



*"Turn your customers into  
your marketing team"*

## ***Best Practices***

*Surefire ways to ensure you get the most out of Stealz*

### 1. Employee Involvement

- Your employees have friends on social media too! They should be promoting your brand as much, if not more than your customers.
- Have them download the free Stealz app for themselves & share photos on a regular basis so they become familiar with how it works.

### 2. In-Store Marketing Materials

- Make sure your in-store collateral is visible, plentiful, and up to date (i.e. reflects your current deals).
- Please let the Stealz team know as soon as you want or need new in-store marketing materials.
- Be sure that the "Staff Cheat Sheet" we provide is in a spot that is easy for your employees to view and access.

### 3. Designate a Stealz Ambassador

- Pick 1 or 2 model employees who will be a point person for other employees or customers who have questions about the app.

### 4. Get Creative

- Create small co-branded "how to" Stealz flyers to hand out to customers (we will happily provide any specific materials upon request).
- Encourage your cashier/waiter/host to promote app usage by asking customers: "Would you like a free (insert your Instant Steal here) today?"

### 5. Email & Newsletter Blasts

- Share your internal customer email distribution list with your Stealz account manager so we can give your regulars a heads up about Stealz and prep them on how to use it.
- Include a blurb about Stealz in your weekly/monthly newsletters to customers (we will happily provide content/images upon request).