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# TARGET LOCALS

ADVERTISING

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## YOURCITY LOCAL CARD

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Local Card System?  
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# YOURCITY LOCAL CARD

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Member Since: 2011

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LOCALS  
CHOOSING  
LOCAL

Chambers Keep Revenue From This Banner!

### MEMBER BANNER ADS HERE!

- Entertainment
- Retail
- Lodging
- Health/Wellness
- Recreation

LOCAL CARD BUSINESS OFFERS

WHAT DO YOU MEAN? | HOME

# QUICK JUMP HYPERLINKS

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- [Contrast To Free Systems](#)
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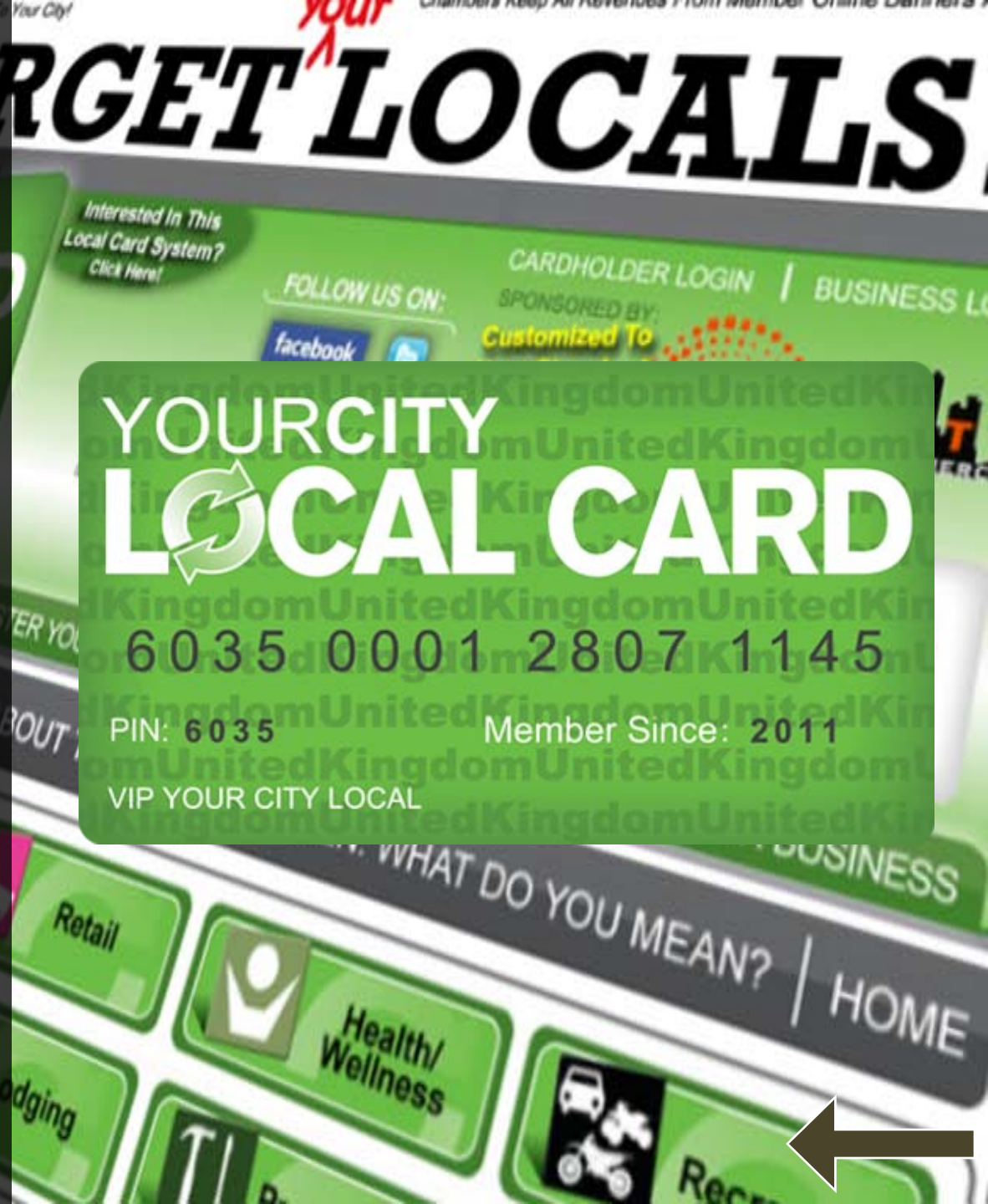
# TARGET LOCALS



# Local Card System History

The Local Card System is the creation of our Founder, a seasoned 15-year Corporate Branding and Specialty Marketing Consultant to Fortune 500 Companies worldwide and our technology partner, a 10 year Microsoft Campus programmer. The Local Card System was first introduced as a pilot local loyalty, business e-marketing system to Park City UT residents and business owners in late June 2008.

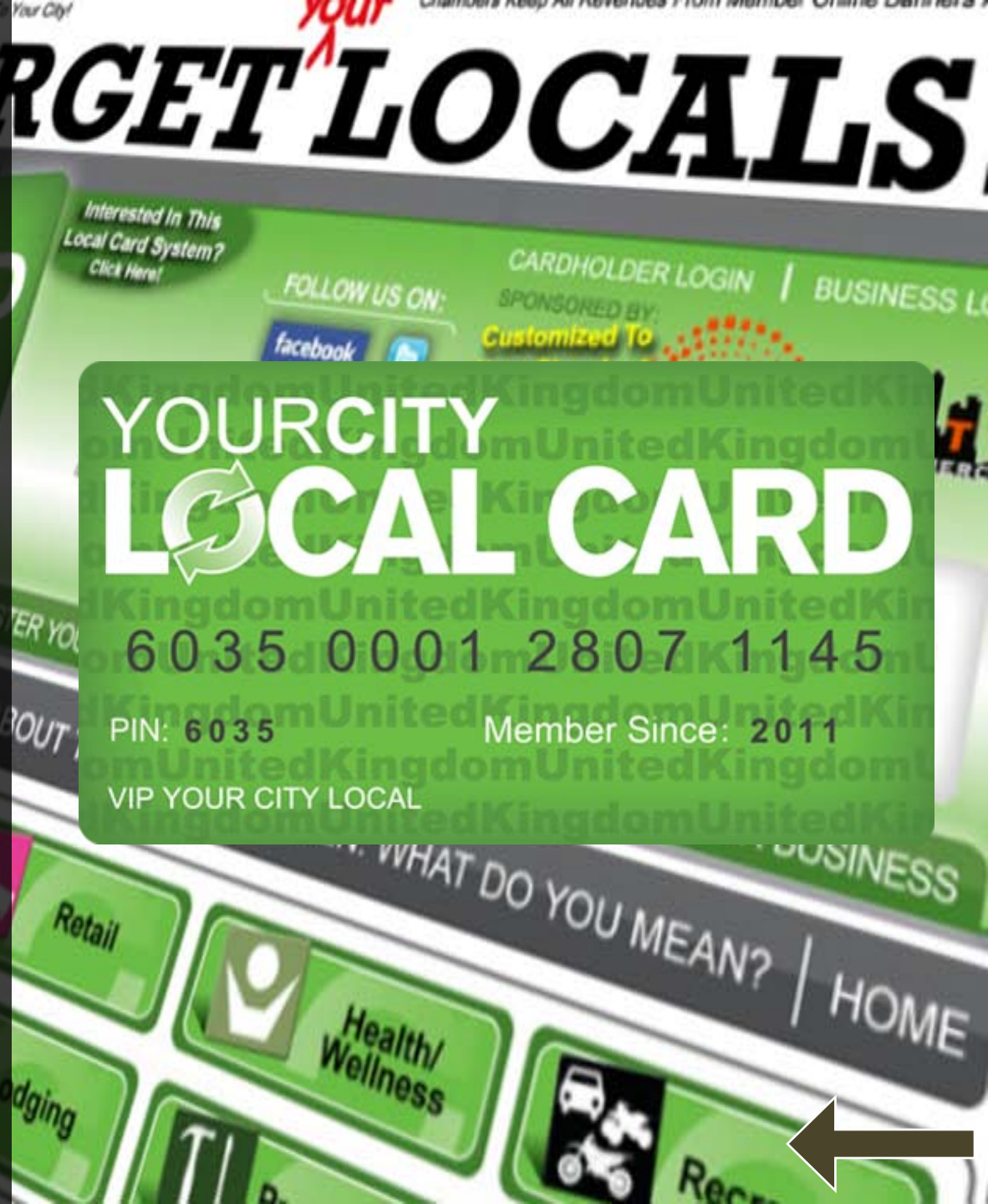
By January 2009, when the first Local Cards were delivered to citizens of Park City, well over 100 merchants had already pre-enrolled in the program. By the end of 2010 there were over 300 local merchants enrolled and 6,000 locals had registered their Local Card and were using the Local Card Program to help generate over \$4.8M in local business revenues while saving Card Holders over \$450,000 collectively. The program was such a resounding success that international expansion plans were put in motion immediately.



# About The Local Card System

The Local Card System is an **All-In-One | Face Value Discount | Local Loyalty | Cash Back | Gift Card | Database | Total Business Marketing System** which utilizes multiple Offline, Online, Face-To-Face, GPS Technology and Social Media Feeds to reach the most possible local consumers in your chamber's city and in nearby cities with the least amount of effort and far less expensive compared to available, conventional, direct, print and other outdated marketing methods.

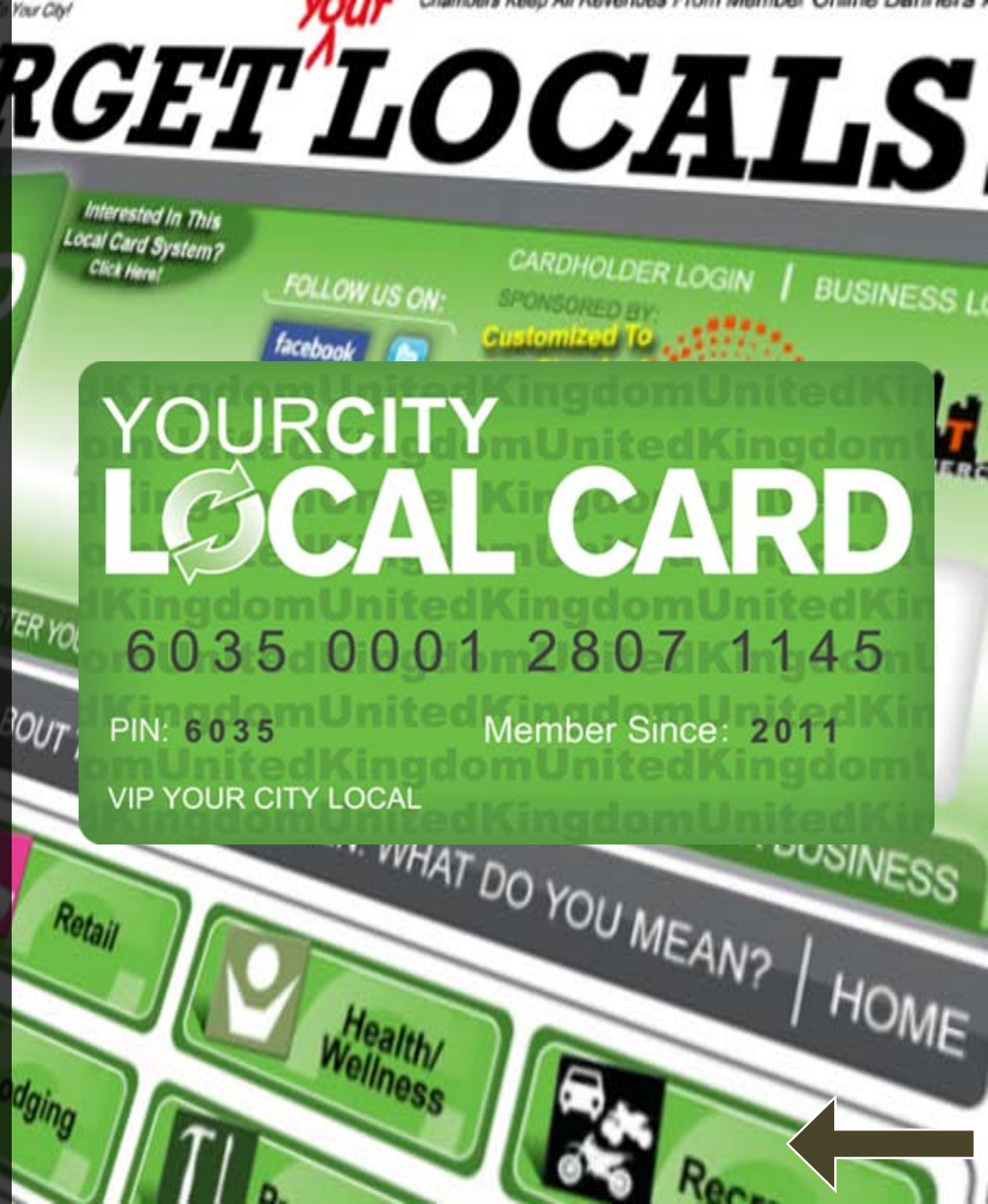
The Local Card System creates **business traffic, increased sales, improves a business's visibility, generates increased enrollments and revenues** for your chamber and it **leaves zero impact on the environment** because it is an electronic | green marketing system! Best of all the Local Card is **FREE** for Locals.



# Competition Inspires Change

While locations such as Park City UT, Monterey CA, Vail CO, Montrose CO and Whistler in Canada and others got up and running in 2010 - 2011, at the same time our company was seeing new players on the scene who were targeting local businesses across North America. Today they are collectively referred to as *Deal of the Day* programs, with new ones seeming to pop up almost monthly.

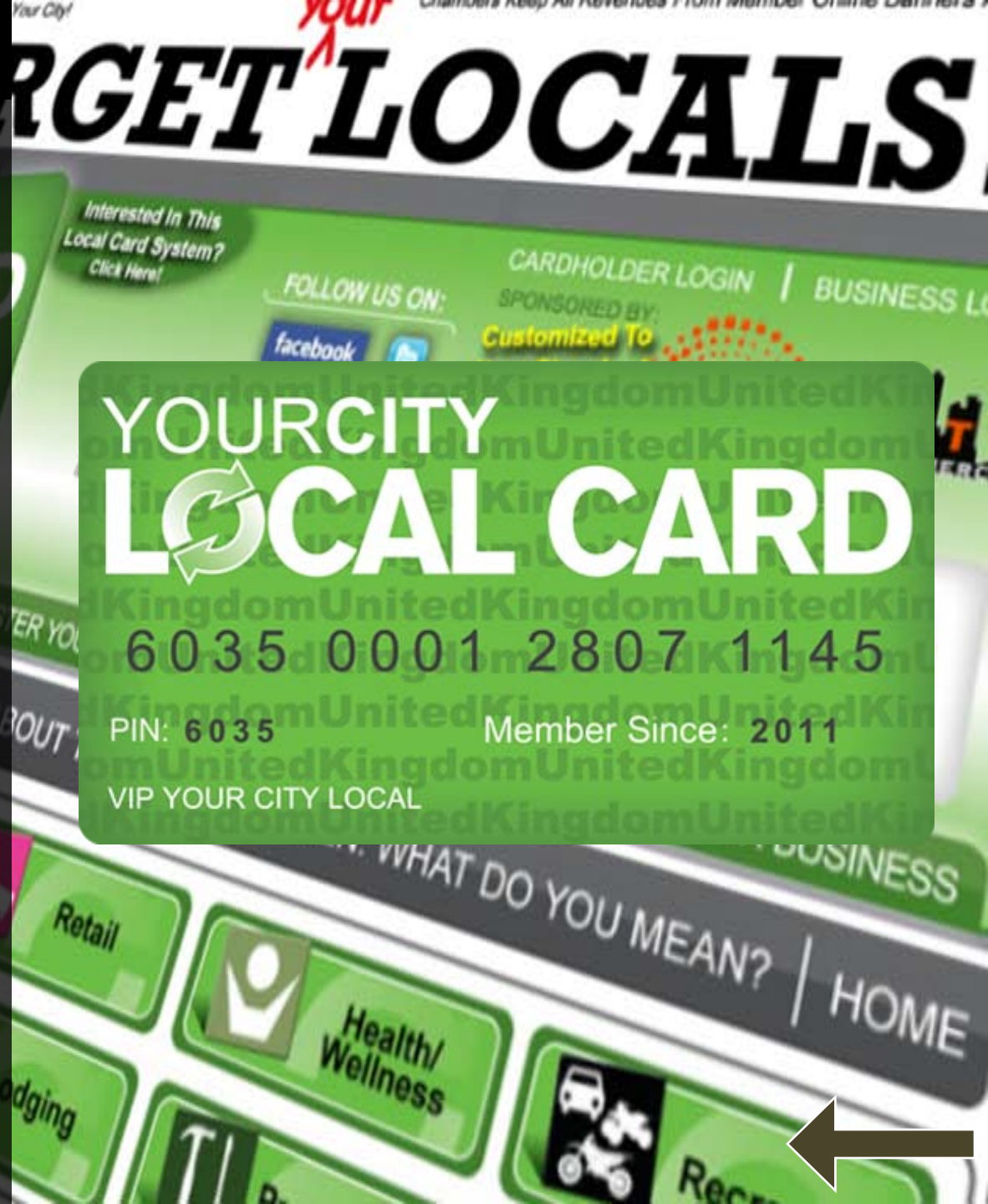
We set out to get some feedback from companies that used these programs about how they impacted their business and if they helped their bottom line. We wanted to see if there was something we could learn or add to the Local Card System business model where they perhaps were falling short. The information we learned led us to change our business direction and refocus our marketing strategy in late 2010.



## Compare And Contrast

There simply is no other system in the world like ours that does all that our system does for businesses and for chambers, or that includes so many features and cost so little. The Local Card System truly stands alone in almost every respect!

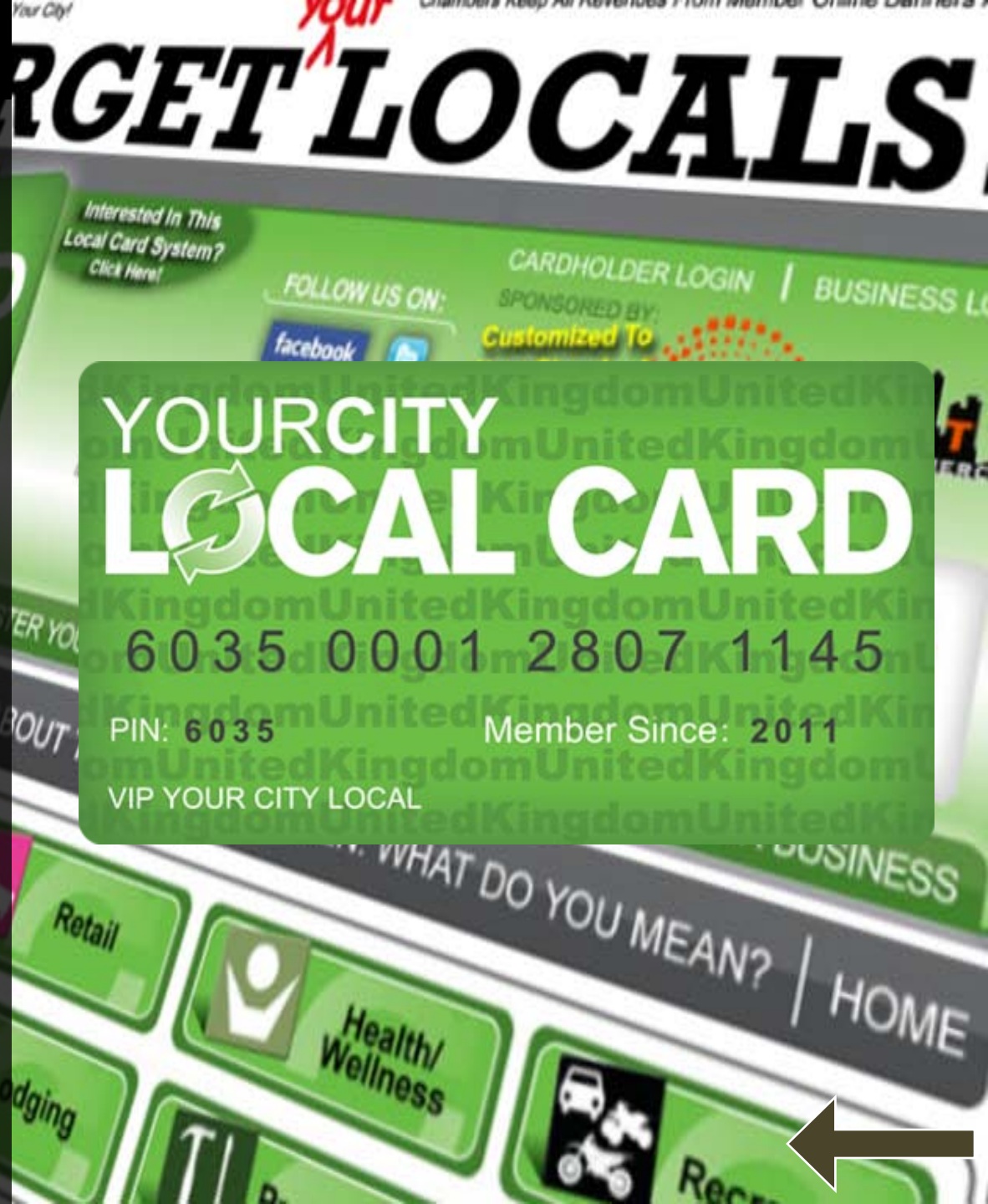
Most other systems like ours require a lofty **Licensing fee upfront of \$5,000-\$15,000** and they typically charge an **annual software or system fee of \$750 - \$1,200**. On top of that, most programs we know of charge **\$150-\$2,000 per year / per business** and some programs even take a **5%-40% commission on all sales**. No matter how other programs try to break it down, disguise, or conceal the fees they charge, they cannot come close to the price point of The Local Card System and none offer all that we offer in their systems!



# Compare And Contrast

There are many programs today that claim to be **free** or that charge businesses on the back-end for each deal they sell. Make no mistake, the 40-50% commission fees these *deal of the day* programs rake in on the back-end for the sale and 60-90% discounts they force on the front end to participating businesses are anything but free. They're **devastating** for many small business owners to absorb.

**Unlike The Local Card System,** *deal of the day* programs don't promote sustainability, growth, or long-term customer loyalty. The more we investigated these programs, the more we learned from businesses that participated in them that they were unwittingly being hurt. In some cases their participation in these programs even resulted in them closing their business doors forever.



# Free Is Not Possible But...

In December 2010 the decision was made to retool our pricing and refocus our marketing energy for the Local Card System exclusively toward Chambers of Commerce. The trademark of Local Card Systems from the start has always been 'Locals Choosing Local'... the goal being to marry local businesses with local consumers to create a symbiotic, sustainable and loyal connection.

By connecting directly with businesses through the local Chambers of Commerce, the Local Card System can be launched simultaneously by 100's even 1,000's of Chamber of Commerce Members. As a result, we are able to offer a price point that is untouchable in any other marketing format or system in the market. There's no such thing as free, it's not even possible. However, we are as close as it can get!



## Our Positioning After 3 Years

Since June 2008 over 15,000 man hours, three years and over \$700,000 have been invested into the development of the Local Card System that we are now marketing directly to Chambers worldwide. The Local Card System is the only system of its kind in the world that is so **comprehensive**, so **all-inclusive**, so **easy to use** and yet costs a Chamber or Chamber Members so **little monthly** to participate. The Local Card System is positioned perfectly to take this emerging business sector by storm.

The Local Card System is also the only program in the market worldwide that allows a Chamber to earn additional revenues from so many various veins, creating a system that not only **pays for itself**, it can also become a **profit generating machine** for Chambers!



## Straight Talk About The System

The Local Card System will help your Chamber Members reach 1,000's of local customers in your city, in neighboring cities and in other international cities.

In addition to offering numerous e-marketing features, The Local Card System is a fully integrated, 100% internet based system so there's no complicated software, no swipers, no POS software or programming required. It's an easily deployable, discount, loyalty, cash-back and gift card system that's easy on a business to operate and manage.

The Local Card System offers more marketing options, more advertising features, more Card Holder benefits, and a better, quicker, more simplified Loyalty And Rewards System than any other program has ever offered before in history.



# Its Local Loyalty Reinvented

The Local Card System will revolutionize how your Chamber of Commerce and your Chamber Members reach locals. It will Save Your Chamber 100's of \$1,000's in program costs and save your Members \$1,000's in annual advertising and marketing costs.

This is more than a local loyalty card, it's **Local Loyalty Reinvented**. It's a sophisticated all-in-one marketing **SYSTEM** that takes e-marketing and loyalty rewards into previously unattainable levels – **It's one of a kind!**

It will reward loyal local customers and the program is designed to **pay for itself!**

**AND IT COSTS JUST PENNIES PER DAY!**

# TARGET LOCALS



# This System Reaches People

We work closely with Chambers to study the population and needs of each city we launch. We suggest that enough Local Cards be produced so there are sufficient Local Cards available to get free cards in nearly every consumer's hands. By doing this, we are able to reach multiple consumers in nearly every neighborhood in a short amount of time. Local Cards are distributed through Chamber businesses and at various city or chamber events.

People who receive a Local Card typically register their card since there is no cost for them to participate. The people who register their Local Card become registered in the Local Card System database which your Chamber Members will be using to send marketing emails and offer loyalty rewards!



# Restoring Camaraderie

In many ways a Local Card Program is to Locals and Local Businesses what the Chamber of Commerce is to Members. Local Card Holders that register their Local Card and use it report feeling a renewed sense of local pride for their community and also report feeling like they are doing their share to help small business owners in the community.

Launching a Local Card Program also restores a sense of camaraderie among Chamber Members. When 200-2000 Chamber Members all come together for the common good of all Chamber Members and help to build and promote using a singular community wide Local Card that also helps locals, businesses we've spoken to report feeling a restored sense of unity with fellow business owners, other Chamber Members and with locals.

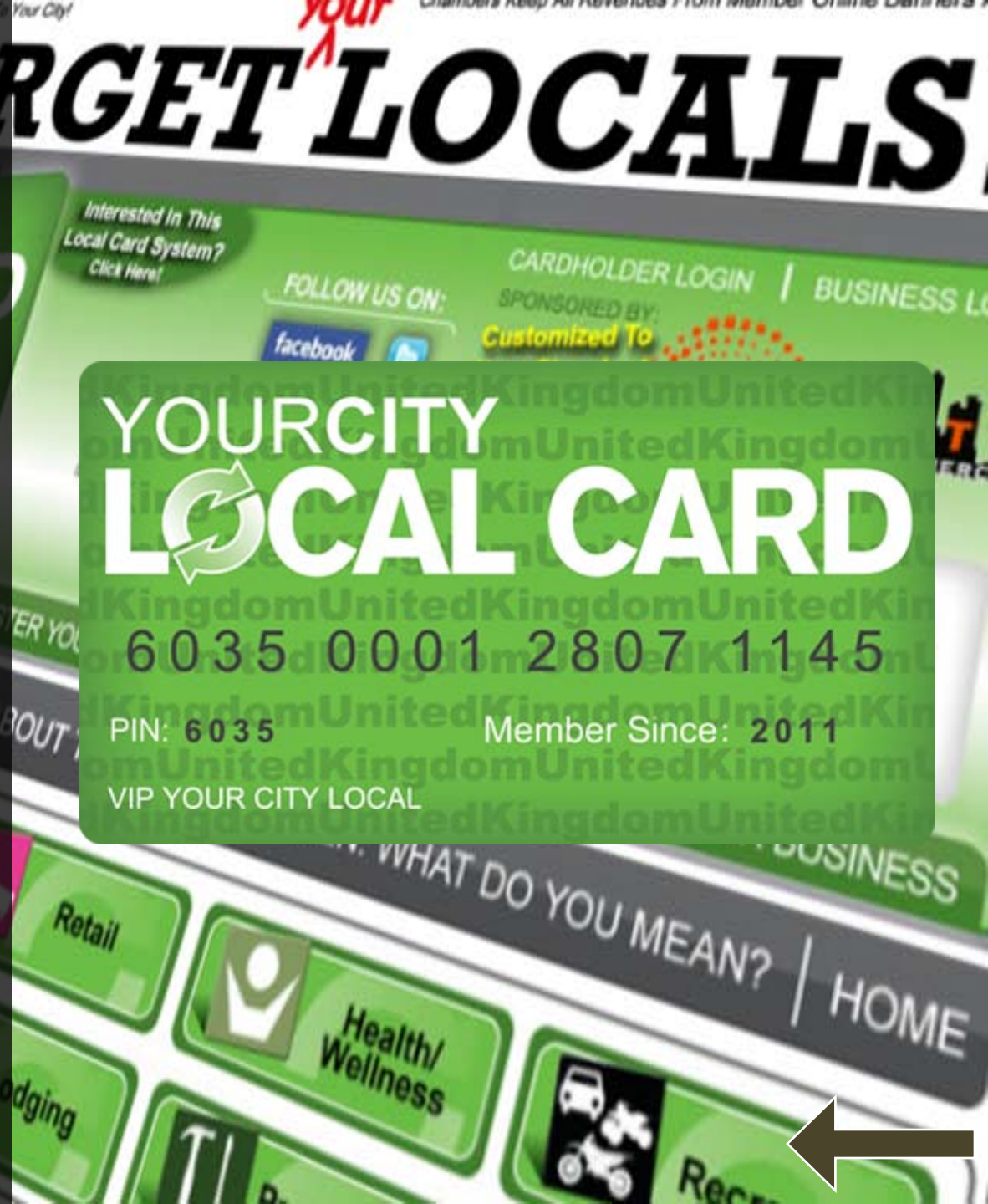


## Requirement Of A Card Holder

The only requirement for a Local Card Holder to receive all of the great discounts, special offers, email updates, reward points and cash-back is that the Local Card Holder must register their Local Card online; **it's a 3 minute process.**

The Card Holder provides basic personal information. By registering a Local Card our Card Holders *opt themselves into* The Local Card Program confirming via their registration that they want to receive Local Card System business offers and updates.

This kind of **opt-in** current database of local consumers would easily cost a business as much as .99-\$1.99usd per lead if they were to purchase it and that would be for a one time use only. Clearly the value of this kind of current consumer database is a huge asset to every business participating in the Local Card Program.



## Requirement Of A Merchant

A business enrolled in the Local Card System should log into their exclusive *Local Card Admin Website* immediately to create their online offer page, upload their logo, set their rewards or cash-back parameters and verify their business details; **it takes just 10 minutes.**

We encourage Local Card businesses to log into their Admin Website weekly, bi-weekly, or at least monthly to refresh and update their offer page for the best results and placement on the Local Card website. We also suggest that businesses create and test new and various offers and utilizing the e-blast marketing system to send Card Holder offers just as frequently as detailed above.

The time commitment required of a business to benefit from this system is approximately 20 minutes monthly.



# Requirement Of A Chamber

The Local Card System is designed to be easily run and managed by just one chamber staff member, multiple staff members, a volunteer, or intern, etc. 7 short (under 2 min) video training tutorials will educate your staff and members on using the system in just 10 minutes!

Duties and the time requirement of each includes below but are not limited to:

- Approve | Send e-blasts submitted by enrolled businesses: 15-20 mins weekly
- Upload current events to Local Card event section – 30-45 mins monthly
- Program support or related issues/questions – 15-30 mins daily
- Promotional support to promote program growth – chamber discretion



# Its ALL Included In The System

Other than the flat monthly fee per chamber member, there are no hidden fees, annual costs, or any other form of payment or expense associated with this program **at all**. The Local Card System is so **ALL INCLUSIVE** it is far easier to share what's **NOT INCLUDED**:

➤ Custom Local Cards Are **Not** Included – Local Cards Cost .20c - .36c ea [View Samples!](#)

**Please Note:** The cost of your Local Cards can be funded entirely by Chamber Member sponsors who put their logos on the Local Card flanking on the left and right of the Chamber logo. We recommend that a chamber charge \$500-\$1,000 per sponsor. At \$500ea, every 2 sponsors will cover 5,000 standard cards, 4 Sponsors 10,000 cards, etc.



# This System Is A Profit Stream

In addition to a guaranteed increase in enrollment revenues and better retention of your existing membership base, The Local Card website offers various opportunities for chambers to generate increased monthly and annual revenues.

We've included a link below that we hope you will take a minute to review. It outlines the various ways your chamber can create revenue streams from this system that not only help pay for (or entirely pay for) this program, but that can in fact generate profits in excess of \$15,000 - \$30,000 or more annually.

Some of those revenues are...

- Prime Top Rotational Banner Ads
- Small Side Rotational Banner Ads
- Program Sponsors
- Actual Local "Card" Sponsors

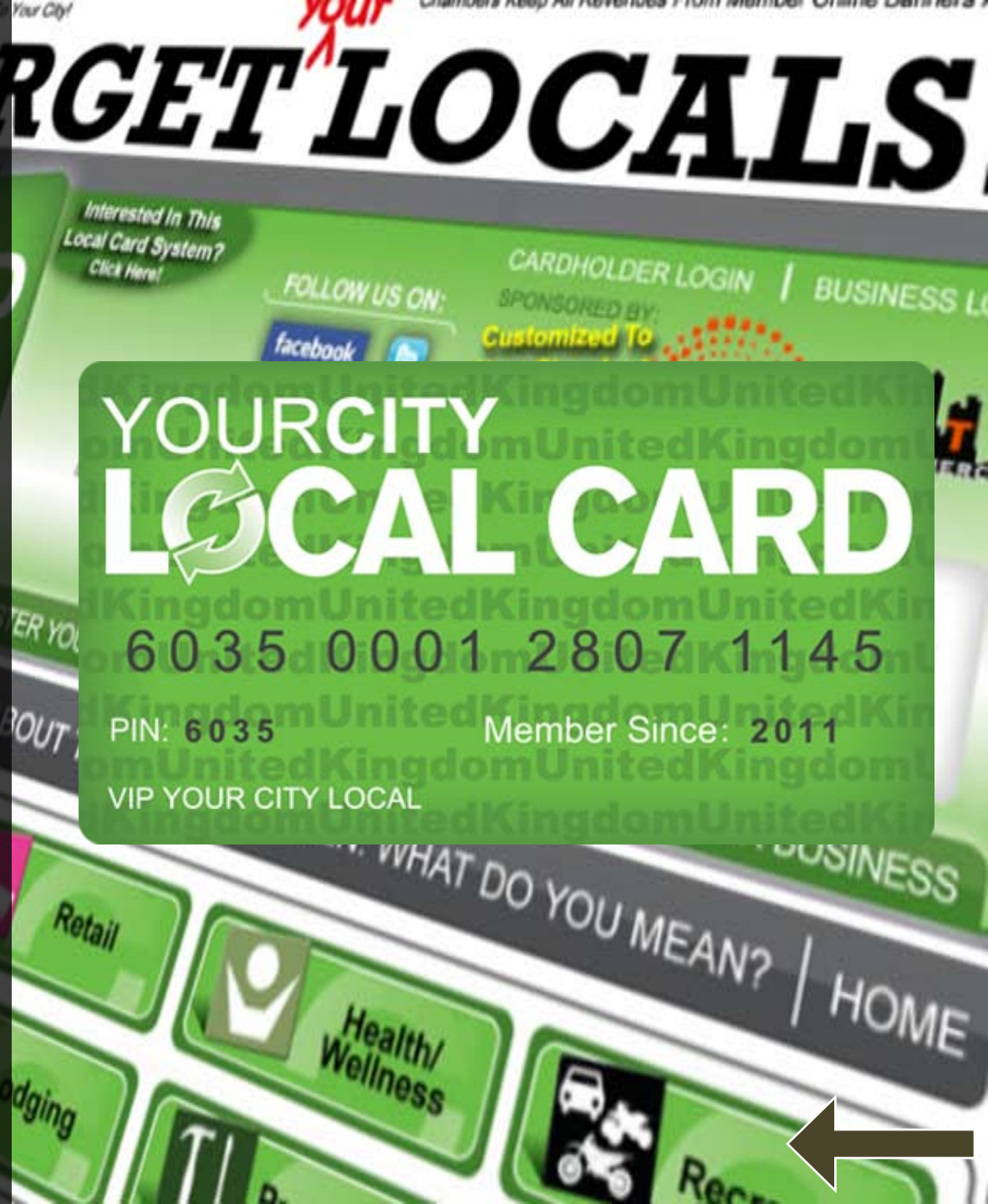
**Revenue Streams: [CLICK HERE!](#)**



# Launch Timing Is A Factor

We know from past experience that fair weather seasons are the optimum time for a chamber to launch a Local Card Program. These are the months where local consumers come out more often and in larger numbers. Their activity levels, shopping behavior and social agendas come to life in the warmer seasons. Your chamber will want to capitalize on this in as far as distribution of the Local Card in your community.

This is also the time of year when chambers schedule outdoor events, concerts, parades and other community or chamber sponsored public events. Distribution of Local Cards through Chamber Member Businesses is always your best option. However, nothing compares to meeting people face to face at outdoor events and handing them their new Local Card personally and seeing the excitement in their face.



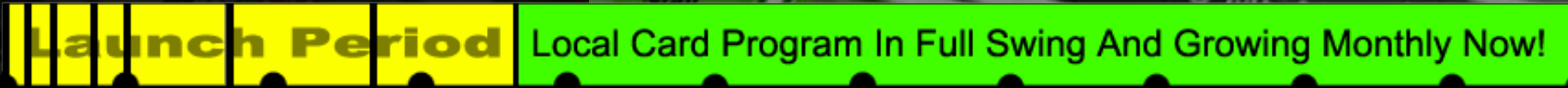
# Local Card Launch Timelines

From the point an Agreement is reached with a chamber, to the creation of their Local Card website, approval and production of Local Cards, to securing sponsors for the program and then the period of time that's typically required to distribute sufficient Local Cards to build the Card Holder database, and start really seeing the program grow wings in your community, all new Local Card cities share a fairly common timeline.



- Local Card Website Created
- Approval of Local Card
- Initial Local Card Graphic Chamber Members Placed To Your Local Card System
- Solicitation For Member Sponsorship
- Local Card System Training
- Initial Local Card Order Delivered Pre-Launch Period Starts!
- Distribution Of Local Card To Chamber Members And Registration Of Cards
- Month 1 Of Launch Period
- Distribution Of Local Card To Chamber Members And Registration Of Cards
- Month 2 Of Launch Period

Note: Timeline Is Approximate. Launch Period Begins When Agreement Is Signed And Ends Approx 90 Days After Local Cards Are Delivered.



Agreement Signed

**Local Card Launch Sequence And Timeline In Approximate 30 Day Increments**



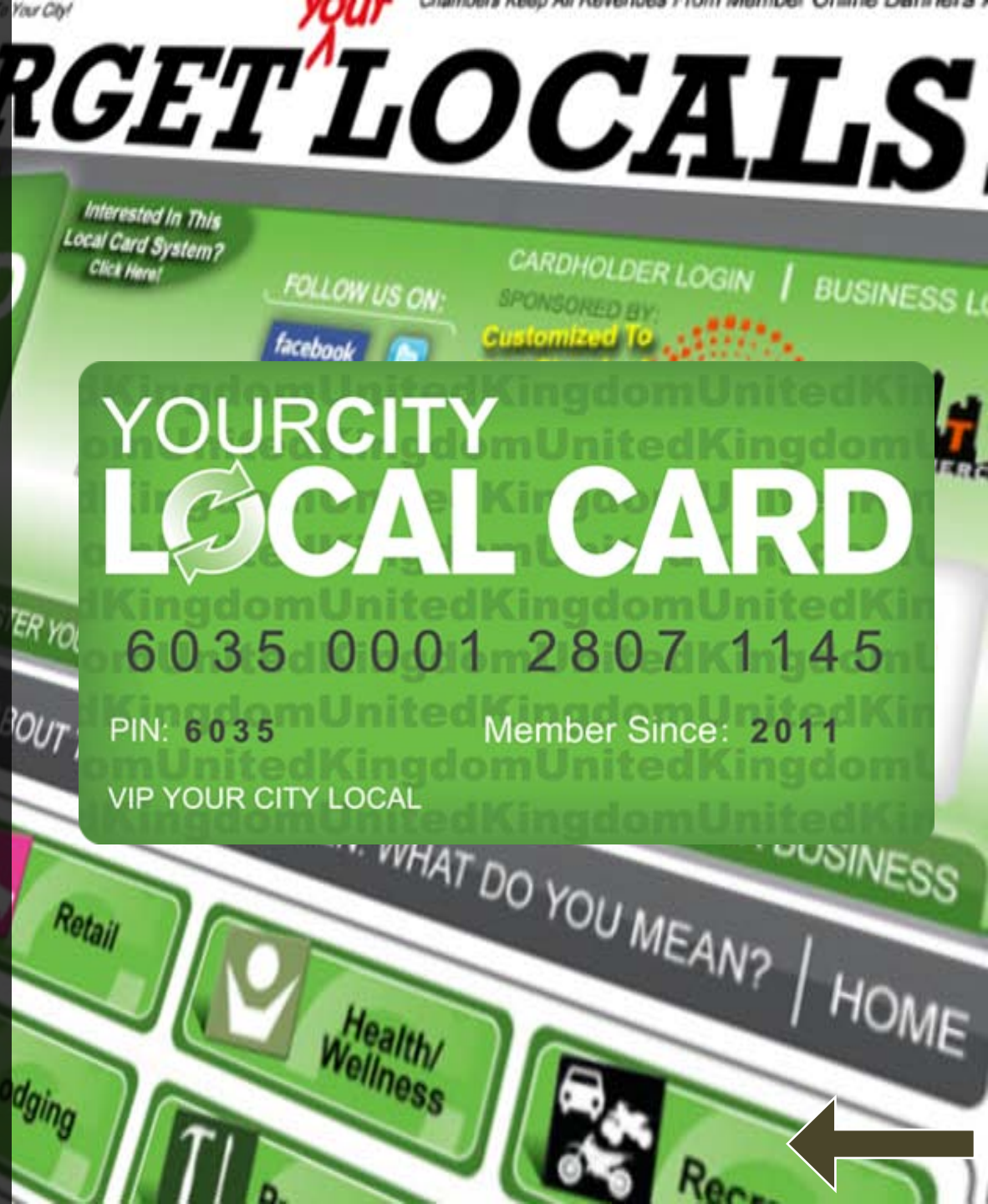
# its a WIN-WIN System!

*Sound familiar? – 'We've been looking for an All Inclusive Shop Local Loyalty System like yours for years. Everything we find is so expensive and so complicated. We could never overcome the learning curve let alone the high price, and the affordable programs are so lacking in functionality, features, and their business interface and public website is so unprofessional we wouldn't even consider them'.*

If your chamber has been looking into Shop Local or Local Loyalty systems and you are considering our Local Card System as a top tier option, then you have been doing your research – **Thank you!**

Nothing comes close to The Local Card System or our price and, as we've shared, there's **nothing sustainable, nothing long-term, and nothing free** about those deal of the day programs. They do more to widen the financial sink hole businesses are in today than they do to help businesses get out of it.

*"This WILL help your chamber help local businesses!"*



# Use Our Live Demo System!

After reading through this explanation about the Local Card System surely your Chamber wants to take this system for a **test drive ... RIGHT?!**

**We want you to do exactly that!** We want you to see all of the functions and features. We want you to compare our system to any other system you have ever seen.

You will be amazed at the simplicity of our system and you will see firsthand that every claim we make is 100% accurate and truthful. You will be perplexed by how we are able to price such a comprehensive system so affordably for chambers.

## Email Us

[marketing@yourcitylocalcard.com](mailto:marketing@yourcitylocalcard.com)

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**\$2,000**

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