



Loyalty 2 You™

CUSTOMER RETENTION PROGRAM FOR AUTO DEALERSHIPS

1. What is the Loyalty 2 You™ Program?

It is an effective, easy-to-use, and affordable direct marketing tool for saying "thank you" in order to retain your most valued customers. It uses pre-paid subscriptions to COUNTRY LIVING, TOWN & COUNTRY, HOUSE BEAUTIFUL, SMART MONEY, GOOD HOUSEKEEPING, POPULAR MECHANICS and other national brand magazines. Each gift issue is delivered with a personalized label on the front cover identifying that the subscription is a special gift from you and your dealership. A call-to-action message is also a part of the label on the front cover of every issue.

How the program works:

A. Your customer is offered a gift subscription as a way of saying "THANKS" following a sale, lease, or service transaction.

Your list of customers to receive a **Loyalty 2 You™** gift may be sent to us monthly.

B. Your gift subscription will begin within six to ten weeks of your order entry.

Each magazine prominently displays a specially-designed "Loyalty Label" on the front cover with your name, phone number, marketing message and dealership logo.

Think of how often your client will be reminded of you and your valuable services. The **Loyalty 2 You™** program is **EFFECTIVE, AFFORDABLE, and EASY TO USE!**





2. How does the Loyalty 2 You™ gift program help me in my business?

First, the program "thanks" your customer and communicates that you appreciate their business. It keeps your name "up front and top of mind" to your customer, his/her friends, neighbors and relatives every day. Additionally, it provides an opportunity to cross-sell your services.

3. What are the specific elements of the Loyalty 2 You™ gift program?

The gift program includes a one-to-five-year subscription, each issue delivered with a "Loyalty Label" personalized with your name, phone number, custom marketing message, and company logo.

You may customize the message to suit your needs and market trends.

4. What does the magazine "Loyalty Label" look like?



A gift from:
DEALERSHIP
PHONE

**BRAND
LOGO**

Your Marketing Message Here!

|||||
Mr.-Mrs. Car Owner 77B16 19
123 Any Street TOC
Apt ABC BB
Anywhere, USA 12345-6789

"LOYALTY LABEL"



Subscription Services

MY GIFT TO YOU... as my way of saying **thanks** for the opportunity to be of service. **Select** your gift subscription to one of these magazines.



client name _____
address _____
city/state _____
zip code _____
phone number _____
e-mail address _____

Look for your gift subscription coming soon with my compliments. If I can be of service to you or someone you know, please let me know.

- Town & Country
- House Beautiful
- Country Living
- Popular Mechanics
- Smart Money
- Good Housekeeping

Customer "Thank You" Gift

5. Can I have my customer choose their Loyalty 2 You™ gift?

Yes. A Gift Selection Card is available. The Gift Selection Card was developed in response to requests to have something to present to customers to have them choose their gift subscription.

6. What type of customer would be best suited for the magazines?

HOUSE BEAUTIFUL ranks first among all "shelter" magazines for average spent by its readers on big ticket items in the past year. It also ranks number one in reaching women with homes valued at \$150,000 plus.

COUNTRY LIVING engages all aspects of its readers' life, from the design of their home, the antiques they collect, their garden and their family. **COUNTRY LIVING** editorial appeals to homeowners, home remodelers, and those who own vacation homes.

POPULAR MECHANICS readers are people who take interest in their physical surroundings and a "Do It Yourself" frame of mind with special interest in computers, cars, electronics, home, science and sports.

TOWN & COUNTRY readers are elegant and sophisticated. They are into luxury automobiles, home and apparel fashions. **TOWN & COUNTRY** is the definitive resource for today's luxury consumer.

GOOD HOUSEKEEPING magazine, together with the **GOOD HOUSEKEEPING INSTITUTE** and the **GOOD HOUSEKEEPING SEAL**, is an American icon of consumer protection and quality assurance. Every issue delivers a unique mix of independent investigation and trusted reporting, along with inspirational and personal stories. The magazine's rich editorial tradition embodies a commitment to the modern home and to a woman's quality of life.

SMART MONEY, the Wall Street Journal Magazine of Personal Business, was launched in 1992 to service the need for personal finance information among professional and managerial Americans. **SMART MONEY** presents practical yet highly imaginative ideas for investing, spending and saving, plus regular coverage of technology, automotive, careers, and lifestyle subjects including upscale travel, fashion, wine, music, food and more.





7. How do I order the Loyalty 2 You™ gift for my customers?

Simply submit an Excel spreadsheet monthly with your customers name, address, selected magazine, pre-determined marketing message and length of subscription term. Specification for the spreadsheet will be provided. We will debit your pre-paid account for the number of gifts submitted. Phone **1-866-494-6162** or email **loyalty2you@ctwo.net** for assistance.

8. How do I set up my custom message to be included on the "Loyalty Label" and can I change the message?

Your custom messages must be established 12 months in advance. Once selected, custom messages may be changed for \$150 per change order. Sixty days notice is required due to the production schedule of magazine publishers.

9. What is my investment for a Loyalty 2 You™ gift program for my client?

There is a one-time set-up fee of \$1,000 which includes web development, posting of your logo, program development, customization of messages, and label printer set-up. The set-up fee is waived with the purchase of 1,000 order credits (see below).

Loyalty 2 You™ gift program investments are based upon the quantity of gift credits purchased in advance. Each order credit may be redeemed for a one year gift subscription. For example, a three year gift subscription requires three order credits. All the gifts are the same price, regardless of the magazine selected.



Quantity of order credits	Cost per order credit*	Total
50	\$22 each	\$1,100
250	\$20 each	\$5,000
1,000	\$18 each	\$18,000
2,500	\$16 each	\$40,000
5,000	\$14 each	\$70,000

*Order credits may be redeemed in quantities to cover a minimum of 50 or more gift subscriptions at a time. Each order credit may be redeemed for one years' subscription to any of the magazines.
Order credits are not refundable.



10. How do I keep track of my remaining order credits?

Your pre-paid order account is kept private and secure. Your account record is always available to you.

11. Can you provide a record of my orders?

Yes. We keep a complete history of all your **Loyalty 2 You™** gift orders.

12. Do you solicit my customer list?

We do not sell, rent, or otherwise solicit your customers. If not renewed by you, your customer will receive renewal notices directly from the magazine publisher.

If you have additional questions, email us at loyalty2you@ctwo.net or call 1-866-494-6162.

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