



Are You Ready to GO LOCAL?



BRANDING

Show you're local

Be counted

ADVERTISING



Effective



Affordable

REWARDS CARD

Measure results

Loyalty



GO LOCAL is a marketing network for locally owned independent businesses.

Members work together using a shared brand, relevant advertising and a Rewards Card to increase sales.



“GO LOCAL is everywhere!”



A BRAND THAT INCREASES SALES

- **In your store use** member decal, window clings (small to large) and hanging signs.
- **Put GO LOCAL logos** in your ads, newsletters, business cards and promo. Mention GO LOCAL in radio ads.
- **Always link** to golocal.coop; put GO LOCAL logos and slogans on your website and social media pages.
- **Train your staff** on what GO LOCAL is and why you're a member.

The Sonoma County GO LOCAL LIST™



BE DISCOVERED

Your business listing is on the web and mobile. Upload videos, photos and ask your customers to recommend you.

MADE LOCAL
Sonoma County
madelocal.coop

DRINK LOCAL
Sonoma County
www.golocal.coop

REWARDS CARD

LOW COST, LOCAL PROVIDER

If your business is trying to keep customers and get new ones, GO LOCAL Rewards Card and shared branding provide a low cost, locally grown solution. Customers can save money and support their local economy with Rewards Card.



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LOYALTY REWARDS



Buy 5 cones, get one FREE cone!



Spend \$100, get one FREE dinner!



FREE sushi roll first visit

1

WORKS LIKE AIRLINE REWARDS

Everyone knows about airline reward points—you earn and spend rewards when you fly. What if you could earn Delta points when flying on American, and then redeem your points for a ticket on a Virgin flight?



GO LOCAL BUCKS IN ACTION



10 AM

Get a FREE card from a Rewards merchant like Community Market, or CFCU cardholders can use their debit card.



Use it immediately to buy groceries. Earn \$1 in GO LOCAL Bucks.

Noon



Then go to lunch. Spend the \$1 GLB and earn another \$1 GLB from your lunch purchase.

1 PM



Stop off at the art supply store. Spend your \$1 GLB and earn more GO LOCAL Bucks.



WHAT WE PROVIDE TO GET YOU GOING

SETUP AND TRAINING

We install Rewards system, train your staff and give ongoing support.

MATERIALS PROVIDED

- Cards with registration forms to distribute to your customers.
- POS sign and display stand for Pocket Guides and cards.

PROMOTIONAL SUPPORT

WEB: Reward offer featured on golocal.coop for desktop & mobile.

PRINT: Your business and reward offer listed in Pocket Guide. Rewards merchants give guides to their customers.

SOCIAL MEDIA: Rewards promoted throughout GO LOCAL social media marketing: e-newsletters, cardholder e-mail, Facebook, Twitter.



EQUIPMENT NEEDED

Computer and internet at POS, and universal card reader with USB.

VALUABLE MARKETING DATA

Access and review all Rewards transaction data for your business 24/7 with web-based dashboards and spreadsheets.

REWARDS CARD RECIRCULATES MILLIONS OF DOLLARS

\$10,000,000
\$7,500,000
\$5,000,000
\$2,500,000



2011 2012 2013 2014 2015 (e)

Annual Merchant Rewards Sales:
From \$300k
To \$10M
in 5 Years

MULTI-MEDIA CAMPAIGNS DRIVE SALES FOR MEMBERS



GO LOCAL generates over **500 Million Gross Impressions** each year via branding and ad campaigns.



Are You Ready to GO LOCAL?

Membership Tiers by Annual Sonoma County Sales	TIER 1	TIER 2	TIER 3	TIER 4
	\$0-\$100K	\$101K-\$500K	\$501K-\$10M	\$10M+
ANNUAL FEES	\$150	\$250	\$500	\$2500
TERMS	Pay annually by check or online with credit or debit card at golocal.coop/join Nonprofits select Tier 1			

Includes use of brand and business directory listings in print, mobile and web.
Qualified members may also become a Rewards Card merchant.
Members are eligible for marketing and promotional campaigns.

Join Now!

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