



# LOVEVA GUIDE

(PRONOUNCED LUV-VAH)

A QUICK, BEST PRACTICE GUIDE TO MAKE THE MOST OF THE PROGRAM.

## Contacts

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**Being a LOVEVA** business is about standing tall in your role as an independent business and becoming a part of a community of owners who are blazing the same trail every day. Welcome to the family!

## Why “Local First” is Important

A “Local First Campaign” educates consumers about the economic and social advantages that locally owned businesses bring to a community. Local businesses recycle more money back into the local economy and give greater support to a community’s non-profit and civic needs. The goal is to create a thriving local economy in Hampton Roads by maximizing the potential of local businesses and transferring market share from non-locally owned businesses to locally owned businesses.

Through Be a Local LOVEVA, businesses will be able to connect with consumers whom may never have purchased anything from them before or even aware of them. Be a Local LOVEVA will increase awareness and, in turn, generate additional revenue for local businesses.

From a consumer perspective, Be a Local LOVEVA’s app, LOVEVA is all about showing, giving and getting some local love; sharing shopping habits, badges and rewards with local community members.

## LOVEVA Best Practices for Every Business

1. Request employees download the app so they know how it works and will be better able to help customers. (and get their own rewards!) Encourage friends and family to download the App and start supporting local shops.
2. Leave the QR code accessible for consumers. Place in frame, under glass on checkout counter, etc. This will save your employees time and provide great customer service. Customers do not like to get home and realize they missed out on a heart. ❤️
3. Use the LOVEVA program as a marketing tool. Tag **bealocalloveva** on social media when you post. Tell the LOVEVA Program Manager about events you are planning so they can be shared. Once you’ve joined, proudly announce you are part of the LOVEVA program and keep consistent in marketing yourself as an independent. Ask us for graphics to help you.
4. Evaluate your reward on a regular basis. Change it bi-yearly to keep it fresh. Give the best award possible. Remember you are only giving the award after the consumer has 10 hearts banked. They may bank a reward just to come in and try your offering.
5. Take advantage of opportunities that are offered such as Co-Op advertising, free events to expose your business, social media campaigns, or donate giveaways to get your products out in front.

## Specific Business Types:

### Retailers

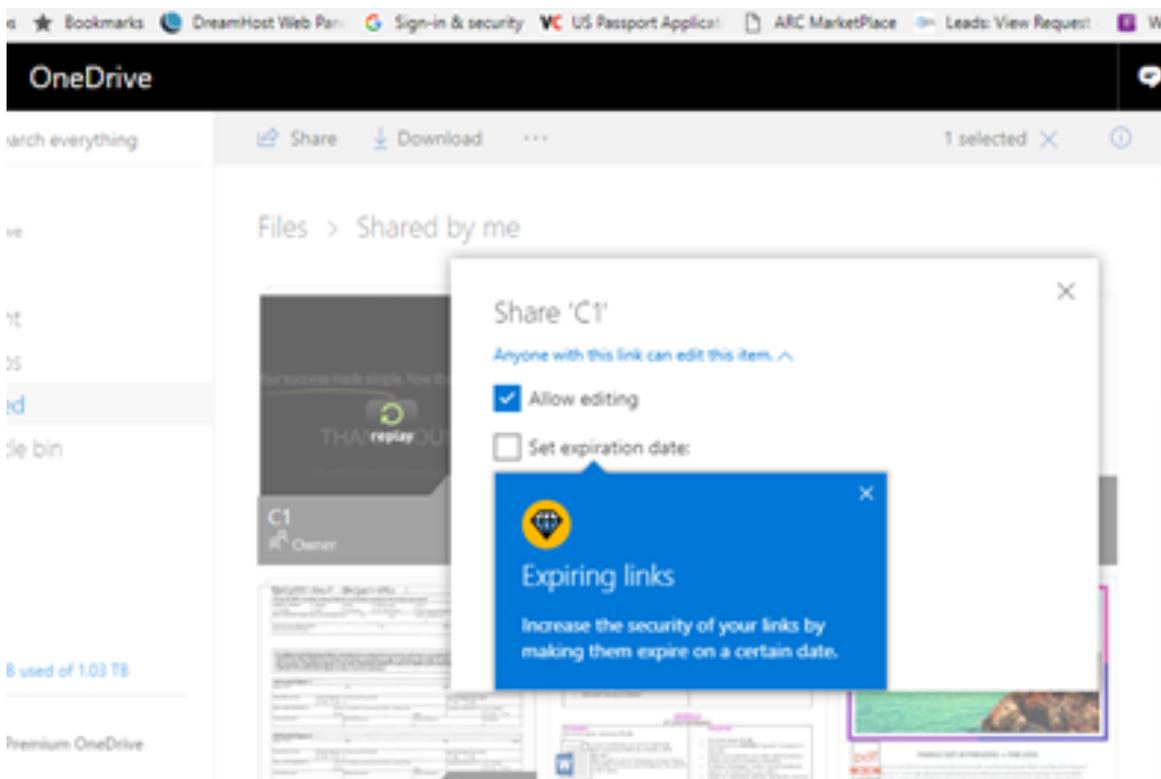
Retailers should place the brochures and brochure holder at the front counter. If the employee checking people out will ask "Do you have the LOVEVA app?" or "Are you a LOVEVA?" then the program will continue to grow rapidly. Tout it as your loyalty rewards program!

### Restaurants

Request QR codes to be printed small enough to fit inside wallet or tray where bill is presented.

### Online Businesses

Send QR code electronically in a file that you can turn on and off such as Google Docs.



### Businesses with Multiple Locations

Make sure all locations are listing in App separately so that user's GPS will locate each one uniquely. A minimal fee covers each branch. Create fun competition to see which branch can give the most hearts or redeem most rewards. Your LOVEVA program manager can send you a report to confirm transactions.

### Fraud

We routinely monitor the back end of the App and will let you know if we see anything suspicious. If you suspect something, let us know and we will investigate.

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## Guide for Staff

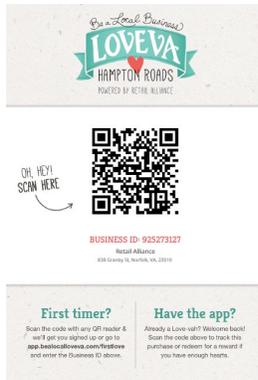
*It is essential that all staff members are aware of how the program works in order for program to be successful and grow. And it's simple! Ask your customers if they are a LOVEVA, (pronounced LUV-VAH) if they answer:*

**NO** - Encourage customers to download the app because it **supports** local businesses and it **rewards** them for shopping locally. They can do this by going to the app store and searching LOVEVA or visiting [www.beaLOCALloveva.com](http://www.beaLOCALloveva.com). Give them their first heart!

**YES** - Encourage them to scan their purchase for a heart (point) and make them aware of your reward to encourage them to come back and save!

### Awarding Hearts (Points) at Purchase

1. Customer approaches the register with a purchase and says they are a LOVEVA. Consumer opens App and selects "Scan A Purchase" button. App automatically opens camera of phone. (Scanning same QR code only works once a day.)
2. Staff presents QR code for scanning, allowing customer to earn heart. Best practice is to have QR code displayed on counter to remind consumers and save time of staff.



Unique Business QR Code for  
Earning and Redeeming



Scan a Purchase  
No Reward yet



10 Hearts reached  
Confirmation screen



Reward Available  
Select Redeem Reward button

### Redeeming a Reward

1. Consumer indicates they would like to redeem a reward. They have a reward available when they have collected 10 hearts and four buttons appear on screen.
2. Same unique QR code is provided but the "Redeem Reward" button is selected. This removes 10 hearts and staff follows in house procedure for giving discount or

*Please contact (757)965-3000 or [info@bealocalloveva.com](mailto:info@bealocalloveva.com) for questions or additional training needs.*

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*Thank you for being a LOVEVA!*



# FAQ – from Website

Hello, Love-vah. Interested but not quite ready to commit? Perhaps if we answered some questions, you'd feel better. Read on, dear one.

What is LOVEVA?

LOVEVA {love-vah} is a collective of local businesses that have banded together to create a unified reward system. Every time you make a purchase with any [LOVEVA business](#), you'll earn a heart. Once you've earned 10 hearts you're free to collect your reward, discount or gift. Being a love-vah means we're all in this together. So, when you've earned your reward, you can take your heart to any LOVEVA business you like.

How do I become a local LOVEVA?

Whoa. Whoa. Whoa. Slow down, chief. Let's be friends, first. Just kidding. Just [download the app](#) for Apple or Android, give us your name and email address and we'll help you find local businesses where you can earn hearts. If you're a local business and you'd like to join the LOVEVA program, [come on over here and sit by me. Cutie.](#)

What Do I Have to Do?

Not much, pumpkin. Just pull out your smartphone when you're ready to make a purchase and ask to scan the QR code at the business location (*Sorry, scanning a receipt will not work*). Every time you make a purchase, you'll earn a heart. Just like our love, those hearts never expire, you can bank as many as you like and if you're feeling super generous, you can give your rewards away.

I like free stuff. Can you help me find a LOVEVA?

We've made it super easy to find [participating businesses](#). You can search this website for businesses or use the super-slick map and category searches in the app. If you're looking to shop, you can find local LOVEVAs near you, in your home city, LOVEVA businesses in a particular category or any combination therein. Nothing stands between you and your LOVEVA! Well, nothing that a good internet connection can't solve.

Do I really earn a heart with every purchase?

YES. Every time you bust out that wallet and make a purchase you'll earn a heart with no strings attached. Once you've shopped ten times and collected ten hearts you'll earn a reward that you can spend at any local LOVEVA business. You can redeem at your favorite place or use this as an opportunity to discover some place new to love.

I'm not a patient love-vah. How will I know when I've earned 10 hearts?

It's cool. We get that you need to know you and your LOVEVA are on the same page. You'll see your progress every time you make a purchase, and you'll see it on your dashboard every time you open the app. When you hit the magic number, the app will help you decide what to do next: redeem immediately, bank it for later or give your love away.

I'm a generous love-vah. Can I give my rewards away?

Come over here and give us a hug, you big sweetheart. Giving your rewards away is a fantastic way to help your friends become a local love-vah, too. After you earn a reward, the app will guide you through the quick and easy process. Your lucky friend will receive an email with instructions on how to collect your reward. If you wanted to nudge them to download the app themselves, we'd be cool with that.

I'VE EARNED 10 HEARTS! How do I redeem my reward?

Oh, baby. This is where being a local love-vah really gets fun. Once you've earned that 10th heart the app will invite you to share your reward, bank your reward or redeem your reward. You can redeem your reward on the spot, or browse your options. Scroll through to see which rewards are available at your favorite businesses, businesses near you or businesses you've always wanted to try. Great job, by the way. We love you, too.

I have earned one bajillion rewards. Can I redeem them at all once?

One bajillion? That's...that's a lot of love. Redeeming would also be a lot of pressure on one business. We'd like to say yes, but we're going to have to say no. You can redeem one reward per business, per day. If you're really determined to empty your heart bank in a day, we suggest you gas up the car, put your game face on and go for the high score (or make it rain for all your friends). Feel free to let us know how it went on our [Facebook](#) page.

Uh, oh. The business ran out of my reward. Now what?

The good news is you have very good taste and have picked an extremely popular business. That's something, right? Don't worry. The local LOVEVA businesses have all agreed to show you some love by offering something of like value. If anything goes wrong we're offering free hugs and assistance at info@[bealocalloveva.com](mailto:bealocalloveva.com)