



LoyalFree
The Place Promotion App

LoyalFree is a new, free initiative supported by Elmbridge Borough Council and the Walton Business Improvement District which can help businesses promote themselves to hundreds of local app users.



Elmbridge
Borough Council



Elmbridge

Loyal free

Your local Walton-on-Thames guide

BENEFITS OF THE APP

PROMOTION

Increased awareness of your brand to locals & visitors

IT'S FREE

Funded by your Business Improvement District

ZERO ADMIN

LoyalFree set up your profile for you

DATA

Live access to customer insights

FLEXIBLE

Change your deal at any time

With zero fees or admin for your business, you can easily reach a wide local audience by advertising through the app.

Any local businesses can add discounts such as 10% off, offers such as free gift with purchase, or run a digital loyalty scheme. They can be as specific as they like, including set days or times.

Free to your business. No hidden fees.

Just sign up and start posting offers!

Max. 2 offers at any one time.

Loyal free

Add your offer today for free

TYPES OF PROMOTION

OFFERS

Value add incentives such as '10% off Monday-Wednesday' or 'Free gift when you spend over £30'

LOYALTY SCHEMES

Stamp schemes such as 'Buy 5 coffees and get 1 free' or 'Collect 6 stamps and get £10 off'

EVENTS

Promotion of your events

COMPETITIONS

Donate a prize to appear at the top of the deals section. App users can enter competitions with just 1 click

There are no long forms or complicated technology - all you need to do is tell LoyalFree the exclusive offer you'd like to advertise and they will do the rest for you!

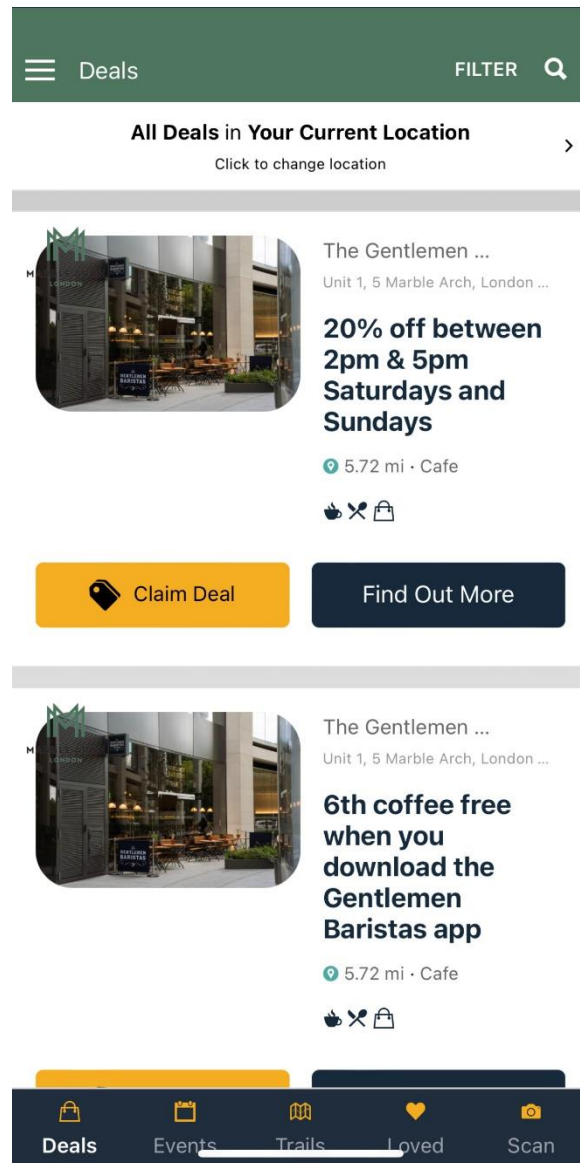
Your profile is created for you but once it's live, you can log in to your personalised dashboard and make any changes you like - *at any time!*

Simply let LoyalFree know your offer by emailing them at info@loyalfree.co.uk.

You can have up to two offers at a time!

Loyal free

What makes a good offer on Loyal Free?



- The offer is either loyalty based (stamps) or exclusive to the app
- The offer has simple terms & conditions for the customer to understand

Examples include:

- 15% off your bill Monday - Wednesday
- 6th coffee free
- 10% off when you spend £20+
- Free drink with any cake between 3pm and 5pm

See what other local businesses are offering by downloading the Loyal Free app [here](#)

Loyal free

How will the Loyal Free app be promoted?

YOUR FREE LOCAL GUIDE

- DIGITAL LOYALTY CARDS ✓
- FUN TOURS & TRAILS ✓
- EXCITING EVENTS ✓
- VISITOR INFORMATION ✓
- MONEY SAVING DEALS ✓
- COMPETITIONS TO ENTER ✓

EXPLORE ELMBRIDGE

Explore Fun Tours & Trails

Discover Exclusive Deals & Competitions

Find Local Event

In Partnership With Elmbridge Borough Council

WHAT WILL YOU DISCOVER TODAY?

Once your business has signed up

Shortly after you sign up you will receive some marketing materials to display in store and staff training on how the app works.

Promoting the app and offers to residents

Once we have enough business offers on the app locally we'll officially launch to residents*

Your offers will also be promoted through local social media, the Walton BID marketing channels and wider borough wide Elmbridge Borough Council campaigns.

Over the next few months* we hope to build a fantastic community of offers and local residents to help promote our businesses, events and bring more people to our town centre.

#SHOPLOCAL



Loyal free

How will the Loyal Free Project role out?

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WHAT WILL YOU DISCOVER TODAY?

We need your business to sign up!

This announcement is for businesses only and we need a group of offers, loyalty schemes to be added to the app before we promote to residents.*

Promoting offers to residents

Once we have enough business offers on the app locally we'll officially launch to residents – we hope this will be early February 2023.

Walton BID – www.lovel Walton.co.uk – will be updated to have a new page for “offers” which will link to all live offers on the APP.

Walton BID through e-news and @welovewalton social media will promote your offers.

We hope Walton will lead the way for Elmbridge on the APP.

#SHOPLOCAL

