

INNOVATIVE Marketing Solutions: Gift and Loyalty Programs



Intuit, makers of QuickBooks, Quicken, and Turbo-Tax, is the nationwide leader in accounting and tax software development and distribution. Now we are offering superior marketing solutions to help you acquire, develop, maintain, and retain your customer relationships.

Take Your Business to the Next Level

Innovative Marketing Solutions offers a complete suite of gift and loyalty solutions to assist you in developing a marketing program that can help you retain business, establish a unique relationship with all of your customers, and have complete control over your marketing initiatives. Our programs provide quick, simple ways to maximize your return from existing customers, bring in new customers, and keep customers coming back to your store.

Product Features

INNOVATIVE GIFT AND LOYALTY CARDS

Innovative Gift and Loyalty Cards are plastic, magnetic strip cards personalized with your store's name and logo. Customers purchase these cards at your store and can only use them at your store. Rewards features help you build loyalty by "rewarding" repeat purchasers for doing business with you and provide you with capabilities to learn more about your customers.

ACQUIRE CUSTOMERS

Gift Cards:

Great for anniversaries, birthdays, and other gift giving events. Gift cards are a more durable and reusable alternative to costly and inefficient gift certificates. Traffic to your store will be higher because gift cards are handy to use and harder to lose.

Advertising:

Having gift cards in your customer's wallets provides constant advertising for you and a greater impulse for users to make purchases in your store. You can increase "word of mouth" advertising by creating a referral program each time a customer shows a card to a friend, co-worker, or family member. Custom cards can be ordered with your business name, logo, and colors to maximize advertising value.

GIVE YOUR CUSTOMERS REWARDS AND INCREASE REVENUE

Create Loyalty Programs:

Offer reward promotions to customers based on continued purchases. Standard programs of "buy one and get one free" or "rent nine videos and get one free" can easily be implemented using this program. With our system, you can collect valuable information for targeted marketing. You analyze data on your customers' purchases and then send targeted offers tailored to each group.



Eliminate sales discounts or coupons:

Offer cash back awards of 10%-20% on purchases. This encourages your customers to continue coming back to your store.

Membership Card Program:

Sam's Club, Costco, and other large companies have found that membership has its' privileges. They utilize their own private label card and a loyalty, reward, and payment card. Now small and medium size businesses can benefit from the same program as multi-billion dollar chain stores.

VIP Card:

How do you make your best customers feel important? Provide them with a VIP card that has special rewards so they know their value.

Increase Sales at Specific Times:

By understanding what products are selling and when they are selling, you can provide incentives to maximize sales. For example, you may want to provide incentives for a certain time or rewards for certain products.

UNDERSTAND YOUR CUSTOMERS

Track Customer Spending Habits:

Do you know who your best customer's are? Do you know how they spend money? Our system provides you with the ability to track key customer information, such as name, address, and spending habits. This will enable you to create specific marketing programs targeted to these customers.

Flexible Reporting:

Our reporting system is easy to use and navigate and provides a variety of tools to manage your gift and loyalty program.

SECURE, DURABLE, AND EASY TO USE

Our cards are plastic and are processed through your terminal, reducing the likelihood of fraud. If the card is lost by a customer, it can be easily cancelled and replaced, with values still intact on the card. Each print receipt displays the points or value on the card, so it is easy for your customers to use and understand.



Award Winning Customer Service

Innovative Merchant Solutions customer service is available 24 hours a day, 7 days a week, 365 days per year to support merchants. Our friendly, knowledgeable representatives will assist you in using your, gift card database and answer any further questions that you may have.