

# Rider Rewards Check-In Keypad 101: Keeping It Simple

Last Modified on 11/02/2020 1:40 pm CST

## Information Capture Is Just the Beginning

If you have one or more of our Rider Rewards Check-In Keypads, your dealer has access to a powerful, interactive marketing tool which helps capture more customer phone numbers. Although – don't forget all of its other amazing capabilities to drive loyalty, increase excitement, and encourage return visits.

Some marketers may be apprehensive about using new technologies and features, but just keep this in mind: most of your customers are probably more ready, willing, and able to embrace the future than you might think. According to [this 2015 research study](#) from *Marketing Land* by SessionM:

- "90% of retail shoppers use *smartphones* in stores." You've probably observed this trend by watching your customers day-to-day.
- 76% of those surveyed were more likely to shop at retailers which had *loyalty programs*. (If you have our *Rider Rewards program*, you're already covered!)
- Most importantly – the research indicates that 57% of people were more encouraged to shop at a retailer which had "*in-store push notifications about deals/offers*."



*Sounds exciting, right?*

So, let's say a first-time customer approaches the register and "checks-in" by quickly punching their phone number into your Keypad. They then get an immediate text message on their smartphone encouraging them to see a cashier to sign-up for your rewards program. *What type of in-store messages will they receive during future check-ins?*

Well, that's ultimately up to you. Knowing that customers are only allowed to check-in once per day, and you can input **up to 30 consecutive messages** for people to receive every time they shop, there are a lot of possibilities...

We understand that the options can be a little overwhelming, and that's why we'd like to suggest some easy Rider Rewards Check-In Keypad tips. **So, we invite you to read further for three simple – yet effective – approaches**

you can use (by the way: these techniques are also great supplements to ANY point-based reward program).

The screenshot shows the 'Marketing Tools' section with a navigation bar containing 'Email', 'Events', 'Direct Mail', 'Social Network', and 'Keypad Manager' (highlighted with a red box). Below the navigation bar is a 'Contest Manager' section with a 'LAUNCH CONTEST MANAGER' button. To the right is a 'DIGITAL MARKETING TOOLS' section with a list of features: UNLIMITED TEXT MESSAGING, EMAIL NEWSLETTERS, DAILY DEALS AND COUPONS, SOCIAL NETWORK INTEGRATION, STREAMING VIDEO, DIRECT MAIL CAMPAIGNS, and MOBILE ALERTS. Below this list is a 'COMPATIBLE WITH' section with social media icons and a 'LAUNCH KEYPAD MANAGER' button (highlighted with a red box).

Access your Keypad(s) through the "Keypad Manager" tab in the Marketing Tools section as shown above. Then, click "Launch Keypad Manager."

## Simple Option #1 – "Sweepstakes"

This has been such a popular idea among dealerships that we have created a "Pre-Configured Earn A Coupon Campaign" for you! Customers can check-in up to once per day to earn a virtual raffle ticket towards a prize.

### Choose One of Our Pre-Configured Campaigns!

Please choose one of the two most popular options below. The sweepstakes campaign allows you to choose one winner per month and award them a grand prize, while the coupon campaign allows your customer to earn more rewards based on the number of visits to the store.

You can click on the buttons below to read about or activate a campaign, or read our article to find out more.

Earn A Coupon Campaign

Sweepstakes Campaign

All you have to do is click the button and follow the steps by entering your dealership name, your Facebook page URL, and your website URL. Keep in mind, these messages are sent via text, so keep everything short using a URL shortener if needed. The Keypad Manager will then generate a 30-day campaign for a \$25 Gift Card Sweepstakes! If you want to offer a different prize, such as a t-shirt, a free oil change, or even bonus reward points, you can easily edit the messages.

1st Visit	You're entered to win a \$25 Example H-D Gift Card! Check in tomorrow for another entry!	Delete
2nd Visit	Check in each day at Example H-D for more entries to our \$25 Sweepstakes!	Delete
3rd Visit	You've entered the Example H-D Sweepstakes. Our winner will be picked at the end of the month.	Delete
4th Visit	Congrats! You earned another ticket for our \$25 Sweepstakes at Example H-D!	Delete
5th Visit	Thanks for shopping at Example H-D! You won another entry to our Sweepstakes.	Delete
6th Visit	Congrats! You earned another ticket for our \$25 Sweepstakes at Example H-D!	Delete
7th Visit	Like Example H-D on Facebook at <a href="https://bit.ly/IKFRtL">https://bit.ly/IKFRtL</a>	Delete
8th Visit	Thanks for shopping at Example H-D! You won another entry to our Sweepstakes.	Delete

You could run promotions for a month, a season, or even an entire year. If you are enticing customers with **one big prize**, like a new motorcycle or a motorcycle "makeover," you can pick a winner from tickets you've created or virtual daily check-in tickets tallied by the Keypad Manager.

## Simple Option #2 – "Virtual Punch Card"

Just like the sweepstakes, we have also added a "Pre-Configured Campaign" for this popular option. If you want to offer customers a reward for checking in "x" amount of times, all you have to do to get started is click the "Earn A Coupon Campaign" button in your Keypad Manager.

### Choose One of Our Pre-Configured Campaigns!

Please choose one of the two most popular options below. The sweepstakes campaign allows you to choose one winner per month and award them a grand prize, while the coupon campaign allows your customer to earn more rewards based on the number of visits to the store.

You can click on the buttons below to read about or activate a campaign, or read our article to find out more.



This campaign operates just like a virtual punch card. Every time the customer visits the store, they check in on the Keypad to get a "punch" in their virtual punch card. (Remember, customers can only check-in once per day, so they will have to keep returning to fill their punch card.) Click the button and follow the same steps as the Sweepstakes Campaign by entering your dealership name, Facebook page, and website. This will automatically generate a 30-Day campaign.

1st Visit	Thank you for shopping at Example H-D! Check in 15 times to earn a \$5 off coupon!	Delete
2nd Visit	Thanks for shopping at Example H-D! Earn a \$5 off coupon on your 15th visit!	Delete
3rd Visit	Like Example H-D on Facebook at <a href="https://bit.ly/IKFRtL">https://bit.ly/IKFRtL</a>	Delete
4th Visit	Check in again tomorrow at Example H-D for another entry towards your \$5 off coupon!	Delete
5th Visit	Thanks for shopping at Example H-D! Check in 10 more times to earn a \$5 off coupon!	Delete
6th Visit	Check in again tomorrow at Example H-D for another entry towards your \$5 off coupon!	Delete
7th Visit	Check out our website for news and events at <a href="https://bit.ly/K8SfUK">https://bit.ly/K8SfUK</a>	Delete
8th Visit	Check in again tomorrow at Example H-D for another entry towards your \$5 off coupon!	Delete

The messages for this campaign are setup to reward a \$5 off a \$25 Purchase coupon on a customer's 15<sup>th</sup> visit. So, if they check in every day, they can earn up to 2 coupons a month. If you want to change the reward or the frequency of which the reward is given, don't worry; you can easily edit the messages in the campaign.

Whatever you decide to do, after a customer receives the last message you've loaded, the Keypad Manager will set the customer back to the first message in your list. This is essentially giving them a new *virtual* punch card.

## Simple Option #3 – One Message Changed Daily

This method may take a bit more preparation (along with counter staff training), and someone on your team has to update only the first Rider Rewards Check-In Keypad message every day (*or at least every few days*). You'll be able to surprise customers with a new message, "**daily deal**", joke, or even a quiz question about the dealership. For instance, customers could be asked via text to answer "the year we started business" correctly at the register to receive something.

Here are a couple more ideas which may work well for your dealer. You could load a message in your "number one" slot that says:

***"Did you know we now offer winter storage? Ask about our early-bird special."***

The next day, you would replace the previous message with:

***"We're doing end-of-season bike washes out back. The code word is SUNDOWN."***

Then, you'd continue changing the message as needed. *Remember, you're only using one text message slot over and over again.*

Try to get creative and keep things fun; ask other employees for ideas so your efforts don't get stale. We know it helps to have an on-site marketing person, which some dealers don't have. But if all departments chip in their thoughts, the keypad can definitely provide some entertainment (and lucrative benefits) for you and your customers.

Remember, *more than half of your customers* want to receive in-store messages and promotions, and we predict that number is only going to expand. The Rider Rewards Check-In Keypad can help achieve your customer retention and sales goals!

---

We hope we've provided you some valuable insight on what to do with your Keypad. If you're an advanced user, please send us examples of what has worked for your store.

Please note that we have only been reviewing the basic aspects of the Keypad Manager. We also have [a new feature called the "Contest Manager,"](#) which you can integrate with your website and Keypads for bigger results. Contest Manager is especially helpful in boosting your social networks and increasing your online reputation.

If you're still a little lost on how the Rider Rewards Check-In Keypad works, or you'd like to purchase additional Keypads, just give our customer service team a call at **414-326-4100**. Or, email us at [support@morethanrewards.com](mailto:support@morethanrewards.com). We'll be happy to help configure your keypad messages for you!

---