



LOVEVA GUIDE

(pronounced LUV-VAH)

A quick, best practice guide to make the most of the program.

Contact

Lisa Renée Jennings, LOVEVA Program Manager

757.965.3000 direct line

info@bealocalLOVEVA.com

Retail Alliance Main line: 757.466.1600

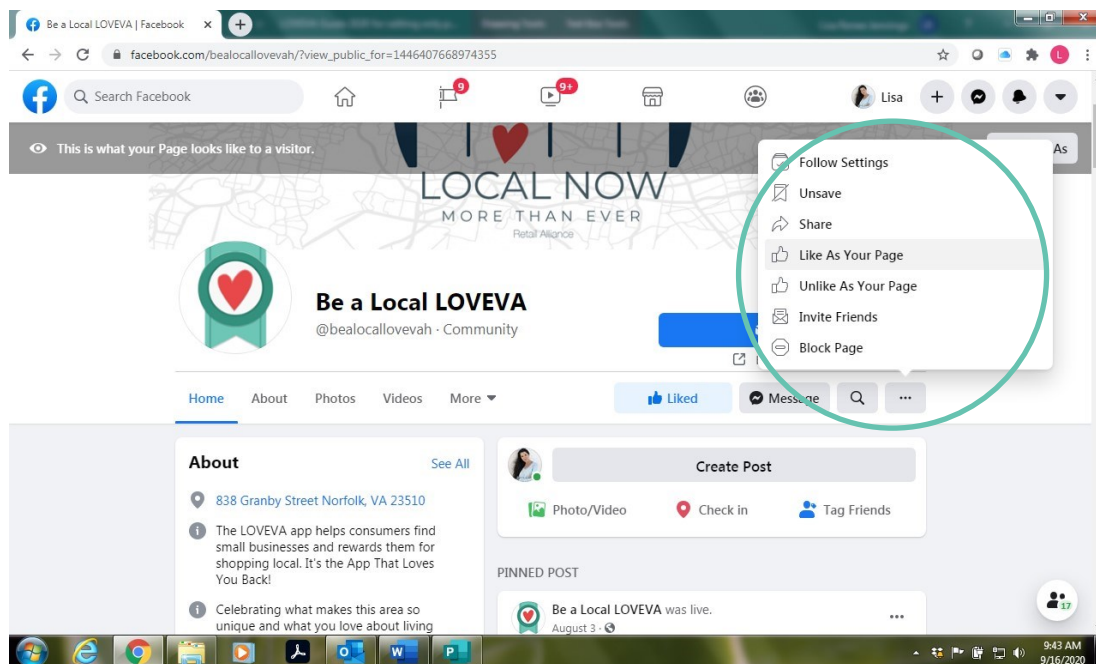
Being a LOVEVA business is about standing tall in your role as an independent business and becoming a part of a community of owners who are blazing the same trail every day. Welcome to the family!

LOVEVA Best Practices for Every Business to be Successful in the Program

1. Request employees to **download the LOVEVA App** so they know how it works and will be better able to help customers - and get their own rewards!
2. Encourage customers to **download the LOVEVA App!**

Talking Points:

- We are on the app that loves you back!
 - Shop Local, Get Rewarded with this app. Our reward is...
 - We are on the ONE app that supports HUNDREDS of local businesses.
3. **Leave the QR code accessible** for consumers. Place in frame, under glass on checkout counter, etc. This will save your employees time and provide a bonus for shopping with you. Customers do not like to get home and realize they missed out on a heart. It is ok to let customers scan without making a purchase.
 4. Like the **Be a Local LOVEVA** from your personal page and as your business page. To like as your business, you must be on a computer or laptop. Navigate to our page and select **“Like As Your Page”** from the menu. See below:



- Proudly announce you are part of the LOVEVA program and keep consistent in marketing yourself as an independent.
 - Use the LOVEVA program as a marketing tool!
 - Tag **Be A Local LOVEVA** on social media once a quarter or more.
 - Share posts from LOVEVA and tell the LOVEVA Program Manager about events you are planning so they can be shared to the LOVEVA fan base. You can also make LOVEVA a co-host of your event on Facebook.
5. 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.
 6. 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 and services out to Buy Local fans.

FAQ – from Website for consumers

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.