

Notify Your Recipients



We strongly recommend that you reach out to your recipients prior to your first gift going out. This helps them know to expect communication and that the gift isn't spam or too good to be true!

We've had people call or text their recipients, while other send an email or post on social media. However you decide to get in touch, we've seen a dramatic increase in engagement when contacts know to expect the gift email/text. Here's a template option and a few communication examples in case you get stuck on messaging.

SHARE A CONTACT CARD

Create a contact card with your information + the number **590-16** for recipients to save to their phone. This will help them identify the gift text message when it comes through.



TEMPLATE FOR EMAIL | TEXT | CALL

Hi _____,

I love finding ways to support our local business community, so I've partnered with a company called LoLo - Locals Supporting Locals - to start sending you a gift (on me!) at a local business every month.

Keep an eye out for an email or text from me with your first gift soon (it might filter to your promotions folder). When you're ready to redeem, just take your phone to the featured merchant and pull up the link to view the gift and use it when it's time to pay or check out.

I hope you'll use these gifts to explore new places around town and help me support our local community! Let me know if you have any questions about this.

Enjoy!

POST ABOUT LOLO ON SOCIAL

Let your network know when a gift is coming, and give them the option to opt in to your gift campaign!



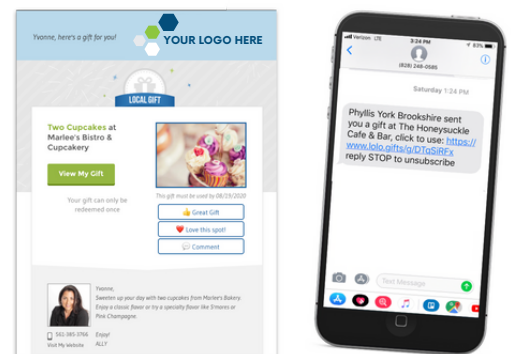
Helpful Reminders

DON'T LOSE TOUCH!

Remember, retention of existing relationships translates to more referrals and repeat business.

USE LOLO IN YOUR BUSINESS

- As content for blogs, newsletters, & social channels
- A reason to meet with contacts in person
- As a non-real estate related conversation starter
- To share local knowledge & support
- Foster new relationships at open houses & networking events
- To meet monthly marketing requirements



"My return on investment was in excess of \$10,000. The platform has paid for itself for the next 10 years."

MATT • JUPITER, FL

SUCCESS WITH LOLO LOOKS LIKE

- 70% or higher engagement score
- Volume of incoming calls & responses to the monthly message
- New referrals from your contacts
- Conversations started around the program or local business

LOLO IS



- A personalized monthly touchpoint
- A way to support local businesses
- Designed to be used long-term

LOLO IS NOT



- A closing gift or gifting concierge
- A short-term solution
- Designed for intermittent gifting

HOW TO BE SUCCESSFUL WITH



ANNOUNCE THE GIFT

Let your contacts know they've been enrolled in the gift program. This lets them know it's not too good to be true!



SPREAD THE WORD

Share about LoLo on social media, in your monthly newsletter, and enroll new recipients at open houses.



STAY IN TOUCH

Use LoLo as a reason to call or write! It's a conversation starter not centered around real estate.



GET TOGETHER

Use the gift of the month to schedule an individual or group meetup with your recipients.



TRACK ENGAGEMENT

Check to see who is engaging with the gifts each month to help inform outreach.

For more tips, visit:
help.joinlolo.com/best-practices