

GEODROPS

<https://app.geo-drops.com>

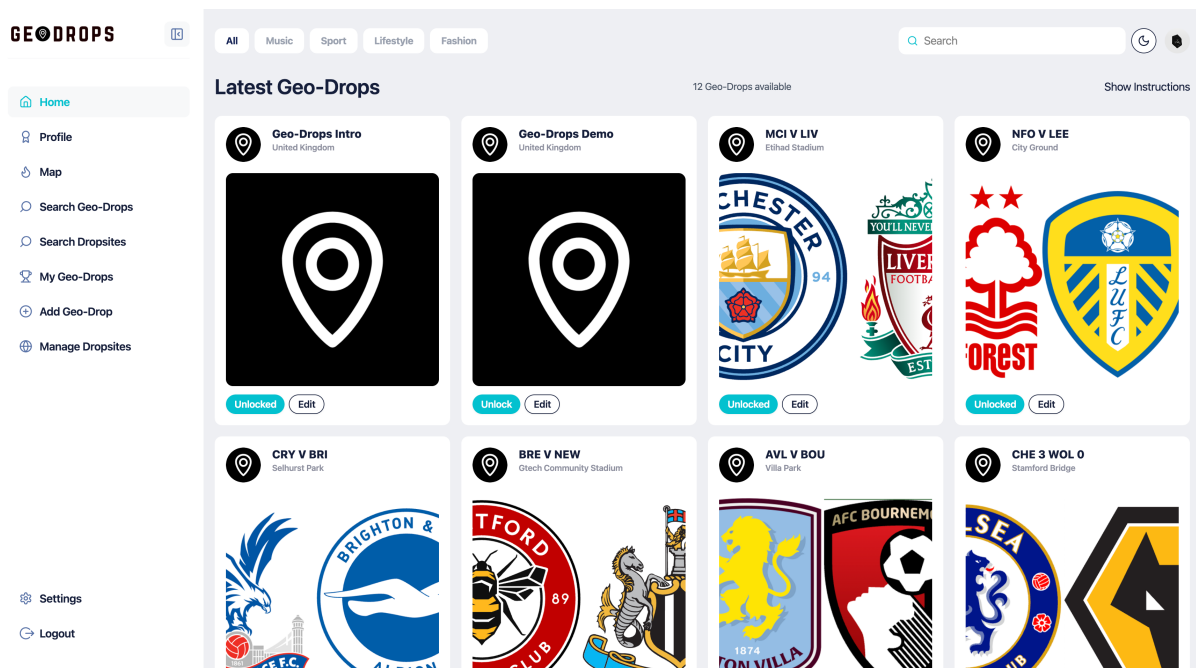
FAQ

What is the Geo-Drops platform?

Geo-Drops is a loyalty-based website rewarding users for going places.

It encourages real people to visit places such as retail stores, events and venues and rewards them with physical rewards & prizes from brands and digital collectibles.

It's like Pokémon Go for grown-ups in the real world.



What is a drop?

A drop is a special location-based and/or time-boxed reward given to people for visiting its location in the real world.

It could be any of or a combination of the following items.

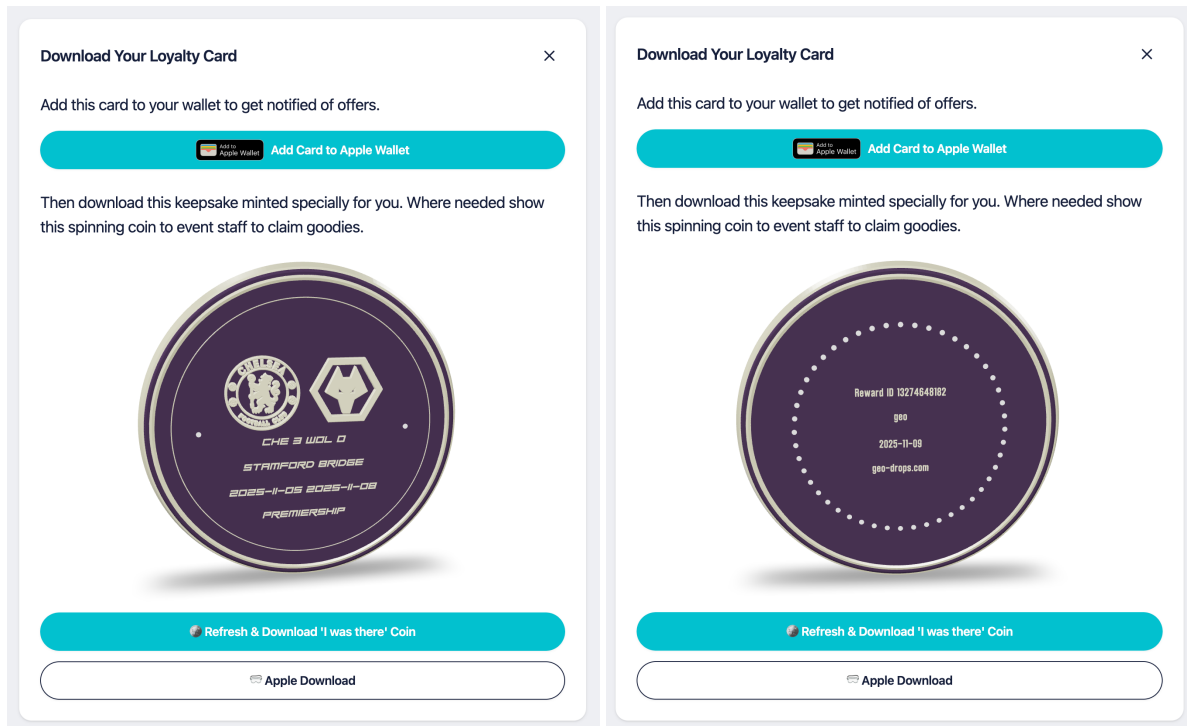
- Discount on a product or service.
- Entry into a prize draw.
- Physical gift from a brand.
- Digital collectible.

The digital collectible would contain unique information relating to that person as a means of proving their accolade and ownership of this as a keepsake.

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How can Geo-Drops benefit high street stores?

Since COVID the high street has been struggling to keep pace as customers flock to online stores instead of enjoying the physical retail experience.

Additionally, setting up a loyalty scheme is time-consuming for smaller retailers.

By joining our network customers are encouraged to collect rewards provided by our brand partners just for visiting your store's location.

For example, a brand wanted to encourage its staff to return to the office. So we set up Geo-Drops that rewarded staff with discounts on high street food and clothing brands that were located near the office.

More customers through the door means more sales! So there's a definite benefit for stores.

How can Geo-Drops benefit clubs and events?

Running a club or event is difficult enough.

There are loads of membership site software platforms, but they all offer the same basic functionality with little by the way of excitement.

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Geo-Drops changes that!

Not only can you run competitions and get exciting swag from brands arranged for by us, you can also run treasure hunts IRL.

Can it be used as a membership site?

Yes. This benefits the clubs in a lot of ways. For instance, all drops get some sort of reward or competition that is funded by Geo-Drops.

There is also a post for every drop at <https://www.instagram.com/geodropsite>. This is a continuous plan of activity across hundreds of drops.

An example is this https://www.instagram.com/p/DU5q7oUCNoY/?img_index=1.

The team source 1-2 decent prizes of value for a competition.

Drops don't need an event e.g. it could just be a time-boxed competition to celebrate an even e.g. Ghanaian Independence Day, International Women's Day and so on.

There will also be brand tie-in opportunities but we need to show them the benefits of working with your audience.

Is it difficult to join or set up?

Not at all and we do all the heavy lifting.

Single drops take about a minute to set up, while it takes about 10 minutes for our automated system to set up your fully branded dropsite.

You just need to accept our terms and conditions that allow us to add your brand as a drop or dropsite on our platform.

Our admin team will then set up the drop as a private link.

They will contact you to show you the link and only on your agreement will it be made public.

The terms are written in clear English without any unnecessary legal language, as we believe in simplicity and transparency.

How does it work?

A user would find and unlock your drop the relevant dropsite.

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This adds a loyalty card to their mobile wallet, which receives a pin notification when they are near your location informing them of its rewards.

Clear instructions are shown for each drop e.g. whether it's a competition, discount offer and so on.

For events on arriving at your location, they just need to show their downloaded pass and redeem the reward e.g. a discount on a purchase, free entry and so on.

That's it!

How are drops promoted?

This is done using a combination of social media posts on the Geo-Drops channels, online advertising on platforms such as Spotify and Google Ads, TV advertising and street team activity outside brands own stores or in relevant areas such as universities or key shopping locations, high streets and shopping centres.

What other features does Geo-Drops have?

Customers can log into the general Geo-Drops site which contains Geo-Drops from all brands working with us.

Alternatively and has highlighted previously there are branded, custom-built versions of the site called dropsites.

For example, the Fragrance Shop might want a Dropsite that contains their branding and colours for distinction.

This would also show direct links to their specific drops rather than having drops from other brands on it.

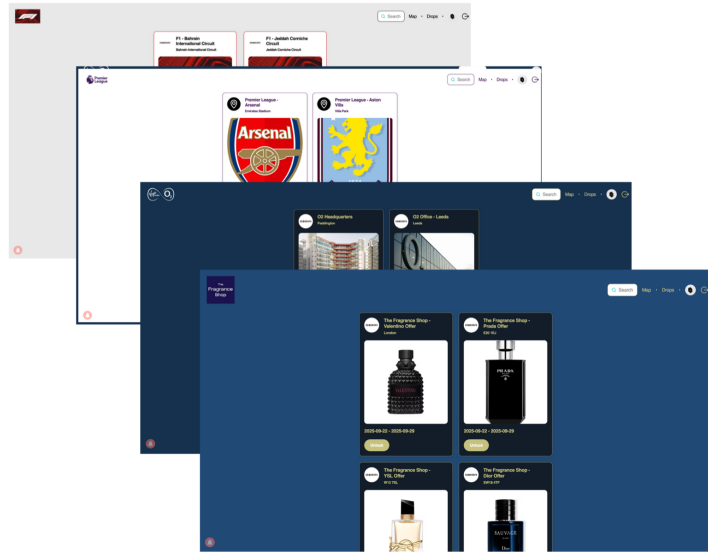
Also, unlike other social networks Geo-Drops provides a means of collecting fan data such as email addresses that we share with you for marketing and publicity purposes.

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- 1 Promote your event using online or physical ads & PR
- 2 Create FOMO with mystery goodies
- 3 Event Location and Outdoor Drops
- 4 Prize Giveaways and Treasurehunt Drops



Does it have social media features?

Yes! Customers can visit your location and upload photos and videos directly to the platform on location giving you more exposure online.

Isn't it only for brands that have a cult following or for larger brands?

Not at all! We've used it for all types and sizes of brands, big or small. It's been used for a new recording artist out of Africa to bolster her fan base all the way up to one of the biggest heavy metal bands in the worlds to further curate their cult following.

It's also been used by standalone stores and outlets owned by individuals to large brand chains and telecommunications companies.

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