Client Marketing Kit

A GUIDE ON HOW TO EFFECTIVELY ENGAGE YOUR MEMBERS WITH THEIR SAVINGS PROGAM THROUGH THE ACCESS CLIENT MARKETING KIT

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Access Development
Client Success Team

Introduction

At Access Development, our goal is to help you make the most out of your savings program by engaging your members, helping them save money and understanding the great benefit they receive through your organization.

Our *Client Marketing Kit (CMK) Playbook* highlights the essential marketing activities that have helped our clients achieve high member engagement and retention.

For more information regarding a specific marketing strategy, please contact your Client Success Manager or Client Service Manager.

Best Regards,

Client Success Department

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CMK Playbook

What You Need to Know

The Client Marketing Kit (CMK) was designed with you, our valued and busy client, in mind. Knowing that the Access program is only a small part of what you manage, we wanted to create a one-stop-shop website/depository of our marketing materials that would be easy and accessible for you to incorporate in your own marketing pieces, or to use as stand-alone items.

Here is some key information of what you will need to know about the CMK site:

Use of the CMK acknowledges your acceptance of our logo use policy (see *Access Logo Usage & Brand Protection Policy*).

- All marketing assets are updated the first week of each month. To receive notification of updates, you can click the "subscribe" button in the top right corner of each page.
- The CMK provides print ads and other assets for clients who need 60 days in advance of their publishing deadlines.
- All assets using a merchant logo have already gone through merchant approval and are ready for immediate use.
- Most print assets can be used as-is, but also allow for minor custom modifications using advanced design applications like Adobe Illustrator®, Photoshop® or InDesign®. These custom modifications and any other changes to the layout or copy require merchant re-approval. (Coordinate logo/merchant approvals with your CSM.)
- Each category includes a "Best Practices" section that helps you get successful results from your use of assets.

The Client Marketing Kit website is: http://cmk.accessdevelopment.com/. The following pages of this playbook will highlight best practices for Online/digital and print marketing pieces.

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Online/Digital Marketing

Overview

The materials in the online/digital section are optimized for use on your website, blog and all major social media platforms. Remember, a key factor to the success of your savings program is how well you communicate it to your members. If they don't know about it, they won't use it.

Assets Include:

- In the Best Practices subcategory, you'll find tips, suggestions, and proven strategies to help you successfully use the Online/Digital assets.

- In the Member Videos subcategory, you'll find member facing videos for the "My Deals mobile app." We can customize these videos with your organization's URL. We also have "how to" videos and tutorials for our website and mobile app that can easily be shared with your members.

- Social Media Posts subcategory consists of short merchant offer text paired with the corresponding merchant logo that can be used on social media (i.e. Twitter, Facebook etc.)

- The Featurettes subcategory includes 150x150 pixel images containing a merchant logo paired with a matching merchant offer. These can be used on your website or social media to help promote your savings program.

- The Banners subcategory includes a 260x770 pixels picture and/or logo paired with a matching merchant offer. We provide instructions on how to create a hyperlink that takes users to the merchant's offer page on your website. These banners can be used on your website or social media to help promote your savings program.
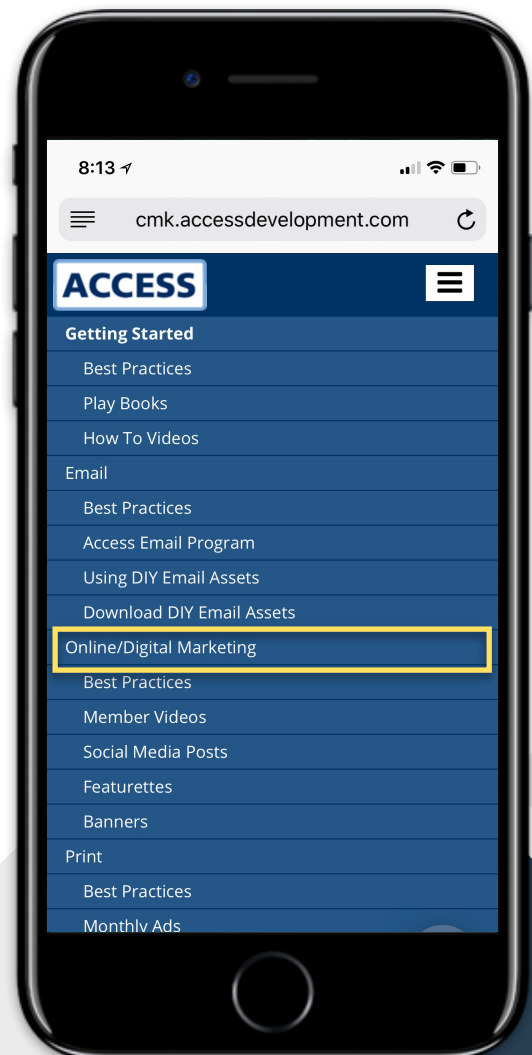
Online Best Practices

Using the a la Carte Resources

Basic Guide:

1. Choose which resources you need from the tabs on the left and download to your computer. You'll find downloadable content for the following assets:

   a. Suggested Copy for written social media friendly posts

   b. Social Media Posts for merchant logos and corresponding offer details

   c. Featurettes for 150x150 px images

   d. Banners for 350x150 px images

2. Choose as many assets as you need, using the navigation buttons at the bottom of each screen when necessary to preview all available. When the asset's name includes a date, choose the month you plan to publish the asset for the timeliest information.

This document provides approved suggested copy you can use in social media. You can also use the logos from the "Social Media Posts" tab, to further enhance your message. Do not change the pre-approved copy we provide. It is approved by the merchant.
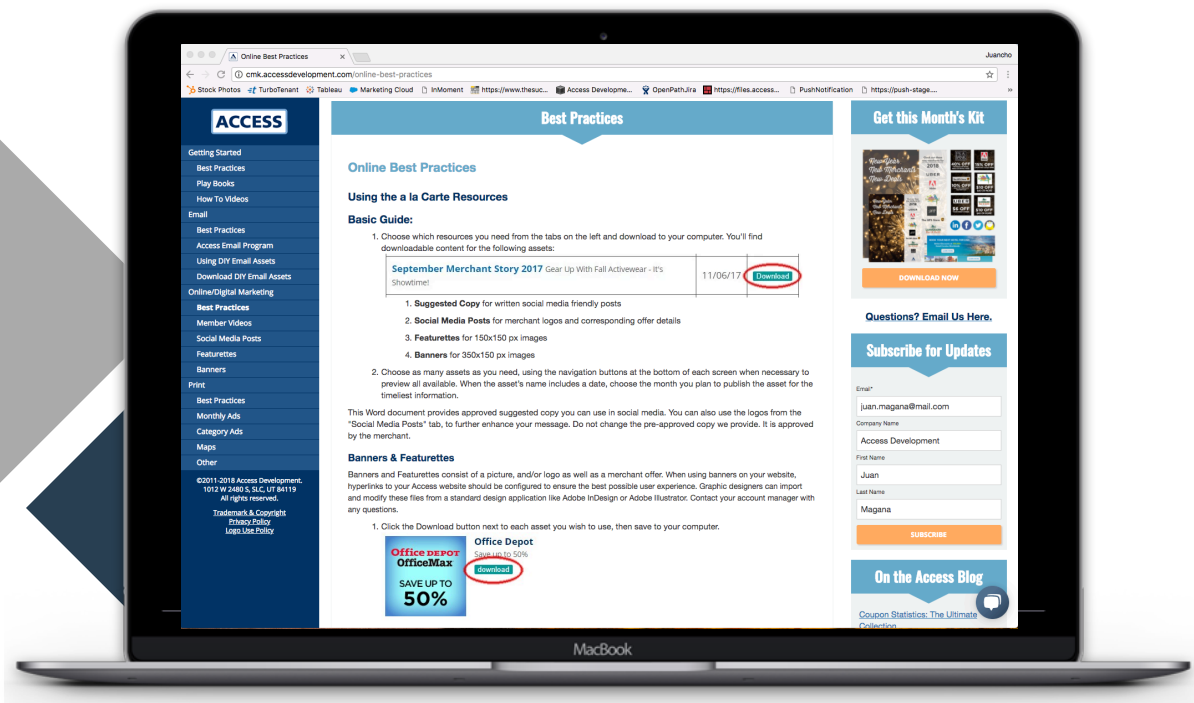
Banners & Featurettes

What is Included

Banners and Featurettes consist of a picture, and/or logo as well as a merchant offer. When using banners on your website, hyperlinks to your Access website should be configured to ensure the best possible user experience. Graphic designers can import and modify these files from a standard design application like Adobe InDesign or Adobe Illustrator. Contact your CSM with any questions.

1. Click the Download button next to each asset you wish to use, then save to your computer.

2. Log in to your association's savings site and click on the merchant to open its offer details page.

3. Copy the web address (URL) from that merchant offer page and use it to create a link in your post.

4. Link the image of the banner or featurette URL into your social media post, or as a URL link on your website. This way, when members click on the link, it will take them to your website. If they are signed in, it will take them directly to the merchant offer page. If they have not signed in or registered yet, it will prompt them to complete that task before seeing the offer.

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Social Media Posts

What is Included

Social Media Posts provide specific merchant featured deals paired with that merchant's logo. You can easily share these great savings deals and merchants on your company Facebook, Instagram, Twitter etc., serving as a constant reminder to your members of what they have access to through their savings program.

Use these image and offer resources to enhance your social media promotional efforts. All logos and text have been approved for use. If you have any questions contact your CSM.

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Member Videos

Display on Different Devices

The *My Deals Mobile* videos are the same video, only the music is different. Select which music version you prefer.

These videos require the Access team to customize the video to your organization website. At approximately 00:59 seconds of the video, the text reads: "Get Started Here." Below that, is where we can insert your URL. This can be done at no cost for one video per client. Additional videos may incur editing charges. Contact your CSM for details.

The "How To" videos are tutorials about how to use the website and mobile app. A link is provided you can use in social media, or imbedded on your organization's website.

Best Practices

Have a question about how to use some of the content provided on this site? Check out "Best Practices" to find tips and examples of how other clients, programs and members have utilized our content to their advantage.

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Print Marketing Overview

Things to Consider

The materials in the print section are print-ready and optimized for the most common sizes and types of printed media. They include fully designed pieces as well as images and resources you can add to enhance pieces you design yourself. Graphic designers can import and modify these files from a standard design application like Adobe InDesign or Adobe Illustrator. If you need special artwork or customization for a particular project please contact your Client Success or Client Services manager.

Assets Include:

- The Best Practices subcategory includes tips, suggestions and proven strategies to help you best use print assets.

- Monthly Ads subcategory includes seasonally themed ads that feature relevant merchant logos. These are meant to encourage your members to take advantage of their savings. Print ads come in a full and half page option.

- In the Category Ads subcategory, you'll find a variety of generic print ads that are not seasonally themed and only available in a full page option.

- Maps subcategory has multiple state maps that highlight the number of local and national merchant locations available within a 50 mile radius of the popular cities listed within that state.

- The Other subcategory includes a variety of non-ad print assets. The list will grow as more assets become available, but for now, you'll find: 1. Buckslips and other pre-approved marketing pieces that require minor customizations before they can be used, generic crossword puzzles and word searches that inform your members of popular merchant savings available to them, 3. *Inside Access*, our annual newsletter designed to help promote the Access discount program to your members.

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Print Best Practices

Monthly Ads

Monthly Ads are seasonally themed ads that feature relevant merchant logos. These are meant to encourage your members to take advantage of their savings. Print ads usually come in both a full and half page option.

Most monthly ads can be used as-is, but also allow for minor custom modifications using advanced design applications like Adobe Illustrator®, Photoshop® or InDesign®. These custom modifications are limited to adding your own logo/minor branding elements. Other changes to the layout or copy require merchant re-approval. Graphic designers can import and modify these files from a standard design application like Adobe InDesign or Adobe Illustrator. Contact your CSM with any questions.

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Print Best Practices

Games & Inside Access

In the games section you will find generic crossword puzzles and word searches which are a fun way to let your members know the popular merchant savings that are available to them.

Inside Access is a free, annual newsletter that is designed to help promote the Access discount program to your members. Feel free to use all or part for your own purposes. If you would like to use these coupons, please contact your CSM for pre-approval, as new coupons with often better offers become available regularly.

Graphic designers can import and modify these files from a standard design application like Adobe InDesign or Adobe Illustrator. Contact your CSM with any questions.

This is NOT a trap.

My Deal Mobile® is the New Hope for Consumer Discounts

Download My Deals Mobile®, a deal-finding mobile app that uses your GPS function to find over 200,000 participating restaurants and retailers. Wherever you live work or travel, just show your phone and save.

These ARE the Deals You're Looking For

Use your My Deals Travel® benefit, the travel booking engine that beats all the popular online travel booking engines like Travelocity®, Expedia® and Kayak®. You'll save up to 81% on hotels, car rentals and travel packages.

ACCESS 2017-18 **INSIDE ACCESS**

THE SAVINGS ARE ENDLESS

Typical Savings per Transaction

CATEGORY	AVG. SAVINGS*
Dining & Food	$6.59
Shopping	$33.44
Hotel	$43.28
Car Rental	$13.56
Entertainment & Recreation	$28.42
Automotive	$137.06
Condos & Resorts	$183.34
Travel	$102.32
Home & Garden	$121.35
Movies	$2.75
Health & Beauty	$34.08
Cruise	$180.19
Services	$20.58
Golf	$32.38
Ski & Snowboard	$13.45

**Average Savings per Transaction $36.43**

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Print Best Practices

Flyers & Maps

Our flyers are pre-approved, and require only minor customizations before they can be used. Graphic designers can import and modify these files from a standard design application like Adobe InDesign or Adobe Illustrator. Contact your CSM with any questions.

The State maps highlight the number of local and national merchant locations available within a 50 mile radius of the popular cities listed within that state.

Use these image resources to enhance your print and online promotional efforts. If you need special artwork for a particular project please contact your Client Success Manager.
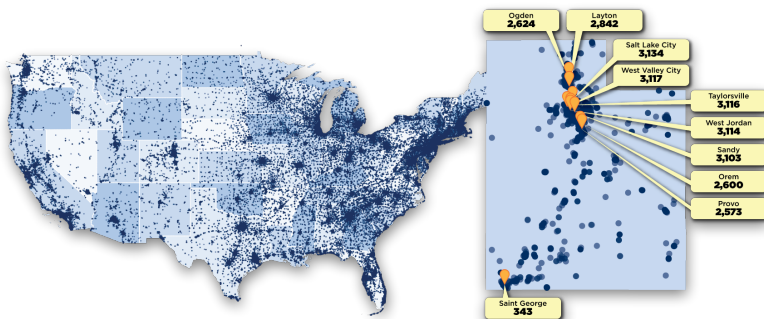
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Access Logo Usage & Brand Protection Policy

Things to Consider

The Access Logo Usage & Brand Protection Policy is designed to enhance our ongoing relationships with our client organizations and merchant partners. Its purpose is to avoid potential legal consequences as a result of misuse or unauthorized use of merchant's assets, such as a logo, coupon or brand name. Access has been granted permission to use certain logos from merchants on our websites and in printed materials. Access does not have the legal right to transfer that permission to our clients or any third parties.

Access clients must obtain permission from the merchant via Access for use of any merchant brand name, logo or offer in printed and electronic communication (including websites not hosted by Access). The creative piece must be submitted to Access to obtain written approval from the merchant prior to the piece being printed or distributed. Approvals typically align with the timetables below, so please factor this time into your schedule. Please be aware that any breach of the foregoing policy may require your organization to reprint materials to correct mistakes or revisions if printed before merchant approval is obtained.

Standard Approvals – Current Partner Logos/Brand Names

- Print, Web, Email, Social and Mobile Timelines

    - Less than ten logos/brands – minimum ten business days

    - Ten or more logos/brands – minimum twenty business days

- Mass Media Timelines

    - Minimum of twelve weeks

    - Includes Radio, TV Commercials, Infomercials and Web Videos

If a client wishes to create their own promotional materials for their program and use merchant logos, names or offers (up to five national merchant logos), there is a cost of $100 per brand for Access to obtain approval. However, if Access creates the materials, there is a cost of $100 per hour to design the piece and obtain written permission from the national merchants.

Unauthorized duplication, alteration, misuse or misappropriation of merchant creative, or Access-created content is strictly prohibited. Redemption instructions must always be clearly listed, and users must not be discouraged, overtly or otherwise, from following the redemption instructions listed for each offer.

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Access Logo Usage & Brand Protection Policy

Additional Requirements for API delivery of content into website, mobile app or responsive design website

1. All offer redemption details must be viewed behind a user login page (not appear on a public website).

2. Guest mode or browse functionality is allowed but redemption instructions and coupons cannot be displayed to nonmembers.

3. Merchant logos must be accompanied by an address that shows a participating location; merchants flagged as a national deal may be promoted without address information.

4. Prior to launch, Access must approve the API implementation to ensure compliance to the API specification documentation. Access will review and approve the implementation as it relates to the Access merchant content. Access will not need to approve the design of the website, mobile app or responsive design website.

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