

5 Ways to get Your Fans to Market for You!



Gone are the days where companies spend lots of time and money on advertising without knowing what they will get in return.

There are lots of studies now that have confirmed what we all suspected -consumers trust ads only about 20% of the time, but, they trust recommendations from peers 70% of the time so smart business owners and internet marketers now create remarkable inviting content and empower their fans to show their love for their brand by sharing it across their social footprint.

Loyaltepays suite of applications and tools allow you to create a variety of social offers that you can easily integrate into your existing online marketing strategy.

Here are **five creative ways to empower**, engage and motivate your existing customers and fans and create new ones in the process.

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#1 - Turn Sharing Into a Game

People love to compete - and love to win. That competitive, gaming instinct can drive consumers to share your content and bring lots of new folks back to you.

For instance, when Microsoft was launching Windows 7, their "School Price" campaign asked web visitors to vote on videos submitted by high schools trying to win a computer lab makeover.

The new twist that Microsoft added was a social layer that allowed voters to use the social media to their friends to come back and vote for their favourite entry as well, thereby increasing their overall chances of winning.

As a result they saw a 75% uplift in new traffic.



2 - Identify, Recognize and Reward Superfans!



**Get Paid to Share
the info you like!**

If you are running a social media campaign and track the users who shared the most content and drove the most traffic back to your site, you would see that a relatively small number of fans are responsible for a very large percentage of your traffic.

These **Superfans**, should be recognized and rewarded for the influence they have every time they talk about you and your brand.

Loyaltepays can give that extra incentive to your fans, in more than just one way.

3 - Appeal to their Altruism

People are more likely to share something if they feel something good will come out of it.

Molson recently crafted a campaign that appealed to the sense of altruism in all of us and raised brand awareness while doing it.

The campaign was called: **The Canadian Red Leaf Project**. The idea behind it was to boost volunteering for parks projects across Canada and plant 100,000 trees. The deal offered was like this: volunteer for a parks project and earn free concert tickets.

No time to volunteer? No problem. Click a button to plant a virtual tree and Molson will plant a real tree for you.



Similar to when the Red Cross used to give out little stickers that said "I gave blood". The hope was that someone else would see you wearing that sticker and it would trigger them to go give blood themselves.

4 - Give them something exclusive

Every customer wants to feel special, and one way to make them feel special is to give them something exclusive.

Allow your fans to “**brand**” your best content –invite them into your team- and they will become your very own Superfans overnight.




**GET
PAID TO
BROADCAST
YOURSELF!**

loyaltepays

extra
extra

Loyaltepays gives you access to the latest technology in **re-branding tools** for FREE and we will even publish your content in our digital Library that is visited daily by thousands of members that have been waiting for your invitation to brand and share your content with their world.

5 - Let them Co-create Value



KLOUT
FOR GOOD

Everyone has influence, and we believe influence comes with great responsibility. With **Klout for Good** you can leverage your influence to make life better for others.

Our influencers have used their Klout to educate millions about topics ranging from heart disease in women to World AIDS Day. Help us drive positive change in the world with **Klout for Good**.

People will mobilize when lots of folks can get a benefit.

Giving your fans to choose which version of a product should be offered, helps ensure they'll share it.

For example, Klout.com Perks allows users to rate products and services. As a member of Klout you can discover and be recognized by how **you influence** the world, they have the option to log in to Facebook and share their selection with friends, therefore spreading the word about their favourite brands and **earn rewards**.

The real power lies in the hands of your Superfans and it is this relatively small group of fans that will generate the majority of the buzz for your business 😊

Loyaltepays is the new leader in peer recommended empowered marketing!



Our applications allow companies to easily **embed Viral Marketing triggers** into any information product.

So that your marketing message can be deployed into any marketing channel, including Facebook pages, Twitter, Linked-in and 100 other social media platforms, ecommerce sites, blogs, newsletters and more, along with powerful, built-in analytics to track, measure and optimize conversions in real-time.

We are working with a growing list of Information Publishers as well as influential affiliate marketers in different niches, ready to take your business to the next level.

Come on in and have a look around - we'd love to talk to you!



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