



Services & Pricing

Package	Name	Description	Price
1	Community Card Set-Up	Everything you need to set up, train, launch, market and sell your Community Cards	\$350
2	Marketplace Set-Up	Everything you need to set up, train, launch, market and sell your Marketplace eGift Cards	\$350
3	Merchant eGift Card Set-Up	Everything you need to set-up, train, launch, market and sell your eGift Cards	\$150
4	Social Media for 3/6/12 months	Keep your new Community, Marketplace and Merchant eGift Cards top of mind in social media	\$360/ \$600/ \$1000
5	Holiday promotions and sponsorships	Maximize your card sales with sponsorships and corporate sales, including BOGO promotions	\$200
6	Metrics and merchant engagement for 3/6/12 reports (monthly or other)	Keep track of your card's performance and engage merchants in promoting your/their cards	\$240/ \$400/ \$700

Ask about a discounted quote for a kit of two or more packages!

Who We Are

Yiftee Certified Consultants (YCCs) have served a minimum of 3 months full time as Yiftee College Interns: learning the Yiftee technology, developing Yiftee marketing and training materials, and working directly with Yiftee clients. The materials are available to Yiftee clients at

no charge for do-it-yourself (DIY). The YCCs are available for those communities and merchants who desire customized or new materials with their branding, personalized training on the Yiftee system and advice specific to their community. YCCs operate independently and are paid directly by clients. Yiftee assumes no liability for their actions.

Contact: sales@yiftee.com to connect you with an available YCC

Statements of Work

Package 1: Community Card Set-up - \$350

Everything you need to set up, train, launch, market and sell your Community Cards.

For: organizers such as chambers, BIDs, downtown associations and other merchant groups.

- Personal consultation including:
 - Walkthrough Yiftee Portal
 - Walkthrough free Yiftee resource base
 - Introduce metrics & reporting
- Customized merchant onboarding materials
 - Email templates
 - Phone script for merchant recruiting
 - 3 flyers: Comm Card Introduction, Activation, Redemption instructions
- Set-up assistance
 - Uniquely branded eGift card design
 - Customized card purchase page – logos, images, text, etc.
- Customized launch and production-ready sales materials
 - Press release draft for your local press
 - Window cling design
 - Merchant point-of-purchase flyer design
 - Flyer for corporate sales and bulk purchases

Package 2: Marketplace Set-up - \$350

Everything you need to set up, train, launch, market and sell your Marketplace eGift Cards.

For: organizers such as chambers, BIDs, downtown associations and other merchant groups.

- Personal consultation including:
 - Walkthrough ISO Portal and Merchant Portal
 - Walkthrough free Yiftee resource base
 - Introduce metrics & reporting
- Customized merchant onboarding materials
 - Email templates
 - Phone script for merchant recruiting
 - 3 flyers: Marketplace introduction, Merchant Sign-Up, Redemption instructions
- Set-up assistance

- Custom-branded Marketplace banner
- Up to 5 uniquely customized eGift Cards for merchants
- Additional customized eGift Cards available for \$20 each
- Customized launch and sales materials
 - Press release draft for your local press
 - Window cling design
 - Merchant point-of-purchase flyer design
 - Flyer for corporate sales and bulk purchases

Package 3: Merchant eGift Card Set-up - \$150

Everything you need to set-up, train, launch, market and sell your eGift Cards.

For: Merchants

- Personal consultation including:
 - Walkthrough Yiftee Portal
 - Walkthrough free Yiftee resource base
 - Introduce metrics & reporting
 - Walkthrough Activation process if needed
- Set-up and training assistance
 - Uniquely branded eGift card design
 - Customized card purchase page – logos, images, text, etc.
 - Add gift card link to Facebook, Instagram, Nextdoor (Merchant is responsible to add to their website home page)
 - Custom training flyer on redemption for your staff
- Customized launch and production-ready sales materials
 - Press release draft or blog post announcement
 - Window cling design
 - Merchant point-of-purchase flyer design
 - Flyer for corporate sales and bulk purchases

Package 4: Social Media - \$360/\$600/\$1000 for 3/6/12 months respectively

Keep your new Community, Marketplace and Merchant eGift Cards top of mind in social media.

For: organizers and individual merchants

- Weekly custom-branded posts on Facebook, Instagram and Twitter
- Search Engine Optimized (SEO) plus hashtag and caption options
- Embedded QR codes and links to card purchase page
- Spotlight community events and merchants
- Feature local and national holidays

Package 5: Holiday Promotions and Sponsorships - \$200

Maximize your card sales with sponsorships and corporate sales, including BOGO promotions

For: organizers and individual merchants

- Personalized consultation to discuss options and client needs/preferences
 - Walkthrough of BOGOs, employee rewards, bulk gifting, holiday gifting, gifting bundles
 - How to run a promotion: Holiday Edition
 - Employee/client appreciation
 - Corporate holiday bundles
 - Realtor and other professionals gifting
 - Creation of Yiftee Promotion Quickstart document describing program implementation details
- Implementation assistance
 - Pitch deck describing chosen program(s)
 - Email templates to generate interest
 - Informational flyers on promotions and sponsorships
 - Customization of eGift page and/or card to credit sponsors

Package 6: Metrics and Merchant Engagement - \$240/\$400/\$700 for 3/6/12 reports

Keep track of your card's performance and engage merchants in promoting your/their cards.

For: organizers such as chambers, BIDs, downtown associations and other merchant groups.

- Personal consultation including:
 - Introduce metrics and performance tracking in gifts sold and redeemed reports
 - Aggregated reporting includes data and graph by week of eGifts sold and dollars generated
 - Analysis of best performing vs. low performing merchants
- Share merchant-specific redemption information and outstanding gifts data with participating merchants so they know the value you are bringing and how they are doing vs norms
- Recommendations of strategies and tactics to improve card sales and redemptions, including merchant marketing flyer or other materials to improve sales

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