

Community Card Relaunch Checklist- Week 1

- Check out at your gift card page and make sure the images look good and crisp and that you're happy with your page's description. Update if needed in the "Edit Listing" section of your portal.
- Look out for an email from Yiftee with custom branded in-store marketing materials. Research local printers. You can also order a Marketing Kit from Yiftee and we'll do the work for you!
- Add your Community Card link to your website, as well as other websites where people look to find out what's happening, e.g. your chamber of commerce, visitor's bureau, city and county websites, parks and recreation, and your facebook and instagram accounts. Make it easy for people to find your card!
- Familiarize yourself with your portal and make sure to check out the marketing tab for templates, tools, training, social media content, press release drafts, etc. ("Navigating Your Portal" video attached.)
- Add merchants to your program individually in the "manage locations" section or by filling out the Merchant Spreadsheet.
- Prepare an email to send to new merchants to introduce the program (use the template provided). Prepare an email for existing merchants with training materials. Customize the Merchant Intro Overview, FAQ document and How To Redeem document (use templates provided).
- Optional- Email us to set up a merchant webinar so a Yiftee team member can train your merchants and answer their questions.