



Social Promos is a unique offering within the **SMASHPROMOTE** solution that enables retailers, distributors, and brands to design, deploy, and measure promotions that appear as Social Media posts. Upon consumer engagement they automatically turn into discounts or rewards that can be redeemed with their next purchase. All this without any effort or administration whilst giving you tremendous power and control!

The times when consumers started and ended their shopping journey in-store are way behind us. The modern consumer is empowered and unpredictable and spends a lot of time on Social Media. At times they will visit a store because of something they saw on Social Media, they might share a good or bad shopping experience and influence others or they might even keep socially engaging while in-store. Effective Retailers, Distributors, and Brands never ignore the power of Social Media however, they have limited visibility on the actual relation between investments and return – and even when they get that accurately, it is too late to take the relevant corrective actions.

DEPLOY YOUR SOCIAL MEDIA CONNECTED CAMPAIGNS, EFFORTLESSLY!

How does it work?

- Customers only need to link their social profile with their loyalty/rewards profile once.
- Build your Social Promo through the **SMASHConsole** Actions area where a specific Social Media post (pre-planned on the Social Media platform) is defined to trigger a certain reward for the customer that engages (e.g. Likes, Comments etc.).
- The validity can be conditional (date range, specific time/day, on next visit, for a number of visits, at specific stores only etc.).
- The reward type is defined (discounted price, free additional item etc. – any promo that the POS can handle).
- The social promo is deployed and monitored!



Olivia starts her shopping journey while at a café and comes across the promotional post on Facebook; she engages accordingly and decides to visit that store on the eligible day and time. She buys the coat on Social Promo and receives the reward! Olivia is excited while the store has added a sale originated from Social Media!

Another customer also purchases the same product, from the same store, at the same time, however, at the normal price. Still a happy customer but no margin erosion to influence that sale!

Drive traffic in-store during slow times simply by configuring social promos to be redeemable at certain days or times with no in-store systems configuration!

Assess the effectiveness of Social Media spending by accurately measuring the conversions of “likes” into in-store sales in real time and make adjustments on the fly!

Protect your business from margin erosion by differentiating promotions for those already in-store vs. those starting their shopping journey on Social Media!

Currently available for Facebook with more platforms to come. Can be part of a **SMASHREWARDS** implementation or stand alone with legacy Loyalty program systems in place.



We craft cloud technologies that enable commerce and financial services through innovation and simplicity. Our solutions and services aim for an exciting consumer experience and a simple, admin-less and robust operation for your business. We specialise in the digital transformation of legacy in-store services and the omni-channel consumer engagement!