

# Shop Local



Versatile. Convenient. Affordable.

## What is a Shop Local Card?

The Shop Local Card is a gift card that can be used universally between multiple merchant types participating in a Shop Local Program. Even better—each participating merchant can have a Loyalty/Rewards program that is specifically designed to help increase foot traffic and sales for their business. Shop Local merchants benefit from the combined marketing power of multiple businesses cross promoting each other. Shopping locally is an excellent means of promoting businesses in the community and developing loyal customers through a network of participating merchants.



One card accepted at multiple businesses.

## Benefits of a Shop Local Program

Customers can use one card to shop with numerous merchants in their local area. Some of the benefits include:

- Allows various merchant types to cross market services
- Increases business in the local community
- Capable of automatically funding merchants with the optional ACH pooling service
- Promote groups of any kind
- Ideal fund raiser for sports teams, churches, and other nonprofit organizations
- Increase cash flow to participating merchants
- Affordable to implement
- Improve brand awareness within the community
- Ability to set up Loyalty/Rewards program
  - No additional cost
  - Specific to each individual merchant
  - Increase traffic at merchant's locations
  - Comprehensive free online reporting allows easy management of program

## Examples of Markets Served

- Chamber of Commerce
- Main Street Associations
- Outlet Malls
- Schools
- Hotels/Resorts
- Hospitals
- Charity Organizations
- Sports Associations
- Trade Groups

