



Discount card

Business partnership
information pack

Introduction

Alongside roundabouts and concrete cows, Milton Keynes is well known for its growing economy and rapidly expanding population.

That's why we want to invest in Milton Keynes. Both in the people who live and visit here, but also the businesses who are the heartbeat of the city.

Our brand new discount card allows us to do just that, by opening the door to a broad customer base to our local businesses, whilst encouraging the people of Milton Keynes to shop local.

Typically, discount cards focus on particular industries - primarily casual dining restaurants - but we're different. We want to open up this popular concept to more local businesses across multiple industries.

So whether you're a plumber or a podiatrist, a baker or a bricklayer or even a copywriter or a coffee bean grower - we can help you reach new audiences.

How it works

Our discount cards are available for anyone to purchase. The exact price of the card is yet to be confirmed, but we expect it to be around £12 for the year. Cards are physical and are sent to cardholders upon purchase. All cardholders will then benefit from any discounts or offers (we refer to these as 'promotions' in this guide) that you offer.

You (as a business) let us know what promotions you'd like to offer, we list these on our website so cardholders are aware of them and they can then visit your business to make their purchase and redeem the promotion.

For cardholders to redeem promotions, they must show their card at the time of purchase. There is not currently a facility for promotions to be redeemed online. If necessary, cardholders can be asked to show photographic identification to ensure that the card belongs to them.

So in summary:

1. Cardholders purchase their cards
2. Businesses decide what promotions to offer
3. Cardholders visit businesses to redeem the promotions

It's as simple as that.

Types and lengths of promotion

We know that offering a massive discount just isn't feasible for some businesses. That's why we want to give you total flexibility on the type of promotions you offer to our cardholders. Below we have outlined some examples of how your business can make the most of the discount card. This list is by no means exhaustive.

Percentage discounts

One of the easiest discounts to offer is a percentage off. The amount you offer is up to you and can be combined with other criteria, such as minimum spend or minimum quantity. Examples include:

- 5% off all purchases
- 10% off when you buy two or more products

Multi-buy discounts

Multi-buy discounts are simple, but effective. The amount of items that need to be bought before the multi-buy kicks in is totally up to you. Examples include:

- Buy one get one free
- Three items for the price of two

Fixed price discounts

Fixed price discounts are best used in conjunction with a minimum spend. Examples include:

- £5 off when you spend £50
- £10 off when you spend £100

Bonus offers

An alternative to giving discounts is to give people something extra. The possibilities are endless. Examples include:

- Free cup of tea with any main meal when you show your card
- 1 year free warranty when you show your card

All the above types of promotion can also be run for various lengths of time. So you could run an indefinite promotion, but run a separate promotion for a fixed duration - such as the mark of product launch, or over the Christmas period.

Benefits

The most obvious benefit of a discount card is to the cardholder itself, but we've designed our card to ensure that you as a business can also reap the rewards of a card business partnership.

Our main benefits include:

It's totally free to join

Our core membership is completely free, forever. This means that you can add, edit and run unlimited promotions for our cardholders free of charge. You'll also be listed on our website so cardholders (and prospective cardholders) can see that you've got promotions with us.

We do also have paid-for services - such as feature articles on our website - which are completely optional and available to purchase at any time.

Total flexibility

We understand that your business might change, that's why you have the flexibility to change the type and length of promotion whenever you wish (although we recommend that you don't do this too often as it can confuse your customers). Just let us know and we'll update our website within 10 working days.

An ever growing audience

When it comes to driving customers your way, we'll be the ones doing the leg work. We already have a considerable audience across our various social media channels, as well as a growing mailing list and regular visitors to our website. As a business partner, you will have access to not only our cardholders, but visibility to anyone who visits our digital platforms.

Getting started

So, if you'd like to become a discount card business partner, please visit the following link: miltonkeyn.es/bizreg to register your details.

One of our account managers will then get in touch to set up your offers.