

The Relationship Management Solution!

The key to a successful business to consumer relationship is communication, two-way communication. As a business owner you are spending a large portion of your operating budget to tell consumers about your products and/or services. Do you think you would increase your return on those dollars if you were able to ask those same consumers what they need or are looking for from your business? I'm sure you answered with a resounding YES followed by a quick "But How?"

Market Loyalty is the answer! We have built a dynamic, robust, proprietary software solution that will enable you to have two-way communication with your customers. Our software will allow you to gain loyalty by sending out monthly promotions to your current customers to increase the frequency of their visits, illicit feedback from potential and existing customers to learn what changes you need to make to fulfill their needs, and to see reports tracking in detail the results of your efforts. Sounds great, but also sounds like a lot of work on your part, right? Wrong!!! Our software and support team does all of this for you! What could be simpler?

The Problems:

- ·If only I could get 1 to 3 more visits a year from my current customers my bottom line would double, how do I get them in more often?
- ·I want to know how my customers perceive my business, but shopper and survey programs are too expensive.
- ·I have new products and offerings, how can I get the word out without spending my entire advertising budget on a single ad?
- ·I would love to sell my products online, but the cost and technology to accomplish this is way out of my budget
- ·My web site needs a major renovation, but my so does my budget

Market Loyalty Solutions:

- ·E-Club - Collect e-mail addresses from your current customers and send them a monthly e-centive to entice them to visit your business.
- ·E-Survey - Post an interactive survey on your existing web site and/or e-mail one to your entire customer base. Then have access to the answers and detailed analysis of the data in real time.
- ·E-Newsletter - Send out a monthly newsletter telling your customers about exiting upcoming events at your business, new products, and improved services.
- ·E-Commerce - Complete online ordering system for your products coupled with an online payment system that deposits the money directly into your account through existing credit card processor.
- ·Web site Design - Our creative team is poised to overhaul and update your current web site, or build you one from the ground up.

The key to having a successful B2C relationship is communication. Market Loyalty dynamically enables businesses to better understand their customers by providing two-way communication, allowing you to gain valuable insight into how your customers perceive your business.

- Customer Loyalty System
- eSurveys
- eCommerce
- Web Site Design
- Proven Measurable Results