

bubltown

**STEP
FORWARD
LUTON**

Setting up an offer campaign

Powered by

bubltown

Offer campaigns

These are among the best ways to increase sales and gain followers. By creating attractive offers, you can build a loyal customer base and foster long-term relationships.

Why setup an offer campaign?

Setting up an offer campaign on bubltown will expose you to a completely new group of residents who are looking for local value. The bubltown platform revolves mainly around the offers that local businesses can provide to residents of the area.

When residents are using the app, there will be a dedicated section for local offers, we believe that many residents will be using this section to navigate the app and discover local businesses, this means that without an offer campaign posted, it will be very difficult for residents to find out about you and the brilliant product and service that you offer.

To redeem an offer campaign on the bubltown platform, residents must come into your store and redeem it in person. This has many benefits for you and the local area; including, **increased footfall, increased cross-selling and up-selling opportunities and improved and more personalised customer-business relations.**

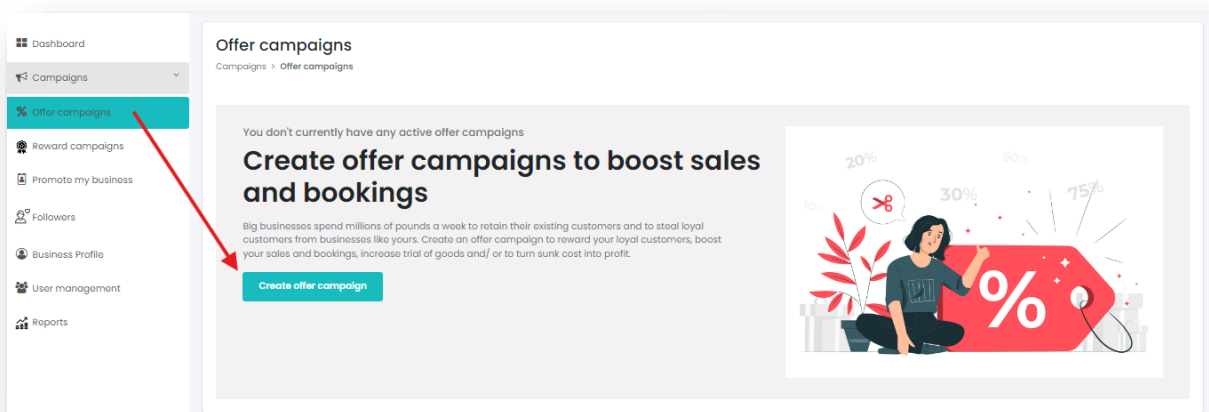
In this guide, we will take you through the full process on how to setup an offer campaign, we will cover the following topics:

1. Navigation
2. Offer name
3. Offer summary and description
4. Offer images
5. Applicable categories / keywords
6. Discount type (Percentage or value)
7. How many options you offer.
8. Regular price
9. Discount (Percentage or value)
10. Discount criteria
11. Select your audience

Using this functionality, you will be able to cover the full host of offers that any business is looking to setup. For examples and inspiration for the kind of offers that can be setup on bubltown, please refer to page 11, 12 & 13 (Examples for success).

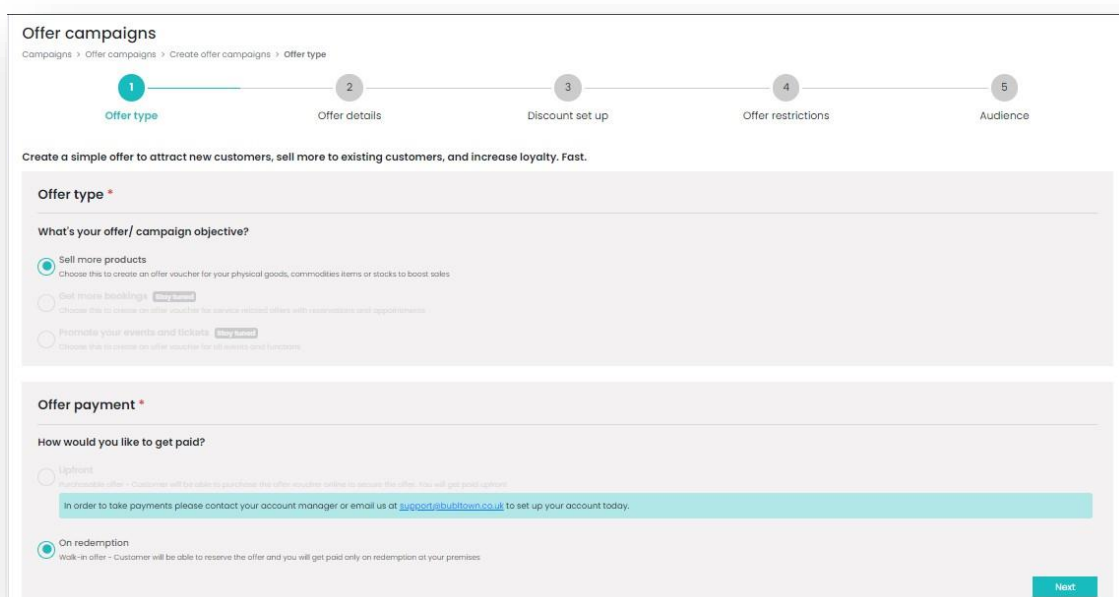
1. Navigation

To navigate to the offer campaigns section of your dashboard, you simply click on the "Campaign" button in the left-hand side navigation bar. This will take you the screen from which you can start the offer campaigns creation process.



2. Offer Name

Once you have clicked on the create offer campaign button, you will be presented with the following screen. This is where you will enter all the information that is required to create an offer on the bubltown platform.



Offer campaigns

Campaigns > Offer campaigns > Create offer campaigns > Offer details


1 Offer type 2 Offer details 3 Discount set up 4 Offer restrictions 5 Audience

Offer details* Active offer

What can you show and tell customers about your deal that will make them really want to take it up?

Offer images* Choose pictures that would make you want to snap up the deal. Focus on quality.

Upload offer images Use vendor home image



 Add images

Drop images here to upload from your device. File formats: JPG, JPEG, PNG. Max file size: 2 MB


Offer name* Keep it short and to the point. Don't focus on the discount. Focus on what customers are buying.

Maximum 30 characters

Offer summary* Highlight the best aspects of your deal so your customers are excited to learn more. Keep it short, 1-2 sentences.

Maximum 700 characters

Description List out what's included in this offer to give customers a better understanding of what to expect.

B I S | 

Describe more details about your offer and specific terms and conditions or instructions related to the offer.

Applicable categories* Select the most applicable industry that describes this offer. This offer will be displayed under the industry you have specified.

Food & Grocery

Applicable categories / keywords* Select up to three most applicable categories/ keywords that describes this offer. This offer will be displayed to the user when they search for these categories/ keywords.

Convenience Store Fresh fruits Fresh vegetables

Breads

The first piece of information that is required is, of course, a name for the offer that you would like to put on the platform. This is incredibly important as this is what the offer will be known as on the app, customers will see this piece of information first and foremost and, in some cases, it will be the only piece of information that the resident will see, therefore, it should catch their attention.

The offer name is added simply by typing in your chosen name into the data entry Box and it should be below 30 characters.



Top tip: Be descriptive and concise. What kind of information does a customer need to know about an offer. What is on offer? When do I come in to redeem the offer? What kind of discount is available? Think through all these things and it should be easier to come up with an offer name that people will engage with.

Top tip: Is it possible to make the offer name as catchy as possible? In certain scenarios, a plain descriptive name is the best suited, however, in other situations catchy names are guaranteed to resonate with more people. For example, Taco Bell's "Taco Tuesday" has become a nationwide sensation in America...

Top tip: Keep it short (and sweet!) The offer name should catch the attention of the resident, however if it is too long, it won't be able to be displayed in its entirety.

3. Offer Summary and Description

The offer summary and description are your chance to give customers some more information about the offer/discount that you are giving them the ability to redeem. You may want to elaborate on the offer name, as well as give more information on when and how customers can redeem the offer. Offer summary has maximum 700 characters limitation and the description have no limitations, so it is completely up to you as to what you include in this section.

To enter a description, you simply type your chosen text into the data entry box (highlighted below).



Top tip: Try to include as many practical details about the offer as possible. Have a think about the following questions and include the answers in your description:

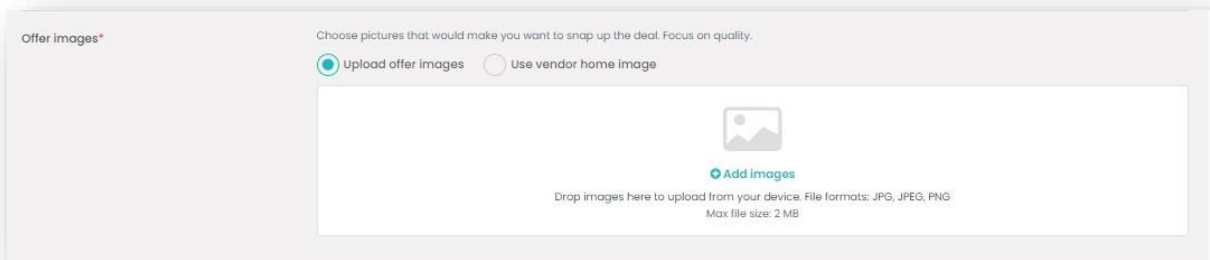
- What products/services are on offer?
- Are there any specific days of the week that I need to come in to redeem this offer?
- Are there any specific times of the day that I must come in to redeem this offer?
- Are there any prerequisites that I need to fulfil before I redeem this offer? For example, do I need to book an appointment to redeem this offer?
- Is there anything I need to bring to redeem this offer? For example, do I need my student ID? Do I need my driving licence to prove I am over 18?

4. Offer Images

The offer images will be associated with the offer at any point that the offer is displayed to the residents who are using the app. This means that it is vital that a suitable offer image is chosen and added to the offer.

There are two options when choosing an image for your offer:

- **Use business profile image-** Selecting this option will mean that the offer image will be the same as the images you have already set-up to represent your business in the business profile section of your dashboard. Selecting this option can save you some serious time, however, may not give customers any additional information on the offer they are browsing.
- **Select an offer image-** Choosing to select an image that is specific to this offer will mean that you can provide customers more information about the offer. Whether this image is an image of the product that is going on offer, or a more custom, poster-type image that has details about when the offer is valid, is up to you.



Please click the "Add images" button to bring up our standard image upload tool and select the images you would like which are stored on your device.



Top tip: All images that are uploaded will be used and presented to the residents in slideshow manner, so please upload any relevant photos as you please (up to 5)

Top tip: If you would like to add an image with text, ensure this text isn't too close to the edges of the image as it may be cropped when displayed on the bubltown app

5. Applicable categories / keywords

Select the most applicable category that describes this offer. This offer will be displayed under the category you have specified.

Applicable categories* Select the most applicable industry that describes this offer. This offer will be displayed under the industry you have specified.

Food & Grocery

Applicable categories / keywords* Select up to three most applicable categories/ keywords that describes this offer. This offer will be displayed to the user when they search for these categories/ keywords.

Convenience Store Fresh fruits Fresh vegetables

Breads

Select up to three most applicable categories/ keywords that describes this offer. This offer will be displayed to the user when they search for these categories/ keywords.

6. Discount Type

We know that discounts and offers come in all shapes and sizes. Therefore, to help you classify your offer correctly, we allow you to choose from 02 discount types:

- **Percentage-** This type is for those offers that are based on a percentage discount; for example, 10% of a Dyson Hoover, 20% of all coffee, 40% student discount
- **Fixed amount-** This type is for those offers that are based on a flat amount off, regardless of how much a customer spends; for example, £5 off your food bill if you dine-in, a free rose (worth £4) if you buy a bouquet of flowers instore or £2 off when you buy any soft drink

Choosing one of these options will change the information you must provide to set your offer up

Offer campaigns

Campaigns > Offer campaigns > Create offer campaigns > Discount set up

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Offer discount details *

What type of discount are you promoting?

Percentage Fixed price

7. How many options you offer

For example, you might have one option for a single ticket, and another for a family ticket. The more flexibility you can give, the better.

The screenshot shows a form titled "How many options will you give your customers?" with a sub-header "For example you might have one option for a single ticket, and another for a family ticket. The more flexibility you can give, the better." There are two radio buttons: "Just one" (unselected) and "More than one" (selected). Below is a table with three rows for adding options. Each row has a text input for "Option name*" (with a "Maximum 100 characters" hint), a "Regular price*" input (with "£ £" placeholder), a "Discount*" input (with "0" placeholder), and a "Discounted price" input (with "% off £ 0.00" placeholder). Each row also has a trash icon and a plus icon. At the bottom right, there is a dashed box labeled "Add options" and two buttons: "Back" and "Next".

| Option name* | Regular price* | Discount* | Discounted price |
|-----------------------------------------------------------------------------------------|----------------------------------|--------------------------------|-------------------------------------------|
| <input type="text" value="Enter option name"/> <small>Maximum 100 characters</small> | <input type="text" value="£ £"/> | <input type="text" value="%"/> | <input type="text" value="% off £ 0.00"/> |
| <input type="text" value="Enter option name"/> <small>Maximum 100 characters</small> | <input type="text" value="£ £"/> | <input type="text" value="0"/> | <input type="text" value="% off £ 0"/> |
| <input type="text" value="Enter option name"/> <small>Maximum 100 characters</small> | <input type="text" value="£ £"/> | <input type="text" value="0"/> | <input type="text" value="% off £ 0"/> |

8. Regular Price

The regular price is an optional piece of information that you can provide, this will help you figure out how much revenue has been driven through your store by the bubltown platform, as well as give customers extra information on the nature of the discount.

As mentioned before, entering the regular price is completely optional. There are certain kinds of offer that may not have a regular price for example, 30% of all cakes, in this example, we are not sure which cake the customer will choose to receive 30% off. However, if the offer was something more specific such as £10 off Nike Vapormax football boots, we would simply enter the recommended retail price of the football boots into the original price box.

To enter the regular price, please enter the price into the data entry box to the right of the "regular price" text. If original price does not apply for your offer, you can simply leave this blank.

9. Discount Criteria

Discount restrictions are the discount criteria for the offer.

- The first question should be 'Are there any limitations to the availability of your discount voucher?' This section handles the time that the offer is displayed to the customer (availability to purchase or reserve) on the customer app.
- 'Can this offer be bought more than once?'. This section handles how many times the customer can buy this offer.
- 'Do your discount vouchers have an expiry date?'. This section handles the redemption period, the expiry of the purchased/ claimed voucher.
- Underneath the expiry date setup, 'Are there any other limitations on when customers can use their voucher?' Text should be displayed, and the user should be able to select 'Only selected days of the week', if the offer is available on selected days of the week. User should be able to select 'Only at specific times of the day' if the offer is available for redemption at selected times. User should be able to select either one or both options. This redemption period/ days times set up should be reflected on the offer details page as well as the voucher pages.

Offer campaigns

Campaigns > Offer campaigns > Create offer campaigns > Offer restrictions

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Discount criteria *

Do you want to limit the availability of this offer?

No
Customers will be able to access this offer until I remove it

Yes, this offer will only be available for a limited time
Customers will only be able to buy or reserve an offer during the time you specify

Yes, only a limited number of discount vouchers will be available
Once the number you specify is reached, customers will no longer be able to buy or reserve a voucher

Can this offer be bought more than once?

Yes
There is no limit to how many times the customer can buy this offer

No
One customer can buy this offer only once

Do your discount vouchers have an expiry date?

No, this voucher will not expire

Yes, customers will need to use their voucher before a certain date
The end date will be counted from the date of purchase or claim

Expiry date

Select months

Are there any other limitations on when customers can use their voucher?

Only on selected days of the week

Only on specific times of day

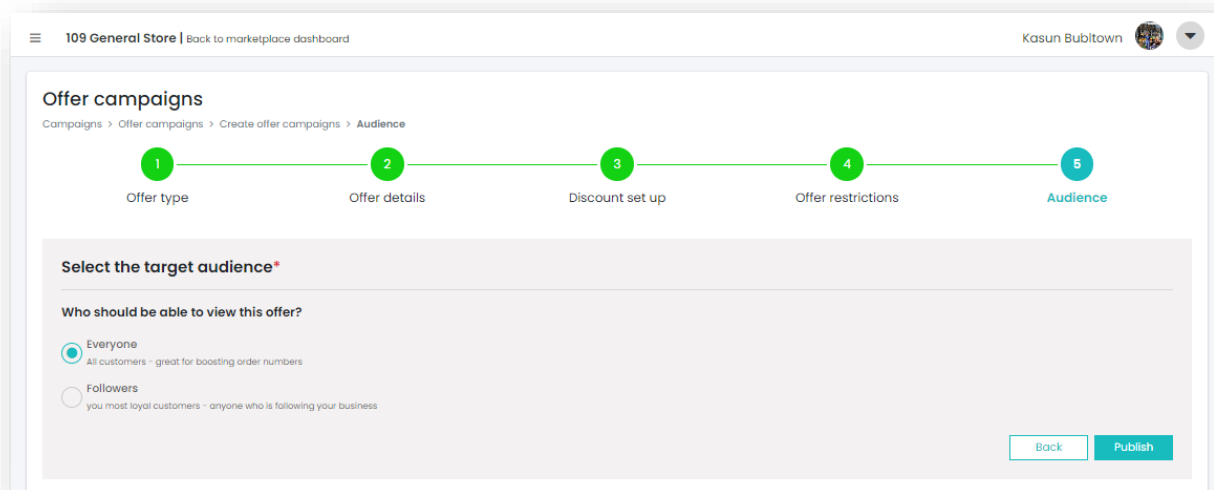
Back Next

10. Select the target audience

The business user should be able to select the target group of audience for the offer.

Available options are -

- Everyone
- Followers



The screenshot displays the 'Offer campaigns' interface. At the top, it shows '109 General Store | Back to marketplace dashboard' and the user 'Kasun Bubtown'. The main heading is 'Offer campaigns', with a breadcrumb trail: 'Campaigns > Offer campaigns > Create offer campaigns > Audience'. A progress bar below the heading shows five steps: 1. Offer type, 2. Offer details, 3. Discount set up, 4. Offer restrictions, and 5. Audience (highlighted in blue). The 'Audience' section is titled 'Select the target audience*' and asks 'Who should be able to view this offer?'. It features two radio button options: 'Everyone' (selected) with the description 'All customers - great for boosting order numbers', and 'Followers' with the description 'you most loyal customers - anyone who is following your business'. At the bottom right, there are 'Back' and 'Publish' buttons.

Examples for success

Now that you have the knowledge required to set-up any offer that you, please, the question arises, what kind of offer should you set-up on bubltown. In the following section we will be providing you with a set of examples, based on industry, that should get the creative juices flowing!

However, before we get into the examples, below are a few tips to keep in mind when thinking of an offer to setup:

1. **Be exclusive-** An exclusive offer is more likely to bring in the customers. Knowing that a certain offer is only available to them, as bubltown users, will spike users' curiosity, meaning that your offer is likely to get more clicks and hopefully, more people coming through your doors
2. **Be generous-** Offers with higher "local value", i.e., greater discounts to residents, will be given a special place within the app; again, meaning that you will have more exposure to bubltown users. Fully utilise the "Original price" (page 7), "Discount type" and "Discount amount" (page 8) sections, so that they are automatically picked up by our app.
3. **Be consistent-** New offers will also have their own special place on the bubltown app. So, if you decide to put on a new offer in-store, why not add it onto the bubltown app as well? Your business dashboard is available to you at any time and changes made on the dashboard will be immediately reflected in the app. Adding new offers, when you have them, will expose you to more residents who are using the app.

Keeping these tips in mind, here are some example offers, based on industry:

| Category | Offer Name | Offer Description |
|----------------------|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Attractions | Free ticket to the transport museum | To commemorate 30 years since the opening of the transport museum, we are giving you the chance to visit the museum, for free! Come into the museum to redeem this offer. Maximum of 2 adults and 2 kid's tickets, per redemption |
| Automotive | 20% off your next MOT check | A special offer for all residents of West Northamptonshire! Get 20% off your MOT when you show this code at our store. Valid for the next month. |
| Cafes & Coffee Shops | Free drink with every meal | Come into store to claim your free drink when you buy any sandwich, toastie, panini or breakfast meal |
| Clubs & Bars | Spooky Happy Hour | To celebrate Halloween, we have decided to extend our massively popular happy hour! Come in, with an appropriately spooky costume and our happy hour will be extended to all night, on all our Halloween themed drinks! |

| | | |
|------------------|--------------------------|-------------------------------------------------------------------------------------------------------------|
| Department Store | 30% of all kids' clothes | The pandemic has hit all of us hard, but none more so than parents. To celebrate all the sacrifices of West |
|------------------|--------------------------|-------------------------------------------------------------------------------------------------------------|

| | | |
|---------------------|------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Northamptonshire's hard-working parents, we are slashing the price of all kids and infants clothing! |
| Eat & Drink | 50% off, restaurant-wide! | To celebrate Pakistan's 74 th birthday, we are giving all customers 50% off their food bill. Come into our restaurant to celebrate this special day with us! |
| Fashion & Jewellery | Sock Sunday | As we approach those chilly months, it is vital everyone has a pair of socks that they can rely on. We are giving away a free pair of our heavy-duty Belfast wool socks, with every purchase of Men's trousers, this Sunday! |
| Food & Grocery | Lion's Tour discount (50% off Fuller's London Pride) | To celebrate the Lion's Tour and its official beer partner, Fuller's London Pride, we will be offering 50% off all crates, when you come into store. Get your crates in, ready to back our boys! |
| Gifts | Valentine's day special | As Valentine's Day draws near, men all over West Northamptonshire are sweating. Have no fear, we've got you covered! Come into our florist, for a free bouquet of Roses with every purchase of a full-price arrangement. |
| Health & Beauty | Spa-day Saturday | The pandemic has really taken the wind out of so many of our sails. Come into our custom-built spa, for a day of relaxation and pampering. On Saturdays we are offering 50% of our full spa-package, which will leave you refreshed and ready to take on the world! |
| Home & Garden | 10% of all lawnmowers | We are slashing prices on all our top-of-the-range lawnmowers. Come into store to redeem 10% off, valid for the next month. |
| Hotel | £30 off your next booking | If it's luxury you're looking for, on a budget price, look no further. We are adding even more reductions for our loyal customers. Bring your code and proof of a prior booking with us and we will take £30 off your next booking. |
| Music & Books | 20% off Fantasy | 100 years ago, to this day, we lost one of the greatest fantasy authors of our times: JRR Tolkien. To celebrate his life and the birth of the fantasy genre, we are giving 20% off all fantasy genre books in our collection. Please come into store to redeem this offer. It will be valid only for the month of August. |

| | | |
|-----------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Personal services | Half-price shoe repair | Heading into the winter months, having holes in your shoes is even less appealing! Give your shoes a new lease of life with our full repair package. We are now offering this package for half-price, when you visit our store. |
| Professional services | Free valuation | With our service, selling your house has never been easier. To show our commitment to good service, we are offering all West Northamptonshire residents the chance to value their property for free (usually worth over £350). Please come into one of our offices or, book online and show this code upon arrival. We are looking forward to meeting you all soon! |
| Sport & Leisure | 40% off kid's swimming lesson | As part of the governments "get fit quick" scheme, we are offering all children under 8 the chance for a discounted swimming lesson! (1 child per redemption) |

We hope that this information now gives you a good idea on how to setup an offer and even what kind of offers you should setup on the bubltown platform. Please contact us at support@bubltown.co.uk for any further inquiries.

We are looking forward to seeing the great offers that you will be able to extend to users of the bubltown app and the benefits that you will reap from it.