friends & family

R E W A R D S

AGENDA

- Company & Situation Analysis
- Possible Marketing Strategies
- Evaluation of Alternatives
- Recommendation
- Implementation & Tactics

INTRODUCTION

- Friends & Family Rewards provides a integrated rewards system for automotive dealers
- The software system helps dealers convert their satisfied customers into advocates by providing cash rewards for their referrals

ISSUE IDENTIFICATION

- Dealership Engagement Issues
- Keeping attention of Dealerships
- Expanding to new markets

OBJECTIVES

- Sell more units
- Increase market share for rewards/loyalty programs

SITUATIONAL ANALYSIS

Strengths	Weaknesses
• Willing to move into other markets • WOM is one of the best sources for lead generation • Lead to deal conversions are over 70% vs. 15% for walk-ins • Costs less, generates 20% higher gross margins	• Experienced in Auto Dealerships only • Current process complicated for consumer • Engagement issues with dealerships • Numerous emails

SITUATIONAL ANALYSIS

Opportunities	Threats
• Roughly 55% of businesses have fewer than five employees and 75% of all businesses in Canada have fewer than 10 employees. • New markets	• Other rewards programs • Consumer perception • Shifting economy

POSSIBLE STRATEGIES

1) Scale down current program.

- Only allow for up to 5 employees and offer more affordable options/ programs

2) Duplicate system for used car dealerships

- Focus on small qty referral dollars but more referrals in total.

POSSIBLE STRATEGIES

3) Expand system into new markets (Gyms, Salons, Insurance, Accountants, Realtors)

- Target small businesses with existing referral strategy

4) Expand reward options to appeal to different cx

- Cross promote with other companies to offer gift cards (restaurants, gas, merchandise)

EVALUATION OF ALTERNATIVES

1) Scale down current program.

PROS: More affordable for small businesses

CONS: Software changes can be timely

2) Duplicate system for used car dealerships.

PROS: Same structure, quick to implement

CONS: Not capitalizing on opportunities, & other markets

EVALUATION OF ALTERNATIVES

3) Expand system into new markets.

PROS: Company Expansion, Increased awareness

CONS: Time and cost meeting new needs

Entry barrier may be high

4) Expand reward options through cross-promo.

PROS:

- Increase brand awareness in B2B market
- Appeals to different demographics

CONS:

- Slower to implement, lots of ground work
- Products have to complement one another to be successful

RECOMMENDATION

Option 3
Expand system into new markets

- Explore other markets that thrive off of referrals: fitness centres, salons, accountants, cell phone carriers
- Offer scaled packages for small businesses

IMPLEMENTATION

- Immediate start/High Priority
- Use sales team to personally sell to small businesses
- Market research: identify key industries where software would be successful
- Track engagement with new customers
- Capitalize on key industries by launching B2B social campaign

TACTICS

- Launch social campaign for B2B (LinkedIn, Facebook, Instagram)
  - First number of companies to engage will receive a discount on the software for their first 6 months, allows them to collect leads and utilize the software
  - Businesses will be provided promotional materials to show they are using our software (point of sale displays, sales promotion- internal referral competition)
  - Collect general profile data

- Offer customization of the software for each business, let businesses choose referral dollar amounts or other incentives (gift card towards the business)

TIMELINE

PHASE I (50%)

- Plan social campaign
- Prepare contents for social
- Identify key industries & businesses
- Sales Kit
- Promotional material
- Collect emails from existing & new clients

PHASE II (30%)

- Launch social campaign - LinkedIn, Facebook, Instagram
- Launch internal sales competition

PHASE III (20%)

- Review engagement
- Pivot as necessary

Sell more units - Increase market share

THANK YOU