

Are You Ready to GO LOCAL?







Show you're local

Be counted

ADVERTISING





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.

















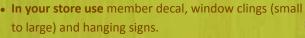








BRAND THAT INCREASES SALES



- 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

BE DISCOVERED

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



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.

GOLOCAL REWARDS

LOYALTY REWARDS



Buy 5 cones, get one FREE cone!



Spend \$100, get one FREE dinner!



FREE sushi roll first visit

Earn and spend GO LOCAL Bucks across a network of different local businesses with just one card to track it all.



WORKS LIKE AIRLINE REWARDS

spend rewards when you fly. What if you could earn Delta soints when flying on American, and then redeem your points for a ticket on a Virgin flight?

GO LOCAL BUCKS IN ACTION



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



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.

LOCAL REWARDS

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



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	TIER 1	TIER 2	TIER 3	TIER 4
Sales	\$0-\$100К	\$101K-\$500K	\$501K-\$10M	\$10M+
		_	_	_
ANNUAL FEES	\$150	\$250	\$500	\$2500

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!

