

**we** make a difference®



**We Make A Difference**  
**Local Shop**

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## How it works

We Make A Difference has a large network of rewards and members benefits sites which is promoted to over 200,000 members across Australia each day, this provides a great opportunity for local business to be promoted to an audience within their local area.

We Make A Difference has developed a local shopping portal which provides businesses with the opportunity to promote special offers and services to the members of the We Make A Difference network

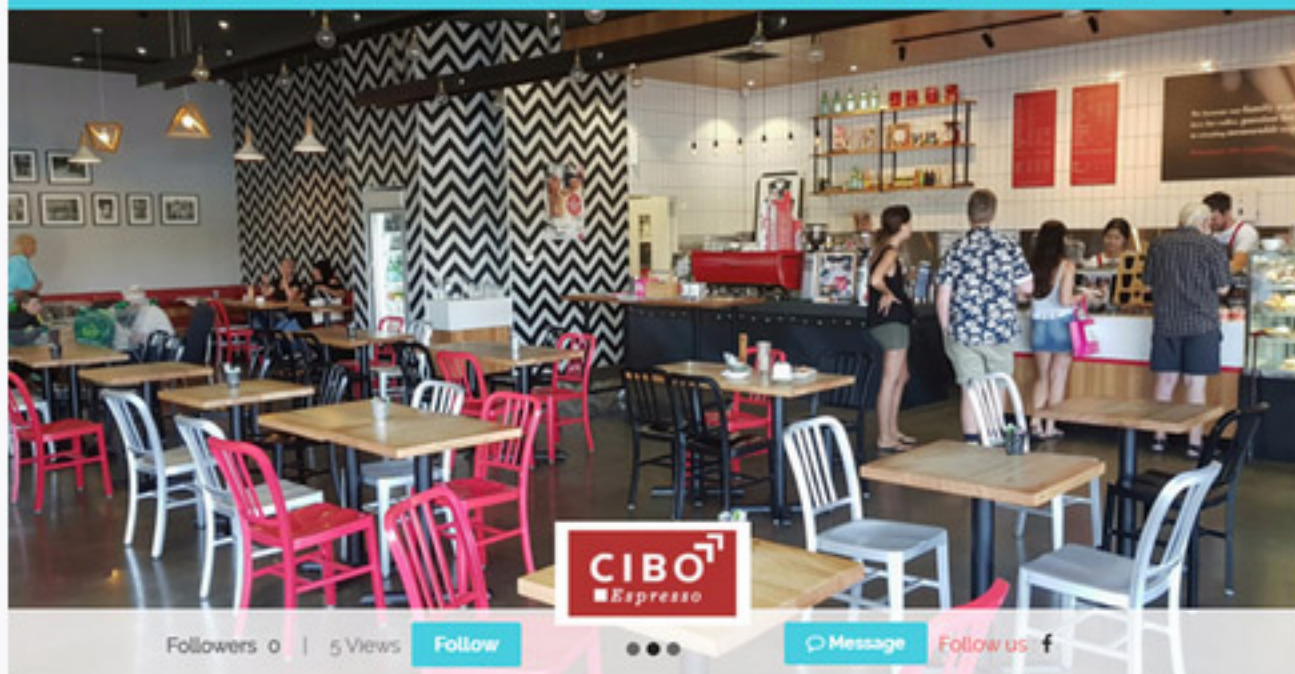


## **Your profile on our site includes:**

Full control of the admin panel allowing to you to change your profile whenever they want

- **Full business profile including:**
  - Uploading images at the top of the page
  - An about us
  - Three widgets describing the businesses products and services
  - Upload digital e-coupons
  - Upload videos
  - Upload photos
  - Upload customer stories and testimonials
  - Write and upload blog articles
  - Links to your social media sites





## About Us

### THE CIBO STORY

The pillars of the CIBO experience came from our four founders:

An Italian chef – for epicurean culinary adventure, an artisan pasticcere – for light and luscious pastries, a restaurant manager- to deliver an artful ambience, and one handsome barista – to serve perfectly extracted coffee while you sit back and soak in the charming atmosphere.

Together these four elements have fused to bring you an authentic Italian experience right here in Australia.



Delicious Home Made Cookies



Croissants and Snacks



Gelati Galore

# Digital coupons

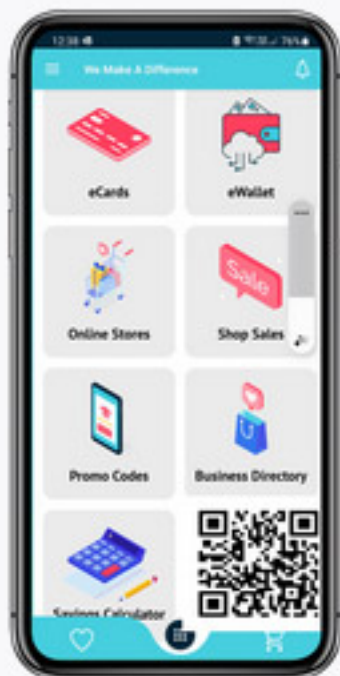
- **Upload digital e-coupons**

- Create special deals and offers using your own customized digital e-coupon platform
- Upload coupons to promote a daily deal
- Upload coupons to promote a two for one offer
- Upload coupons to promote either a fixed price discount or percentage off
- Provide a discount off next purchase
- Provide exclusive coupons for specific targeted organisations that are aligned with their business

- **The business has total control of the coupons**

- Nominate how many you want to sell e.g. If you only want to sell 20 then once the 20th coupon has been sold that offer will drop off the site
- Schedule coupons to be listed on the site 30 to 60 days in advance
- Coupons can be time specific e.g. can only be redeemed on a set date or a set time period
- Coupons can also be issued in a welcome pack or as a birthday gift
- You can change, adjust or remove your coupons whenever you like





- **The coupons are easily redeemed**
  - Customers can press a redeem button on their phone and the coupon will automatically be redeemed in the local shop back office, or just scan the QR code to redeem.
  - The coupons have a QR code which can easily be scanned in store on a mobile phone
  - The shop has a QR code on their app allowing for easy redemption
  - Coupons can be printed out and physically brought into the store
  - It is quick and easy, and you track the sale of each coupon
  - The coupons can be stored in the We Make A Difference eWallet for ease and convenience, it also means they will never lose their coupon.

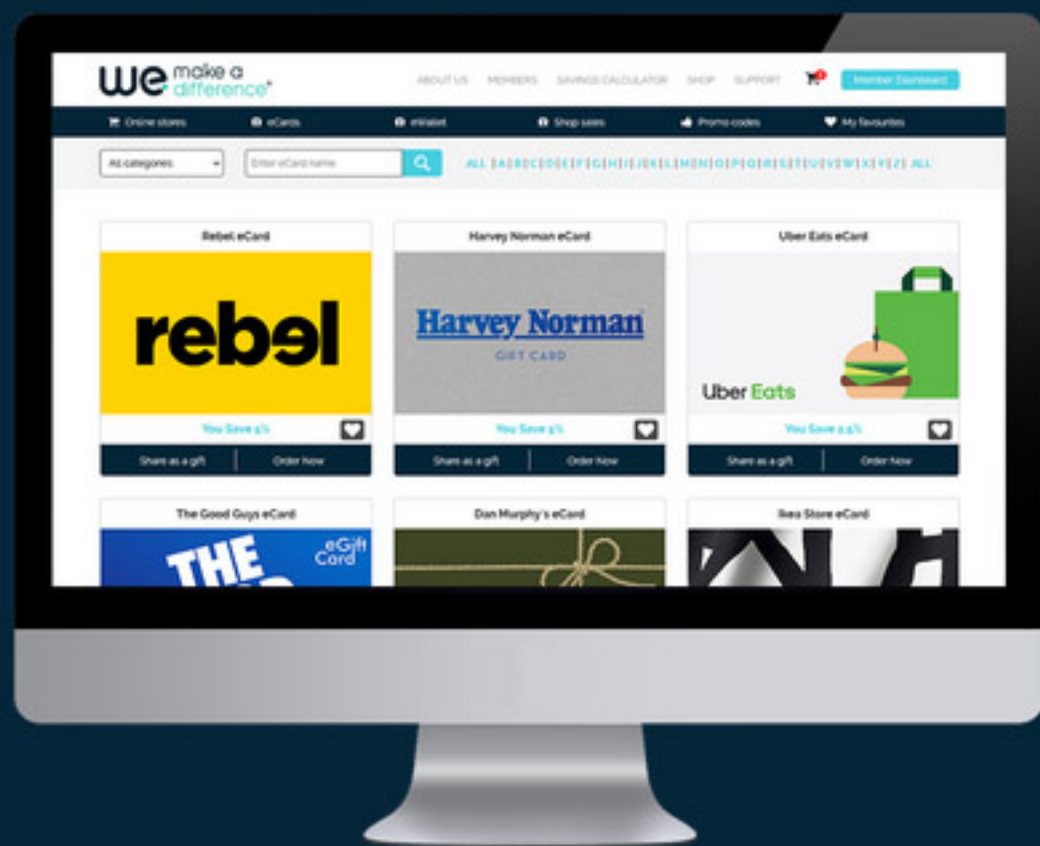
# Access our eCards and save hundreds of dollars a year

Included in your in your advertising is a gold membership to our eCards which provides you with savings at over a hundred of Australia's major retailers.

Savings on Groceries, Petrol, Beer and Wine alone can save you more than the cost of your monthly advertising fees.

On average families are saving over \$2,000 a year on their everyday living expenses.

Below are some examples of the eCards and the discounts you have access to.







Woolworths 4%



Coles 5%



Amazon 4%



Rebel 8%



Ikea 5%



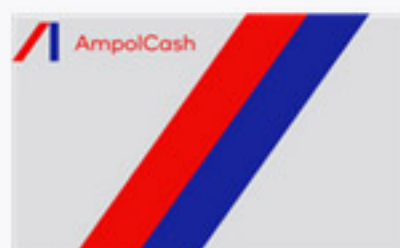
Priceline 5%



Harvey Norman 7.5%



Target 5%



Ampol 4.5%



Bonds 8%



Woolworths Caltex 3%



Apple 6%

**Click [here](#)** to view the full range of eCards

## Savings calculator

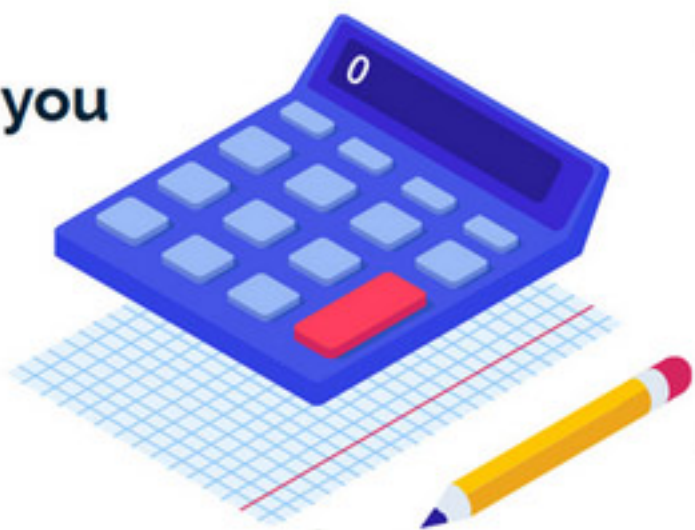
Learn how much you can save a month or a year by using our savings calculator.

By doing your everyday shopping through the site you can easily save more than your monthly costs to advertise on our site.

**Click here** to view the full range of eCards

### Find out how much you can save

Calculate your savings



These savings are after tax savings and the money you have saved is paid into your pocket. Think about what you can do with extra money in your pocket can do

Finance a new car



Get away for a weekend





## Staff benefits

Gold memberships (limited time only)

Receive 10 Gold memberships valued at \$1,200 to gift to staff or clients

Your staff can save over \$1,500 per year on their everyday living expenses

**Click here** to view the discounted eCards your staff will have access to **Click here** to view the benefits to your staff by providing them with a gold membership

Use the Gold membership for your business to save on your business expenses at Woolworths, Coles, Dan Murphy's, Woolworths Caltex, Ampol, Harvey Norman and many more.



### There are many benefits of incentives in the workplace:

Good Employer

Successful  
Business

Happy  
Employee

Delighted  
Customer

- Increasing productivity.
- Creating a culture of high performance.
- Retaining top performers.
- Motivating staff to exceed their goals.
- Improving company morale.



## Branded eVoucher

Reward your staff and customers with your own branded eVoucher.

The eVoucher can be provided to staff for reaching high levels of achievement, length of service congratulations on your promotion or Happy Christmas.

Provide incentives to customers for engaging with your business, eg: when they take out a home loan, buy a house, join your gym or subscribe to your services.

The eVouchers can be used to redeem any eCard on our rewards platform. This means the customer can choose a gift card that they want instead of receiving an eCard to store that is of no value to them.



A Real Estate agent can provide this when someone moves into a new house.

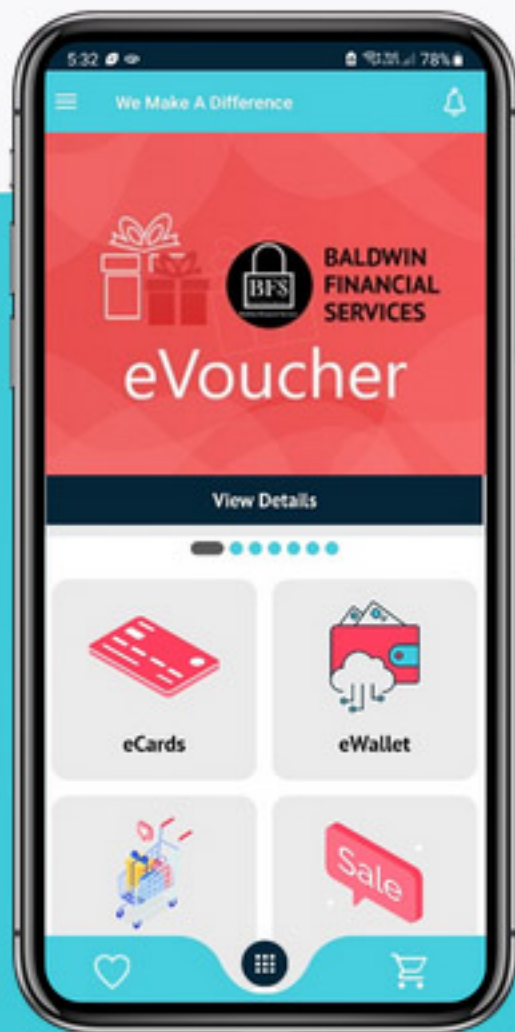
A mortgage broker can provide an eVoucher when a client has their home loan approved

A car dealer can provide an eVoucher upon a client purchasing a new car

A gym can use it if you join the gym this month

Just about any business can use the branded eVoucher to market their business

Below are some examples of some branded eCards





## Cushion your cash flow

One of the big problems with small business is the peaks and troughs in cash flow.

We Make A Difference provides you with an option to cushion your cash flow

- Café's
- Personal trainers
- Massage therapist
- Yoga teachers
- Hairdressers
- Home maintenance – Gardner's, lawn mowing rounds, house cleaners, window cleaners



Clients or customers can pre purchase your product or service at a discount through our eVoucher and QR code system.

You receive the money within 24 hours and debit the eVoucher each time it is used.



As example a customer could pre purchase 20 cups of coffee at a 10% discount as an advantage of paying in advance

### Example

Cost of a cup of coffee \$4.00

Purchase 20 cups in advance and receive a 10% discount \$3.60

20 cups of coffee \$72.00

Save \$8.00

The café' receives \$72.00 in advance

Not only does this help for a business cash flow it helps in the case of a COVID lockdown.



## Join our affiliate program

At We Make A Difference constantly strive to add value to your marketing package.

When you list your business with us you are automatically registered on our affiliate program.

What does this mean?

It is simply if you introduce the platform to another business and they commit to 12 months advertising you will be paid a one of set up commission and an ongoing monthly commission.

All you need to do is introduce 5 business a year and your advertising can be funded through the commission you will receive.

Set up cost for a business annual fee	\$150.00
Your commission	\$120.00
Monthly fees	\$75.00
Your commission 10%	\$7.50
Sign up 5 businesses and this is what you will receive	
Set up cost $\$120 \times 5$	\$600 annual
Monthly commission $\$7.50 \times 5$	\$37.5 per month \$450 annual
<b>Total per year</b>	<b>\$1,050</b>
<b>Your annual costs year</b>	<b>\$1,050</b>
Cost of advertising \$0.00	

## Register your business

**Submit**

### Costs:

Set up fee inc GST

**\$150.00**

Monthly fee Incl GST

**\$75.00**



# Checkout

## Confirm Your Details

First Name

First Name

Last name

Warren

Email

rick@wemakeadifference.com.au

Phone

0413733459

## Select Payment Method



Poli Payments



Credit Card



I'm not a robot



reCAPTCHA  
Privacy - Terms

Place Order



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**we** make a  
difference<sup>®</sup>

