

Walkabout raises the bar with new social media website

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Australian theme pub chain Walkabout (<http://www.walkabout.eu.com/>) announces the launch of a pioneering programme to reward loyal customers, encompassing social media and mobile channels

Created following a partnership between loyalty specialist The Logic Group (<http://www.the-logic-group.com/>), and Martech (<http://www.martechsocial.com/>), a marketing technologies provider of social media and email products, the recently launched Walkabout social media site, www.walkabout.eu.com has proved to be a powerful tool in customer loyalty and engagement. The combination of the loyalty programme and niche social community has seen more than 2000 people sign up per week since its launch at the beginning of October.

James Mawer, Commercial Manager of iNTERtain (<http://www.intertainuk.com/intertain/en/home>), said: "Creating a socially enabled site and combining it with a loyalty program is the first part of our digital strategy. This is proving to be a very powerful channel for customer engagement. As we develop our strategy we need to be able to use social media to talk to our customers, not only through our own website, but also through other social media properties."

Using Martech's M.Social platform, the site is designed to enable Walkabout to develop better relationships with their customers, build a comprehensive database and offer incentives to return. By registering online, Walkabout customers now become members of their own community – allowing them to check sports and event listings, and comment on all of the latest Walkabout photos and videos. Customers are being encouraged to create their own profile and keep it refreshed with photo albums, videos, blogs and more. The site also integrates with Facebook Connect, allowing users to sign up with their Facebook account and publish content posted to the Walkabout site to their Facebook wall.

To become part of the community, customers simply sign up to the brand's Boomerang loyalty card, paying a nominal fee of £3. The card can then be used to earn 'points' straight away, which can be used for rewards such as; a free queue jump voucher, a VIP birthday package and a 3D TV package with a free beer and best view of the TV for customers and their friends. Customers can register online or alternatively, by sending their loyalty card number and email address to an SMS shortcode to part-register for the programme; which triggers email communication including promotions, offers and events.

Anamaria Chiuzan, customer insight and loyalty, senior marketing manager at The Logic Group, comments: "This is an excellent opportunity to take loyalty schemes to new frontiers and maximise the relationship we can build with loyal customers. Walkabout's innovative approach, supported and enabled by the new partnership between The Logic Group and Martech takes loyalty programmes beyond the basics of giving customers a card and asking them to 'earn and burn' loyalty points. By encouraging members of the programme to join a community Walkabout will have access to unrivalled customer insight, allowing them to really get under the skin of their customers. It can then tailor offers and rewards to its audience perfectly."

The Martech and The Logic Group partnership will deliver integrated solutions to enable consumers to engage with brands via social media and mobile channels, whilst having full visibility of their personal

loyalty benefits, rewards and special offers. For brands, this opens up new opportunities to understand customers beyond their transactional behaviour and help build a clearer picture of customer lifestyle preferences, opinions and choices.

Simon Larcey, Managing Director of Martech said: "The convergence of social media and loyalty schemes provides new opportunities for brands to engage with customers and build stronger relationships. Online branded communities are a natural progression for customer loyalty programmes."

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About The Logic Group (www.the-logic-group.com)

The Logic Group partners with leading organisations across Europe to enhance the effectiveness, security and profitability of their customer interactions.

The Company specialises in the secure management of information and transactions through the delivery of trusted payment and loyalty solutions that enable increased revenue, improved profit, and reduced operating costs and risk.

We combine our skills, experience and innovation into client solutions that drive improved customer experience, enhanced customer insight and stronger customer relationships.

We believe that we have an unmatched passion and track record for building effective customer interaction. That is why the Company is behind many of the best known names in Europe for whom maximising the value of their customer interaction matters most.

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About Martech social

Martech social is a media specialist that builds socially enhanced websites and mobile applications.

Through its M.Social platform and supporting products, Martech helps brands, media owners and organisations to create dedicated social networks, niche communities and social media applications to increase their audience, engage customers and generate new revenue streams.

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