Increase Revenue From Your Current Customers!

GoLoyal

Delivering Customer Loyalty

More than 63% of companies found email marketing the most effective method for customer retention.

–Direct Marketing Association

79% of Internet users expect a business to have a website.

–Pew Internet and American Life Project

Email Marketing Program

GoLoyal is a loyalty based company which provides businesses (retail, service, business to business, and manufacturing) with the most cost effective approach to retaining customers:

Email Marketing!

By using our permission based email marketing program you will build customer loyalty by driving customers back to your location(s) for repeat business.

GoLoyal's loyalty program is achieved through a recurring email program featuring coupons, discounts, product promotions, upcoming events, or other content catered specifically to your business. This is a 100% turnkey email solution which will drive your customers back to your business.

How Does It Work?

When your customers provide you with their email address at the point of purchase at each location, they are giving you permission to communicate with them via email. Once those email addresses are inputted directly into your software system, all you do is export your email database for each location and send it to GoLoyal in an excel, csv or txt file. GoLoyal will then custom design and deploy a recurring (weekly, monthly, etc.) email campaign to your clients on your behalf.

Use GoLoyal To Send Your Customers:

- Exclusive Coupon Offers
- New Product Offerings
- Sales and Discounts
- Promotions
- Newsletters
- Special Event Announcements
- Holiday/Seasonal Greetings Message
- Birthday Offers
- Special Invitations
- Contest Offerings

The GoLoyal Email Wizard for Franchises/Multi-Units

GoLoyal's Email Wizard was developed for the sole purpose of servicing franchises, multi-units and corporations that have local outlets.

Our five-step Email Wizard streamlines the GoLoyal service by automating the email creation process for each franchisee or location, etc. A corporation simply provides GoLoyal with approved company images, coupon content, and general informational content that their franchisees or locations may access. Each franchisee or location logs into the Email Wizard to choose their desired email layout and pre-approved information (i.e., images, coupons/discounts, etc.) they want featured in their email for that month.

Each corporation maintains the ability to log into the GoLoyal Interface at any time to view the status of any franchisee or location's campaign and to upload new or different coupon content to the system. Emails sent through the Email Wizard reinforce corporate branding and provide for seamless campaign roll outs. This Interface saves time and money for the corporate parent and each franchisee or location.

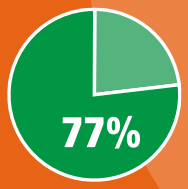
(646) 373-6700 | info@goloyal.com | www.goloyal.com

Demographics

More than 63% of companies found email marketing the most effective method for customer retention.[1]

67% of US consumers said they liked companies who, in their opinion, did a good job with permission email marketing.[2]

77% of US consumers have a neutral-to-positive impression of legitimate e-mail marketing.[3]



Sources: 1. Direct Marketing Association; 2. eMarketer; 3. Harris Interactive

Use GoLoyal To Retain Your Current Customers In A Cost Effective Way!

The Benefits of Using GoLoyal's Email Loyalty Program

- **Cost Saving:** Email marketing eliminates the costs of printing and postage associated with direct mail and costs significantly less than other forms of traditional advertising. Email will help drive repeat sales while cutting costs.
- **Time Saving:** Our full service email program and automated Email Wizard, will save your organization time.
- **Targeted Content:** You decide what content (coupons, discounts, new items, etc.) will be featured in your campaign.
- **Customer Retention:** Interaction with your current customers via email on a regular basis will increase repeat business, build loyalty and make your business more profitable. Email is the most effective way to keep in touch with your current customers on a regular basis.
- **Increase Customer Contact:** Email marketing is affordable so you are able to get your message in front of your customers more often.
- **Track Results:** You will be able to determine how many individuals open your emails, the amount of emails forwarded and other detailed statistics regarding your email campaign.

Standard Features—*NO COST!*

Forward to a Friend
This feature enables your customers to forward the email to their friends and family increasing your exposure.

Link to Your Website
Each email that gets sent will have a link to your website which your customers can click to get detailed information on your business.

Customized Emails
GoLoyal has a design staff responsible for producing professional looking and eye-appealing emails. Our staff will design an email template specifically for your business creating consistency month after month.

Email Personalization
Each monthly email will be personalized with an individual's name which will create a one-to-one relationship between your business and your customers.

Website Sign-Up
When an individual visits your website, they will be able to opt-in to your monthly email program.

Custom Email Template Features

Personalized Section

Linkable & Tracked

Promotional Special

Referral Marketing

GoLoyal Tracking & Statistics

After your email gets deployed, GoLoyal will provide you with access to a tracking report that details how many emails were delivered, how many emails were opened (and read) and by whom, the total number of links clicked, what links were clicked, how many of the emails were forwarded, who subscribed and unsubscribed, and other features. This tracking is critical since it allows you to keep pinpoint records regarding whether your emails are reaching their intended audience, if your promotions are working, and specifically which promotions.

Tracking Tool Reference Guide

			Unsub.		HTML Emails					Unique Clickers	
Subject	Sent On	Delivered	#	%	Opened	%	Read	%	Clicks	Total/Repeat/New	%
Hollywood Tans - Coupon Special	3/21/2007 10:55:47 AM	762	4	0.52%	458	60.1%	441	57.87%	279	168/61/107	63.27%
Total:		762	4	0.52%	458	60.1%	441	57.87%	279	168/61/107	63.27%

Email Subject: The subject that appears on the title of your email. Each client has the ability to customize the subject heading of each email deployment. GoLoyal will assist you in coming up with the most effective subject heading to ensure a maximum open rate.

Sent On: The date on which the email was sent.

Delivered: Total number of customers who received your email message.

Unsubscribe #: Total number of customers who unsubscribed to your email.
%: Percentage of your customers who unsubscribed to your email in relation to the total number delivered.

Opened: Total number of your customers who opened your email.
%: Percentage of your customers who have opened your email in relation to the total number delivered.

Read: Total number of your customers who have read your email (i.e. any email opened for more than 3 seconds).
%: Percentage of your customers who have read your email in relation to the total number delivered.

Clicks: Summary (i.e. totals) and detail (i.e. who, what and when) of the activities your customers have performed:

- Visited your website
- Referred a friend
- Further explored your product offering

Unique Clickers
Total: Total number of your customers who clicked within the body of your email.

Repeat: Total number of your customers who clicked multiple times within the body of your email.

New: Total number of your customers who clicked once within the body of your email.
%: Percentage of your customers who clicked based on the total emails that were read.

Here's What our Clients are Saying:

"We have found our GoLoyal program to be consistently effective in building our business. We know that our monthly e-mails get noticed, opened and acted upon. GoLoyal is a very valuable marketing tool and we would highly recommend it to any business that is looking for an easy, affordable way to reach customers. And the staff is a pleasure to work with!"

Sheryl S.
Turquoise Medical Day Spa
Fairfield, CT

"Just wanted to take a minute and let you know that your email program has been all as advertised and more. As a matter of fact, I proofed the initial welcome email at 2:30 in the afternoon and clients started coming in the salon with coupons by 5:00pm that same day."

Fred C.
Hollywood Tans
Washington & Cranberry, PA

"I love the service I get from GoLoyal. They are very professional and always helpful. Their email program keeps my clients informed about my monthly specials. For anyone that owns a business, it's well worth the money."

Brenda M.
Facelogic Spa
College Station, TX

Standard Pricing (Full Service)*

SET UP FEE (one time)

SINGLE LOCATION	$135

Includes: Custom graphic design of email template and set up on the GoLoyal system.

MONTHLY EMAIL (monthly fee)

EACH LOCATION	$125

1 email per month.

Up to 500 customer email addresses free; every additional 500 addresses is $20.00/month.

PREMIUM PRICING:

EACH ADDITIONAL MONTHLY EMAIL (monthly fee)	$110
BIRTHDAY EMAIL (monthly fee)**	$89

**Different pricing applicable to GoLoyal's Email Wizard.*
***Automatic email gets sent out the month of the person's birthday.*
One time graphic design fee of $75 for birthday template.

Website Overview

Having a web presence today is crucial to any business. GoLoyal hosts, maintains and designs websites for clients in a variety of industries. GoLoyal offers 3 types of website development:

1) **Standard Website - Recommended**
2) **Streamlined Website**
3) **Mini Website**

GoLoyal's website and email marketing program go hand in hand. When an individual visits your website they will have the opportunity to opt-in to your VIP email program. This is a very effective tool in building your email database and therefore increasing your revenue. Any coupon/promotion that is featured in your email can be linked directly to your website so an individual can receive additional information on the given offer.

The turnaround time to build your custom website once content and images are provided is approximately 14 days. Changes to your website can be made using either our monthly maintenance package or our a la carte pricing (see insert). GoLoyal also offers hosting and shopping cart solutions for e-commerce websites.

WEBSITE SERVICES

HOSTING FEE:
Monthly Hosting Fee
(Without E-Commerce): $29.95*
Monthly Hosting Fee
(With E-Commerce Capability): $39.95**
GoLoyal will manage and host your website.

**Special hosting fee of $19.95 will apply if you are an email customer.*
***Hosting fee of $29.95 will apply if you are an email customer.*

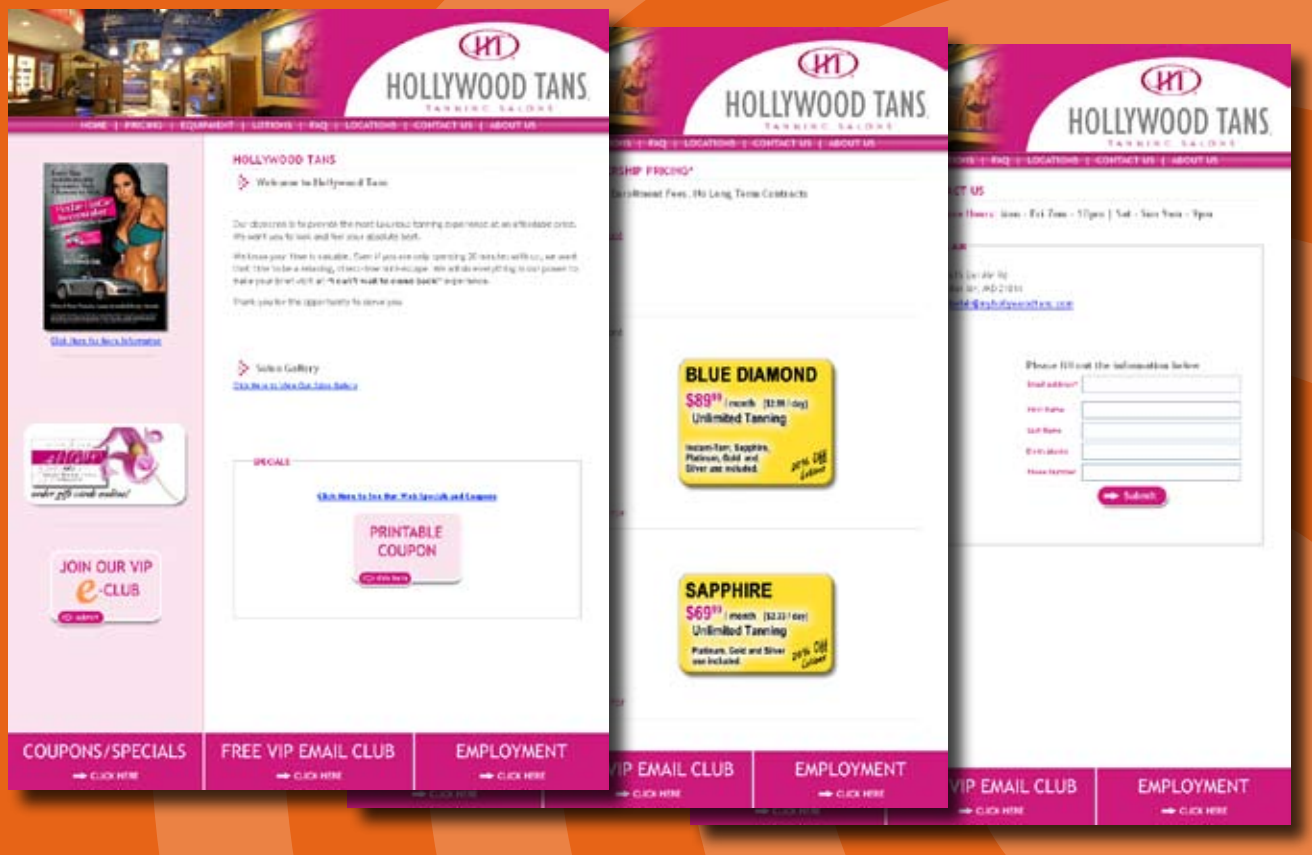
MONTHLY MAINTENANCE PLAN: $59.00 (Recommended)*
Includes:

- 2 Coupon/Promotion Changes
- 1 Product Change
- 1 Promotional Special Change
- FTP Updates as Required
- 5 Business Day Turnaround
- Complete Technical Support

Each additional change: $15
**A La Carte Pricing also available*

SHOPPING CART OPTION:
Solutions starting at $325

DOMAIN RENEWAL:
Domain Renewal: $14.95/year



Website Design Packages

OPTION 1:

STANDARD WEBSITE DESIGN: (Recommended) Up to 15 Pages - $1,599*

Includes:

- Up to 15 customized products/services pages including:
  - Home Page
  - Contact Us page with subscription form that will gather customer information for use in your email marketing program
  - Frequently Asked Questions page
- Configuration of up to 10 email accounts
- Domain name purchase included (renewal fee not included)

Each Additional Page: $70
Each Additional Email Address Set Up (Only available if GoLoyal hosts website): $15
**One Time Set Up Fee of $99. Special One Time Set Up Fee of $49 for Email Customers.*

OPTION 2:

STREAMLINED WEBSITE DESIGN: Up to 8 Pages - $999*

Includes:

- Up to 8 customized products/services pages including:
  - Home Page
  - Contact Us page with subscription form that will gather customer information for use in your email marketing program
  - Frequently Asked Questions page
- Configuration of up to 5 email accounts
- Domain name purchase included (renewal fee not included)

Each Additional Page (Between Pages 9 – 15): $115
Each Additional Page Over 15: $70
Each Additional Email Address Set Up (Only available if GoLoyal hosts website): $15
**One Time Set Up Fee of $99. Special One Time Set Up Fee of $49 for Email Customers.*

OPTION 3:

MINI WEBSITE DESIGN: Up to 3 Pages (email client) - $399
(NON-email client) - $449

Includes:

- Up to 3 customized pages including:
  - Home page to explain your business
  - Contact Us page with subscription form that will gather customer information for use in your email marketing program
- Configuration of 2 email accounts

Each Additional Page (Between 4 – 15): $130
Each Additional Page Over 15: $70
Each Additional Email Address Set Up (Only available if GoLoyal hosts your website): $15

Get Started Today!

Call **(646) 373-6700** or email **info@goloyal.com** to learn more about GoLoyal's affordable customer loyalty program.

GoLoyal

Delivering Customer Loyalty

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