

Community Card Relaunch Checklist– Week 3

Submit early release, embargoed press release to your local newspaper to write an article for your relaunch

Follow up with merchants that haven't run their Activation Cards. Run a Location Report, make phone calls and go door-to-door as needed.

If you're running a BOGO, inform merchants of BOGO that will result in 3X-8X of BOGO funding in circulation quickly. Similarly, let merchants know that local employers will be making bulk purchases. FOMO is a powerful recruiting tool!

Get social media posts ready to go for your launch, using Yiftee's content in the Marketing Resources and/or your own creative ideas. Look out for customized social media posts from Yiftee as part of the Relaunch Program.

Print your in-store signage and get ready to post them around town.

Reach out to local hotels, realtors and developers and explain the many ways they can use your Community Card.

Optional- Host your merchant webinar.

Optional- If you're running a BOGO, send funds and your banner to Yiftee and fill out your Quickstart