

Social Sharing

Take your StoreCard viral! Encourage cardholders to share a virtual gift on Facebook. You decide the offer amount and we take care of the rest. When you let your customers help spread the word about your business, you reward their friends with a DigiCard and save money on advertising. Customer recommendations go a long way in attracting new business.

How to make Card Registration and StoreCard Manager work for your business

- Social Sharing is a great way to promote your business, because your customers do the marketing for you. Your customers simply share news on their favorite business by sharing a digital gift on their Facebook wall for all of their friends to see.
- The card range is a set of instant issue cards that are digitally issued (instead of on plastic) when a friend of your Facebook using card holder claims an offer.
- Social Sharing cards are real StoreCards to your store so instead of advertising with a coupon which is easily duplicated and if even used properly is just thrown away after the sale. A Social Sharing card can create a bond of loyalty with your customer just like any other gift card.

How to technically implement the feature

Social Sharing is simple to implement. You'll simply contact gift@mercurypay.com and ask to set up a Social Sharing card range.

1. Let us know what amount you would like the cards to issue for: A good rule of thumb is an average ticket for your business to introduce the new customer fully to your business.
2. How many cards do you want available? Start with 200 cards and see how fast they go and what the response is. If a card isn't issued, the Facebook promotion will continued automatically, you don't have to think about it or manage it.
 - As soon as the last card is issued and the card range has been used, the Facebook promotion will end. You can always start another one!
3. Social Sharing must start from a card holder's personal Facebook page.
 - The best way to initiate the social share is to log into your personal StoreCard for your own business and navigate to Social Sharing (you will only see this once we have set up the card range and enabled Social Sharing for your business) and then Socially Share the DigiCard offer via your own page.
4. At this point you can re-share from your business Facebook page.
 - As you post to either page, you can post a message along with the promotional card link.
5. Let your Friends and Followers know that you would appreciate them spreading the word!

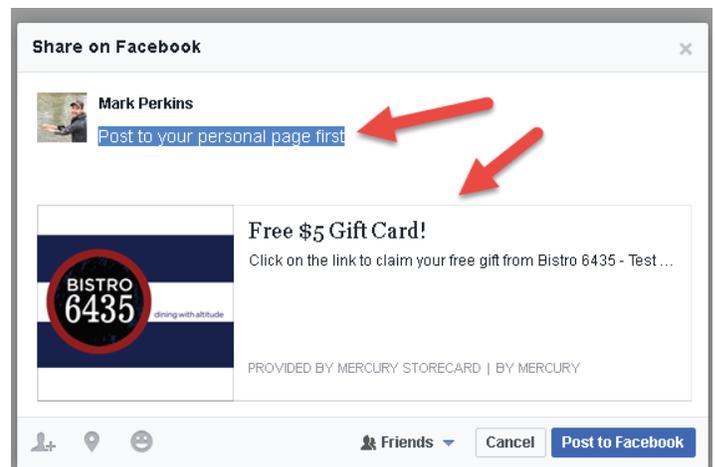
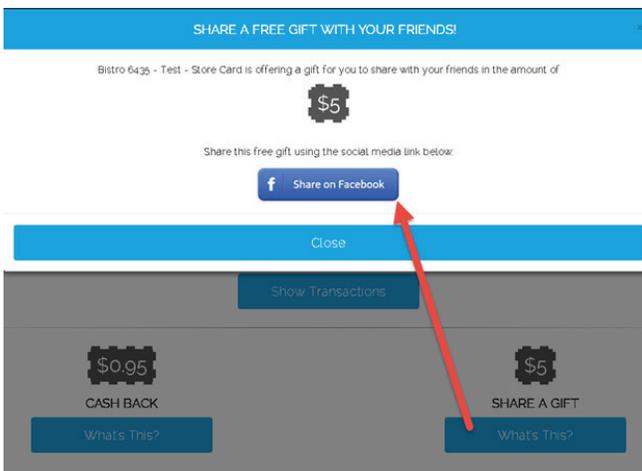
Tips



IMPORTANT: You will not be able to Socially Share your StoreCard DigiCards from yours or anyone else's StoreCard account until a card range for Social Sharing has been activated. Email gift@mercurypay.com to activate a new range!

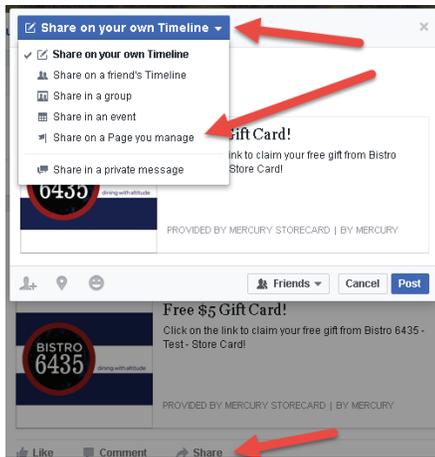
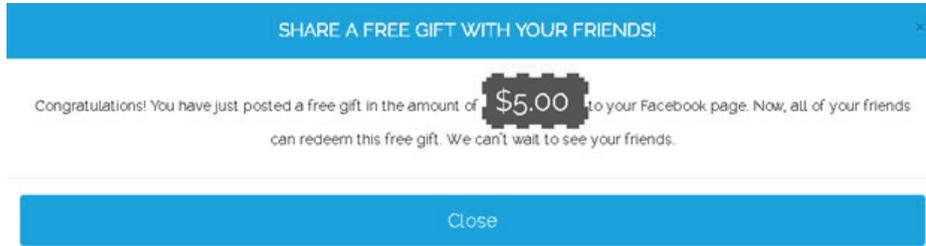
- Remember, these cards are loaded with future value to your business, you don't have to pay for them. The money returns to your business in the form of a discount off of the transaction which uses the promotional funds. But even better, if you have a 50% margin above COGS on the products that you sell, on a \$10 promotional sale, you really only spent \$5 on product. So you just got a new customer in the door for \$5. Not bad.
- Once a Social Shared DigiCard has been registered to a customer, that customer cannot register another Socially Shared DigiCard or a DigiCard from another promotional source. This protects your business from giving away more than 1 DigiCard to the same customer.
- Go Mobile is a helpful feature when using Social Sharing since plastic cards will not be part of the transaction. The entire process is online in the form of a Digital Gift card including registration and payment.
 - Unlike the true "DigiCard" feature where the card is initiated from a text, a Social Sharing DigiCard could be registered with a computer and thus could be printed and presented in your store as such. That said, it is still a better experience for your cashiers and customers if Go Mobile is enabled.

To post on Facebook and start the social sharing. Log in to your own StoreCard account. Click on "Share a Gift" which will pop up a new button. Click on "Share on Facebook" which will bring up a Facebook log in screen if you are not logged into Facebook. Otherwise it will show the next screen.

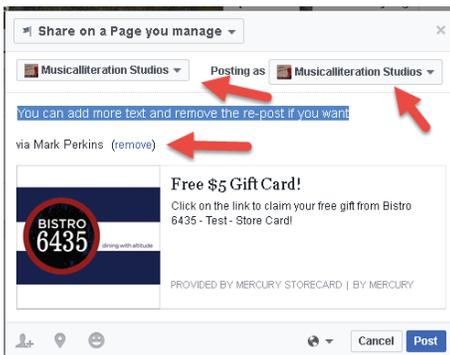


Notice that you can post your own message and there is a nice little banner that is prepared for your post.

After you press Post to Facebook, you will be redirected to StoreCard Manager:



If you want to post to your business page as well, log in to Facebook and find your personal Social Share. Click the "Share" button on your post. Then, click the "Share on your own Timeline" button and a dropdown will appear. Pick "Share on a Page you manage."



Then you can choose which page to post to and who will make the post (yourself on that page or the business posting as itself.) You can also remove the originating individual (you) and add more text. Click post and you are done!

