



## **Online Fan Club Module for Ecommerce Websites**

### **Introduction**

The two challenges we hear most often from our clients about making their web presence more effective are:

1. Lack of human resources to manage content
2. Developing dynamic content to drive repeat visits

**MVI Marketing Ltd. (MVI)** has developed an easily integrated, fully managed service that addresses each of these challenges and drives a web presence to a more powerful level.

### **MVI's Online Fan Club Module for Ecommerce Websites**

Online Fan Clubs provide an efficient and effective vehicle for increasing sales with an ecommerce website's most loyal customer and leveraging new customers to become loyalists.

Customers are invited to join an online fan club by filling out a brief sign up form. Membership in the fan club may be free or paid (if the brand is strong enough).

Data points collected from the customer in the sign up form are used to segment that customer and target special offers for that customer.

## **Member Benefits**

In exchange for joining, fan club members receive:

- Exclusive product offers and products not available to the general population
- Special discounts
- Access to pre-release product opportunities
- Access to special close out offerings
- Limited edition, signature collections
- Limited access video, photography, live web cam etc.
- Special party invitations
- Special email offers
- Special occasion reminder service
- Target email newsletters
- Member referral bonus points
- Research surveys

## **Examples of Online Fan Clubs**

Dairy Queen Blizzard Fan Club <http://www.blizzardfanclub.com/>

Swarovski Crystal Society [http://www.swarovski.com/Web\\_US/en/crystal\\_society](http://www.swarovski.com/Web_US/en/crystal_society)

Tillamook Cheese <http://www.tillamookfanclub.com/become-a-tillamook-fan.cfm>

WD 40 <http://fanclub.wd40.com/>

Aerosmith <http://www.aeroforceone.com/shop.cfm/pk/category/ac/join>

## Overview

- ✚ Turnkey service that provides any Ecommerce website with a low cost solution for increasing traffic and sales
- ✚ Fully integrated and customized to the look and feel of your website design
- ✚ Completely managed by the **MVI** team so no additional human resources are required
- ✚ Includes complete marketing and strategy development
- ✚ Includes creation and deployment of all club membership communications
- ✚ Provides detailed statistical management reporting
- ✚ And is Sales driven!

## Deliverables

The **MVI** team will:

- ✚ Work with the client's web team to integrate the online fan club sign up form into the website - customized to the look and feel of your website design
- ✚ Work with the client's marketing staff to develop a one year strategy and marketing plan for the online fan club membership
- ✚ With input from the client team- design, copywrite, develop and deploy all club membership communications
- ✚ Provide monthly detailed statistical management reports on signups, emails, click thrus and traffic

## Timing

- ✚ 30 business days for initial set-up
- ✚ 2 weeks development and time for each email campaign deployment

## Contact

For pricing for your **Online Fan Club Module** contact:

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