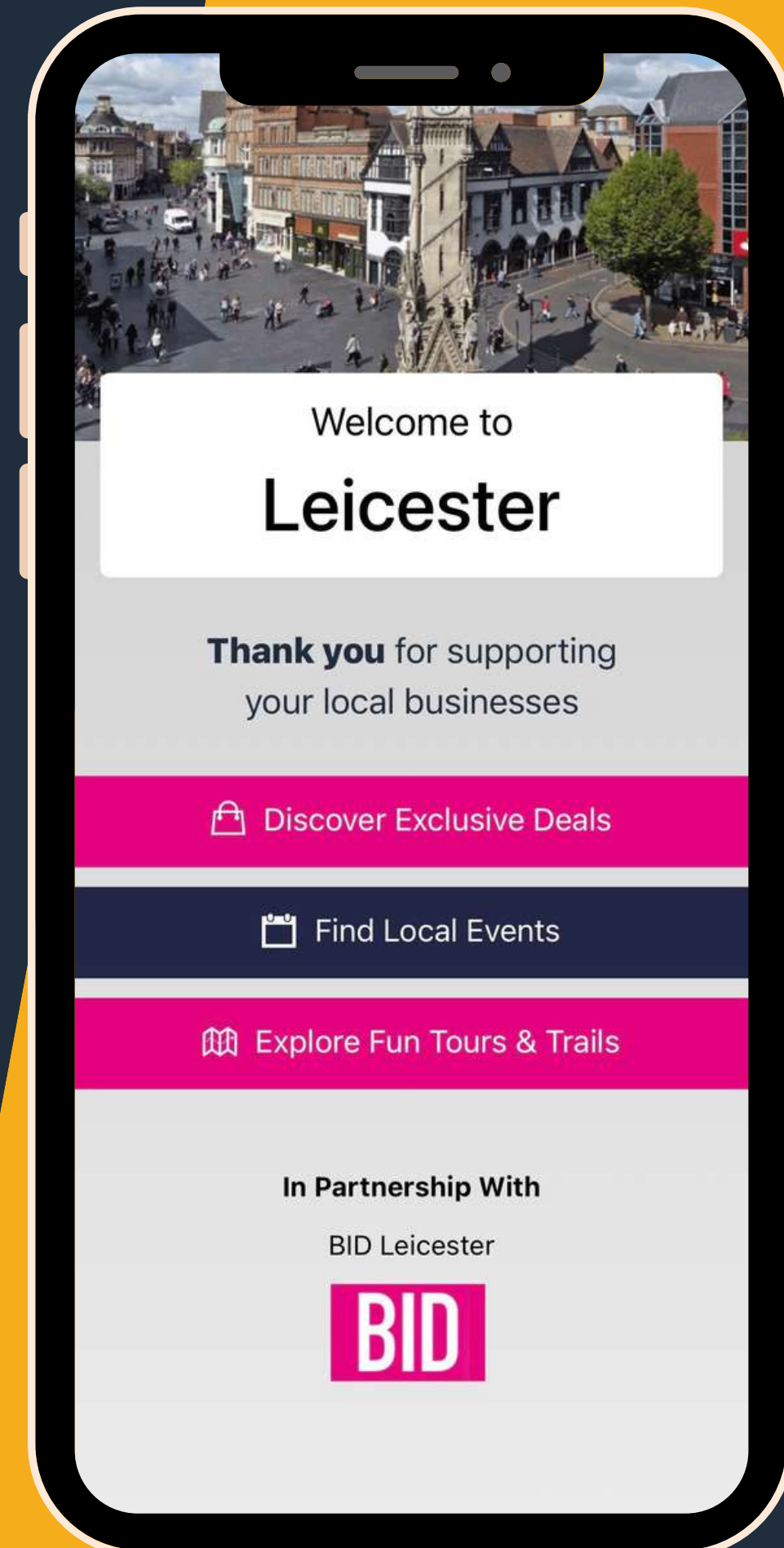
LoyalFree set up the profiles and populate the app

DATA INSIGHTS

Live access to customer insights

BRANDED TO YOUR PLACE

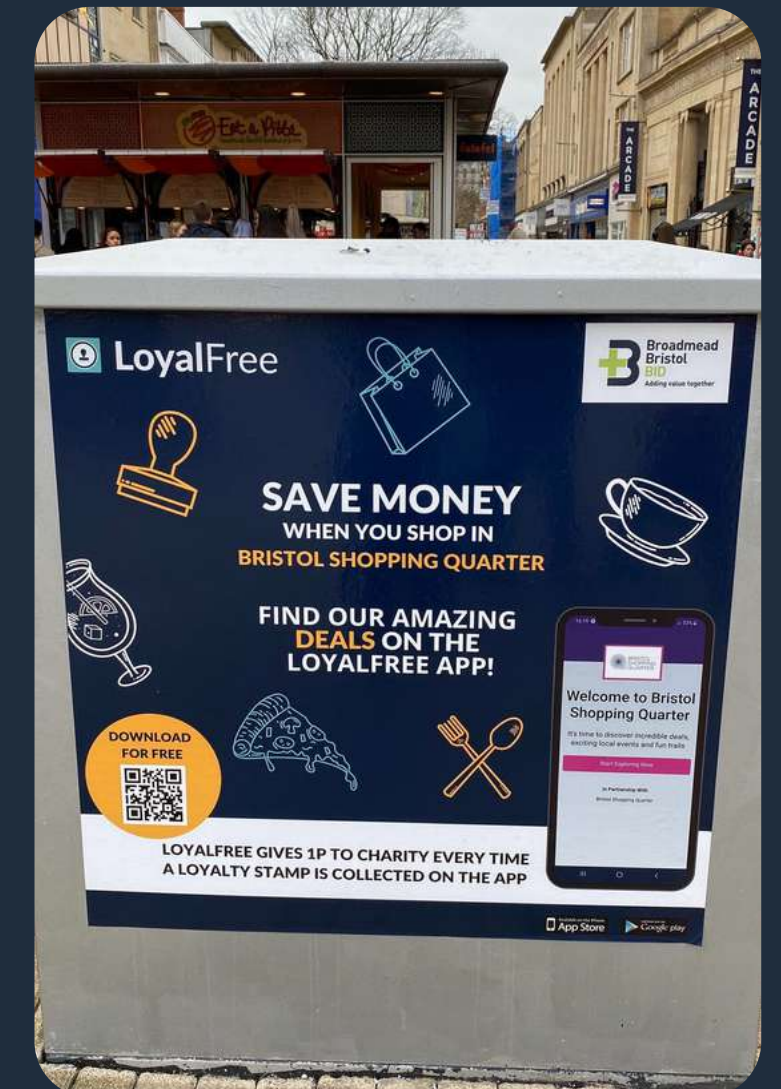
A UK wide app but with a personal feel



PROMOTING LOYALFREE

The LoyalFree app will be promoted in the area through a **partnership with the BID** with marketing such as:

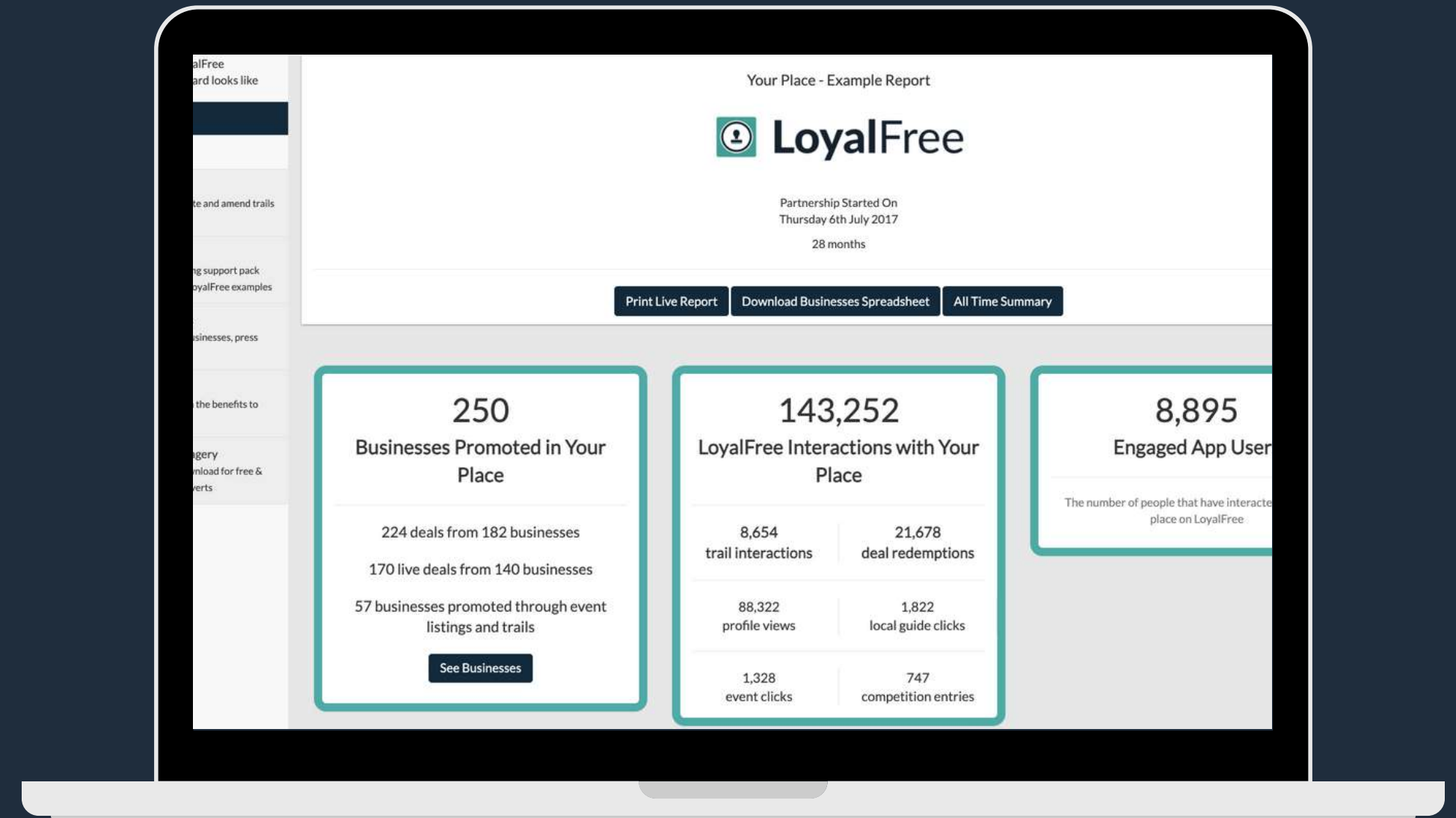
- Social Media content
- In store promotional materials
- Local PR and advertising campaigns
- In app competitions
- Donations to charity from LoyalFree when loyalty stamps are collected
- Local email campaigns



DATA CAPTURE

LOYALFREE COMES WITH A LIVE DASHBOARD REPORTING ON MANY METRICS SUCH AS:

- Number of businesses promoted, offers and loyalty schemes
- Number of app users
- Usage metrics, e.g. popular days and times, most successful profiles
- Graphs of usage and new users
- Trail votes and check ins
- % of users claiming deals



TRAIL CASE STUDY

One Giant Leap marked the 50th anniversary of the Apollo 11 moon landing. As part of this, a space-themed LEGO® trail boasting 15 models came to Leicester.

We worked with BID Leicester to provide a digital trail to locals and visitors, allowing check in at each model by scanning a QR code, with competition entries for every scan collected. The trail was a great success, capturing ROI and allowing the public to follow a map route.

In just one week we saw the following results:

- 2,754 trail starts by 773 people and **5,488 scans** at the models
- Average of 8 locations per user, showing the **encouragement of moving people around the City**
- **Increased app users** for the City who can now continue to enjoy new trails, deals, digital loyalty and more



WHAT IS THE LOYALFREE MARKETPLACE?



LoyalFree Marketplace

SUPPORT LOCAL

DISCOVER OUR NEW ONLINE SHOP

THANK YOU FOR SUPPORTING LOCAL BUSINESS!

The image shows a woman with curly hair holding a laptop. The laptop screen displays the LoyalFree Marketplace website, which includes a welcome message, a list of categories (Food & Drink, Health & Beauty, Services, Home & Garden, Other), and a 'Shop by Location' section with three images representing different areas: Letchworth, North Herts, and Uxbridge. A QR code is positioned to the left of the laptop, and a circular badge with 'SUPPORT LOCAL' is in the top right corner of the advertisement. The background is a solid teal color.

The LoyalFree Marketplace allows businesses to sell online for free, quickly and easily

There is no commission taken and just a 3% payment processing fee. The platform offers delivery and click & collect

This website could provide vital sales and support for your business, allowing you to sell products, experiences and gift vouchers across the UK!



MARKETPLACE EXAMPLE

"We were extremely impressed with LoyalFree's turnkey solution to allow our traditionally offline business to sell online quickly & efficiently"

"We were registered with LoyalFree, the integrated Stripe merchant service & received our first order in just under two hours"

Sam Hagger - Beautiful Pubs

The Beautiful Pubs
Collective in Leicester took
over £1,000 within the first
week of selling on the
LoyalFree Marketplace!



MARKETING SUPPORT TO GET USERS



Marketing top 10

A suite of tried
and tested
marketing
techniques



Graphic design

Unlimited custom
branded designs
for adverts,
magazines etc



Pre-written content

Pre-written email
templates, blogs
and press releases



Social Media support

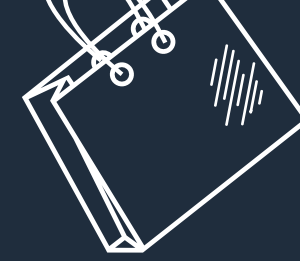
An image gallery
and suggested
copy for you



Website Integration

Live feeds of
offers, events and
trails onto your
website if desired

TESTIMONIALS



"Since we partnered with LoyalFree, the **amount of help and support has been astounding.** They really “know their stuff” and have made this process so easy for us during what are extremely challenging times. We are still very early in the project but we can see that the **decision to team up with LoyalFree at this time was exactly the right thing to do.**”

Jonny Noble,
Bradford BID Manager

"The LoyalFree project has been **more successful than we ever imagined.** The app is able to promote everything in our town; offers, events and even digital trails. Everything is simple to set up and a fraction of the admin of our previous loyalty solution. **I recommend any BID adds this project to their plan.**”

Lisa Brown,
Love Loughborough BID Manager

THE SET UP PROCESS

LOYALFREE CAN BE LIVE IN 2 WEEKS
THE SET UP PROCESS IS SIMPLE AND
QUICK, WITH OUR TEAM ON HAND TO
HELP

QUESTIONS?

sales@loyalfree.co.uk

