

HOW TO CREATE MARKETING MESSAGES

PERSONALIZED PUSH NOTIFICATIONS



OPENING THE MARKETING MESSAGE CENTER

1. Log in to the FasCard Admin site
2. Select the **Admin tab** and choose your account
3. Now select the **Loyalty tab** and go to the **Marketing sub-tab** on the far right

Account: F0002 ([QA] Equipment Testing) Welcome Rachel McPherson [My Settings](#) [Account Setup](#) [Sign Out](#) [Help](#)

Settings Setup Users System Reports **Loyalty** Operations

Accounts Loyalty Settings Loyalty Groups Cards Coupons **Marketing**

Send Marketing Messages ?

☒ All ☐ English ☐ Spanish

	Name	Email	Phone	Credit	Points	Free Dry	Disco...	Last Loc	Last Visit	Created	Group
<input type="checkbox"/>	QA - Loyalty ENG	ccl.qao+loyal...		\$1,996.00	80	0	0%	Addison Office	Dec 7 2020 5:21 PM	Sep 5 2017 10:35 PM	
<input type="checkbox"/>	Rachel McPherson	rachel.mcph...	9415451171	\$0.00	0	0	0%		Nov 23 2020 3:59 PM	Nov 23 2020 3:59 PM	Fire Fighters
<input type="checkbox"/>	David Gradle	david.gradle...		\$8.57	32	0	0%	Addison Office	Sep 22 2020 5:09 PM	Jan 16 2019 11:20 PM	
<input type="checkbox"/>	Steve Marcionetti	steve@laund...	6304769400	\$133.87	0	0	0%	Addison Office	May 29 2020 2:57 PM	Aug 16 2016 7:03 PM	
									Sen 5 2019	Sen 5 2019	

Subject:

Message:

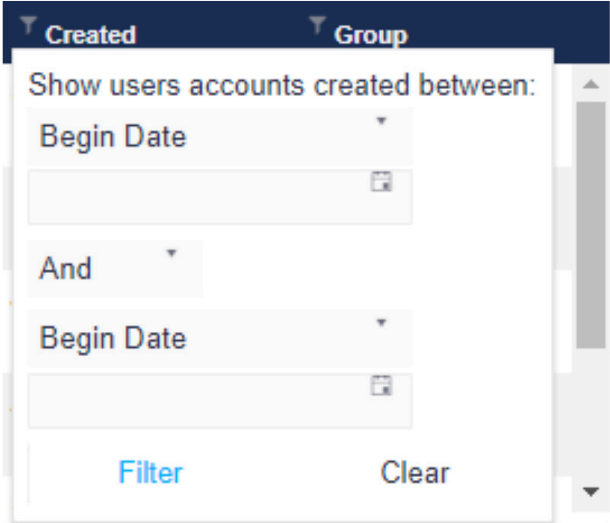
Here you can sort customers by credit, date last visited, creation date, group etc. With this sorting you can customize the segment of your customers you want to message.

NOTE: We always recommend you add yourself as a customer in the database so you can send test messages to your device before you send directly to customers.

CREATING A NEW MARKETING MESSAGE

Let's create a sample message to welcome new customers. These customers could be first time visitors or existing customers that have recently signed up on the FasCard App.

1. Click on the **filter icon** to the left of the Created column and choose "**Begin Date**" from the first drop down and then click **filter**.



The screenshot shows a filter dialog box for the 'Created' column. It has a title bar with 'Created' and 'Group'. The main text says 'Show users accounts created between:'. There are two date pickers, both labeled 'Begin Date'. Between them is a dropdown menu set to 'And'. At the bottom are 'Filter' and 'Clear' buttons.

2. Now click on the **arrow** to the right of the Created column so it is pointing down and your newest customers are at the top.

3. At the far left, tick the **check box** for every customer that was created in the last week. *This section can be sorted by language if necessary.

Send Marketing Messages

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<input type="checkbox"/>	Name	Email
<input type="checkbox"/>	QA - Loyalty ENG	cci.qao+loyaltyeng...
<input checked="" type="checkbox"/>	Rachel McPherson	rachel.mcpherson...
<input checked="" type="checkbox"/>	David Gradle	david.gradle@laun...
<input type="checkbox"/>	Steve Marcionetti	steve@laundrycar...

4. Write the subject line for your message, this should be 50 characters or less to ensure the whole subject shows on the customer's device display

Subject: Welcome to SmartWash! Here's a FREE Dry!

Message: Merge Tags

Waiting for selection...

5. Write your message, this should be 175 characters or less. Short, concise messaging increases the number of customers that will read your message.

*Depending on the customers device they may only see the subject and the first line of your message so make them count!

Subject: Welcome to SmartWash! Here's a FREE Dry!

Message: Merge Tags

(Hey {FIRSTNAME}, here is a coupon code for a FREE dry on us - MBVKKG. We enjoyed seeing you on {ACCOUNTCREATED} and we are looking forward to your next laundry day!)

Send Message to 1 user

6. Click the **Send Message** button at the bottom. The system will give you the number of customers receiving the push notification and a preview of your message before you Send.

Confirm Marketing Message

An example message is shown below (formatting will vary between devices).

FasCard - Now

Welcome to SmartWash! Here's a FREE Dry!
(Hey Rachel, here is a coupon code for a FREE dry on us - MBVKKG. We enjoyed seeing you on 11/23/2020 and we are looking forward to your next laundry day!)

Send to 1 user Cancel

MARKETING MESSAGE SAMPLES

Please be sure to insert your own company name and coupon/promo codes when using these sample marketing messages!

Welcome first-time customers

Subject: Welcome to *Company Name*, Here's a FREE Dry!

Message: Hey {FIRSTNAME}, here is a coupon code for a FREE dry on us - MBVKKG. We enjoyed seeing you on {ACCOUNTCREATED} and we are looking forward to your next laundry day!

Balance Updates

Subject: {FIRSTNAME}, you have credits waiting to be used at *Company Name*!

Message: We wanted you to know there is {CREDIT} on your loyalty card at our {LASTLOCATION} location.

Customer Appreciation

Subject: Thank you for your business

Message: Hi {FIRSTNAME} thanks for your recent visit on {LASTVISIT}. Looking forward to seeing you soon at our {LASTLOCATION} location.

Coupons

Subject: *Company Name* has a 10% off coupon for you!

Message: Hey {FIRSTNAME}! For being an awesome customer, we wanted to give you this coupon code for 10% off all washers & dryers - HNJGWS

New Promotions/Rewards Programs

Subject: It's FREE \$5 Monday

Message: {FIRSTNAME} come get a FREE \$5 credit the first Monday of every month at *Company Name*!

Holiday Messaging

Subject: Happy Holidays from *Company Name*!

Message: No matter what holiday you celebrate this season, we wish you health and happiness.

Missing You

Subject: We haven't seen you in FOREVER

Message: OOPS we just dropped these 30 FREE loyalty points – SEYLXC – I hope {FIRSTNAME} finds them. We've missed seeing you here at *Company Name*. Please come back to us...