

Q. What is it?

It's a marketing tool to **promote your store**, and our region to the local community and visitors - **directly to their phone**.

The app is designed to better communicate with our customers, and reward loyalty by providing points for shopping at your stores. These points can then be used to unlock deals, prizes, and enter competitions.

Q. What will it cost me?

Nothing! The app pilot is fully funded by Redland City Council. From time to time we may ask you if you'd like to offer an incentive to our customers, designed to promote your store and actively drive foot traffic to your store.

Q. What's available for my store?

There's a range of ways available to promote your store, including:

Deals - we will list your store promotions in the app, available for customers to redeem at your store (much like a printed coupon/voucher). Deals can be something you offer always (a discount off purchase), or seasonal (buy one get one, free gift with purchase etc)

Prizes - You can offer customers prizes, that they unlock with the points they have earned. These are used to drive customers back to your store, for example a free coffee, a free blow-dry, a free jewellery clean. These are low cost, and allow you to sell other products/services when customers visit your store to redeem their prize.

Competitions - we can run competitions specifically for your store. This includes enter to win, answer to win, and instant scratch cards. All of these ensure customers must spend at your store for a chance to win.

Communications - We can send push notifications to our customers' phones, that promote your business. We can also set automated notifications to send to customers who walk near your store, to let them know about any sales or promotions you have available.

A directory listing - your store will have a dedicated section in the app, with your individual details including contact, trading hours, website, and any deal or prizes you have on offer.

Shopper Data - the app will allow us to understand where individuals are shopping throughout the region. This will give us insights about what works best to attract customers to our region and local businesses more often.



The Redlands Coast
Deals & Rewards App.
An initiative of Redland
City Council



Q. What do I need to do?

Very little. We know you're busy, so have made it very simple to be involved. All you are required to do is display a unique QR code that we'll provide on your counter, or on your point of sale. When a customer makes a purchase or shows you the offer they would like to redeem, **ask them to scan the QR code.**

We will also ask for special promotions you would like to advertise in the Redlands Coast Rewards app. You can provide artwork, or we can design the artwork on your behalf.

We will also provide marketing material to help promote the app, and will ask your permission to display this - these may include strut cards. Posters and other promotional material.

Q. What if I have a store loyalty program?

No problem! Our program is designed to run alongside yours, and won't rely on any POS integration. If a customer visits your store and uses the Redlands Coast Rewards app, it's a great cue to ask them to join your store loyalty program.

Q. What does it cost customers?

The app will be free to download for both iPhones and Android Phones.

Q. What's in it for customers?

Customers can get more from shopping locally. We will award points simply for them visiting, and also award points for when they spend in your store.

They will also have access to all of the offers available from our retailers, so the more we can promote to them, the more value our customers will get from the program.

Points will be used to redeem prizes, and enter competitions. We'll ensure there's always plenty of great prizes available and if you'd like to provide us with prizes we can further advertise your business.

Q. What else can customers get?

The app has some great customer engagement tools. This includes Augmented Reality hunts, QR code hunts, and offering incentives for providing feedback and referring friends and relatives to the app.

Everything is designed to increase visitation, foot traffic, dwell time and give our locals even more reason to shop with us as often as possible.