

# Marketing Training - Event Marketing

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## No Time For Videos:

### PEOPLE LOVE PUSHING BUTTONS

*The last training! I think my fingers are getting callous...just like your customers' fingers from checking in on this keypad!*

*This is one of the best if not engaging tools we offer. The keypad lets customers check their balance and awards them just for coming in.*

*While this may seem like simple concept, the keypad helps drive behavior and enforces the same behavior that they do every day at big box retailers and grocery stores. I bet even you have been to the grocery store and punched in your phone number when you check out. Everyone does this and it's something that customer "just do".*

### THE MORE VISITS THE BETTER THE REWARD

*You can program the keypad manager to unlock more rewards with every visit. So the more times they come to your store the better the reward gets. For example the first time they may get a 5 bonus points, while the second time they may get 5 bonus points and a free key chain!*

*The possibilities for marketing and promoting your store is limitless using the keypad manager. It's truly one of most powerful tools you have in your tool belt.*

### RELEASE THE ENDORPHINS

*This may sound crazy, but humans have these things called endorphins which your body releases which can help with stress, anxiety. They "make you feel good", this is the reason why many people feel good after they exercise.*

*A little secret you may not know, is it also happens when you "win" or when your "engaged in an activity", this why video games and "leveling up" drives people to play more more games. The same concept happens when they punch that number in the keypad and receive a text message or "unlock a reward point".*

*Retailers know this and have been leveraging this for years. More Than Rewards brings this same engaging experience that people have at the grocery store or big box retailers like Walmart and Target to local dealerships. This helps customers stay engaged with your brand and drives repeat business and behavior.*

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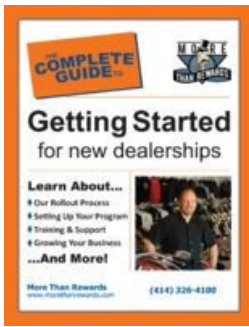
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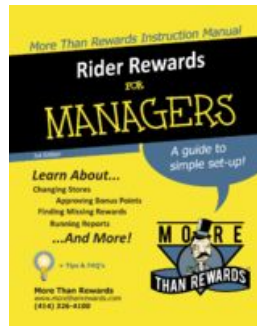
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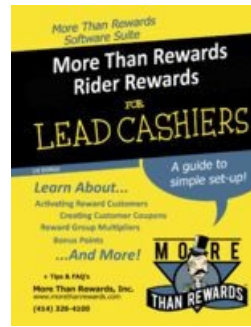
Marketing Training



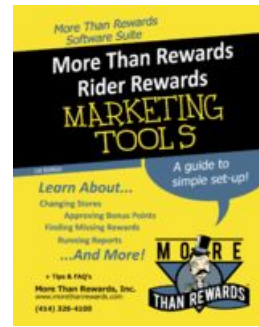
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