



LET'S SAVE LOCAL

Save Local Businesses. Local Nonprofits. Save People Money.

Overview for Businesses

August 2021

Our Shared Vision is Strong Communities with Connected Stakeholders

"Let's Save Local is a Win-Win-Win for local businesses, fundraising groups and the people who live, learn, work and play in the community. It's also a great way to support neighboring communities. We are all connected. Thank you everyone for your relentless support of each other, your love of community & friendship, and your enthusiasm and encouragement for us as we strive to achieve the Let's Save Local vision."

- Jennifer and Paul, Community Servants, Localists and Founders ([more](#))



Community >

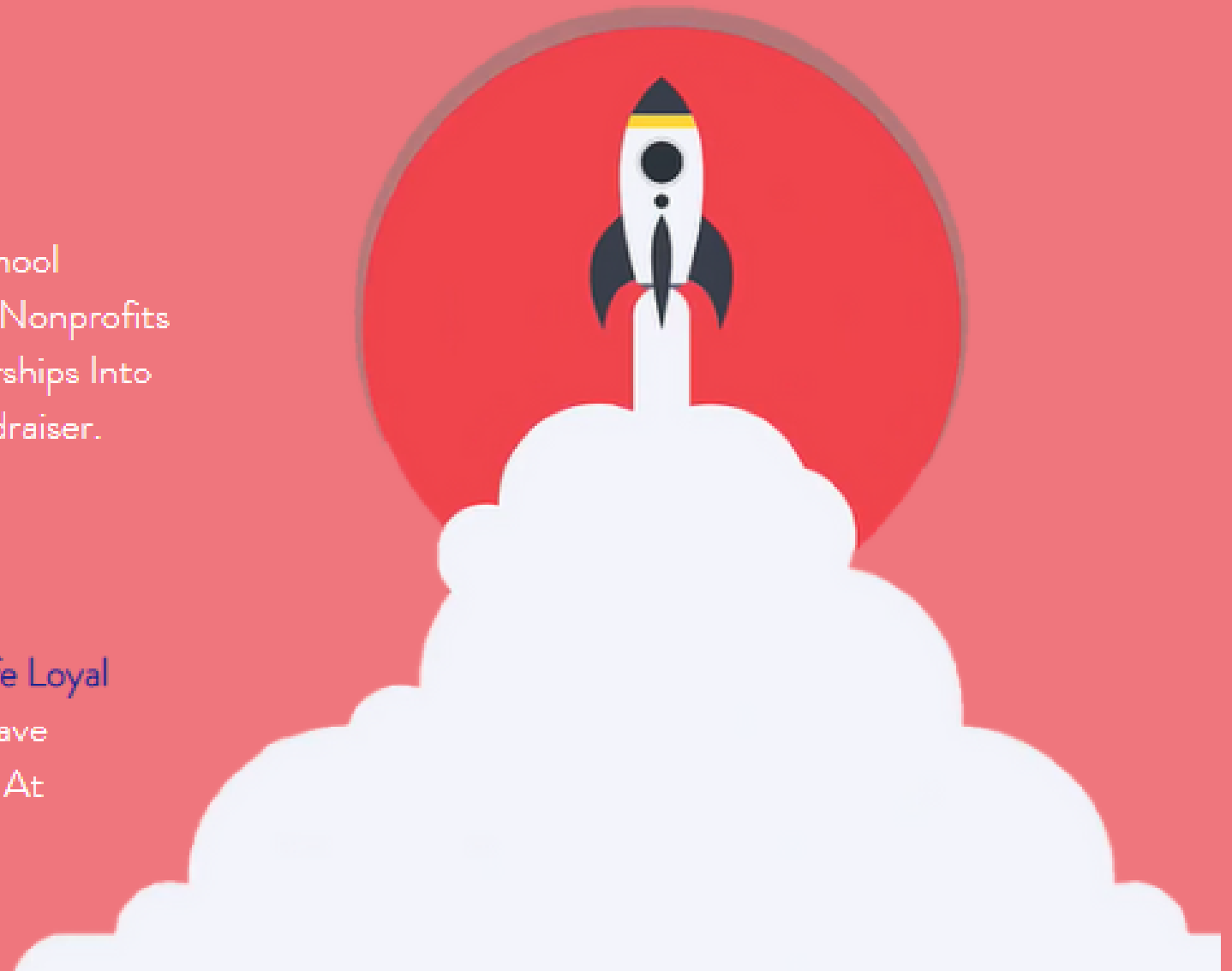
Expanding Buy Local Into Save Local. Get Discounts, Freebies and Other Savings from Local Businesses and Beyond with a Let's Save Local Membership. #LocalPeopleWin

Charity >

Funding Projects Like Never Before. High School Booster Clubs, PTOs and Other Community Nonprofits Fundraise By Selling Let's Save Local Memberships Into the Community. As far as we know, #TopFundraiser.

Commerce >

Integrating Into Communities and Building Life Long Customers. Business Partners Reward Let's Save Local Members With Savings For Scanning In At Their Businesses. #LetsSaveLocal



HEAR THE CALL

"Let's Save Local" is a unique call to action because embedded within is:

- An esprit de corps because we are all connected and working together ("let's")
- An action on how each of us can do our part to make it happen (coupon use as "save")
- A structure that favors everyone, including the nonprofits that add so much value (fundraising >> people enjoy local and save >> businesses serve local needs)

Intentionally bringing community, commerce and charity together for mutual benefit through smart use of technology, has never been done before.

To make it work, we need good businesses to join, who want to be woven into the path toward stronger communities and stronger schools.

Now, since we are the idealists, **IMAGINE** a network of connected communities throughout the country, all joined together with the spirit of saving local.

It starts with **YOU** and it starts **NOW**. This can happen. Because it just should.



5

Minutes of time is what it takes
to start building your brand.

\$0

It is FREE to get
started!

100%

Flexibility of what value you want to
provide, where, when and for how long.



WE LOVE LOCAL BUSINESSES!

If you believe in the value to your business and those around you, of genuinely integrating into and supporting the local community, we already love you (we're kind of [Idealists](#)). Let's Save Local is a free way to increase your local visibility by [offering savings](#) to our digital Members in your local community and then you get real [benefits](#). But its bigger than that. Digital memberships are sold by local nonprofits who raise needed funds. Together, everyone wins.

Thank you for being here right now. We encourage you to read on and watch our [intro video](#).

WATCH THE



INTRO VIDEO



ARE YOU A LET'S SAVE LOCAL PARTNER MATCH

Question 1

Are You a Small or Locally Owned Business?

Question 2

Would You Like to Offer Weekly Discounts, Coupons or One-Time Specials to Attract Customers, Clients and Patients?

Question 3

Do You Want to Increase Traffic, and Build Brand Awareness and Loyalty?

COUPON THEORY

#1 GOAL: NEW CUSTOMERS

Let's get them in the door! Big discounts with a single use.

Action: Big Discount to Encourage Trial

- Let's Save Local recommends a 20-25% discount to be used only once per year.
- Anything 25% or above will get special recognition to Members.
- Let's get them in the door for you first!



#2 GOAL: REPEAT PURCHASES

Once people know your business, you'll want to inspire them to come back again, especially if they have other choices nearby. Smaller discounts with limited frequency.

Action: Discounts to Inspire Another Purchase

- We recommend a 10-15% discount to be used with some limitations, like weekly or monthly.
- This is a great way to incentivize people to try you again. One restaurant owner told me, "It's the get off the couch savings".
- Remember, you can change the offer each week or turn it off.

#3 GOAL: BUILD CUSTOMER BRAND LOYALTY

To encourage customers to "always pick you", reward them for their loyalty.

Action Option A: Offer Something For Showing Up

- This would be a discount that is ALWAYS ON.
- Let's Save Local recommends a free item or a 5% discount.
- This is a great way to make your customers feel you appreciate them.

Action Option B:

- Create a Frequent Buyer Program with our **Premium Partner Program**.

HOW IT SIMPLY WORKS

MAKE THE OFFER

Your offer can be whatever you want.

SINGLE Use Offers

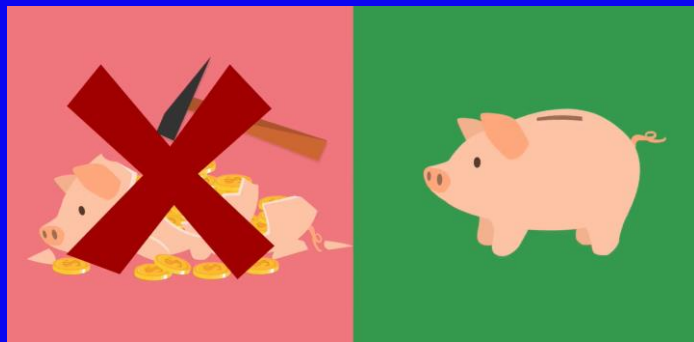
- Get people to try you. SINGLE use are also the most popular and most encouraged.
- A SINGLE use big deal to get people in the door is **20-25% OFF**, one-time.
- We will be highlighting the **"Big Deals"** to Members, which is 25% Off or More.
- We ask you don't change SINGLE use since fundraisers will be selling them.

MULTI Use Offers

- Encourage and reward loyalty.
- Multi use offers can have a limit in number or frequency, just like paper coupons.
- Can be changed WEEKLY! Just text the word CHANGE to 470.798.4545.
- Add one for holidays or special events.
- We send you a monthly reminder text asking if you want to keep, change or stop your offer.

GO TIME

We provide training and give you a 4x6 table stand with your custom scan code on it. When you have an offer, display the stand. Members "scan in", show you they're validated and you give them the discount. Simple.



BENEFITS OF A LET'S SAVE LOCAL PARTNERSHIP

Here's How Your Business Benefits in Exchange For Your Offers to Members

Community Goodwill is established because people know Let's Save Local partners are generous and support the greater good. Remember, when you stop chasing the dollar, the dollar will start chasing you.

Increased Sales and Profit margins driven by higher throughput. Let's Save Local drives customers TO you by letting Members know (reminding Members) each week what business savings are available.

Increased Visibility in the Community means people will know your name, which builds brand recognition.

Know Your Customers through a FREE weekly Excel file **with customer contact information** and frequency of visits. This service can have ongoing business value to you for marketing purposes.

Third-Party Delivery Conversion opportunity to shift customer behavior away from third party delivery services to "customer pick-up", saving you money on every order.

Increased Come-In or Dine-In Traffic opportunity through "in-person" or "dine-in only" offers to support staff and upgrade sales. You may even pull some people away from shopping online.

Brand Authority Build with links from Let's Save Local to your website and social media.

Did we mention it costs you nothing?





TEXT
JOINLOCAL
470-798-4545



EXCEL FILE
DOWNLOAD

RETURN TO:

Apply@LetsSaveLocal.com



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LetsSaveLocal.com

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