

NEVER MISS AN OPPORTUNITY TO CONNECT

# MPOWER MEMBERSHIP

THE POWER TO GENERATE, TRACK AND MONITOR LEADS

MPOWER, a new annual membership service from TPMCO, provides a seamless, digital, lead-generation solution to complement all your TPMCO print products and services.

Exclusive advantages of MPOWER include unique QR codes on all printed marketing materials, your very own branded SMS text number and a digital business card. In today's digital world, these are necessary tools to connect and communicate consistently.



LEARN MORE

## RECEIVE A FULLY-CUSTOMIZABLE MPOWER MARKETING KIT FOR ONLY \$149 ANNUALLY

### YOUR KIT INCLUDES:

#### Dynamic QR Codes

- Build anonymous audiences to retarget marketing messages
- Redirect to new links without having to reprint items
- Place on anything a smart phone can scan

#### SMS Text (Keyword)

- Capture cell phone numbers for instant lead generation
- Trigger email, text alerts and engaged conversations with the auto-captured number
- Build leads as well as an audience to re-engage later through additional marketing campaigns
- Your own branded SMS keyword (example: TEXT PAML to phone #88500)

#### Digital Business ShareCard™ and ShareTag™

- Share your contact information with potential clients via your branded ShareCard™ and ShareTag™
- Build your target audience for re-engagement each time the card is shared
- Fully customizable digital business card with logo, colors and custom CTAs
- Save, Send, Connect and Auto-Connect features, ensuring a two-way exchange of information with your clients and prospects
- Branded app icon for your phone's homescreen

#### Dynamic MPOWER Dashboard

- House your contacts and track your marketing efforts efficiently online
- Create a segmented database automatically with zero data entry required
- Re-engage on Facebook®, Instagram®, LinkedIn®, and over 50,000 other apps

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WIN LOCAL Empowering Local Businesses



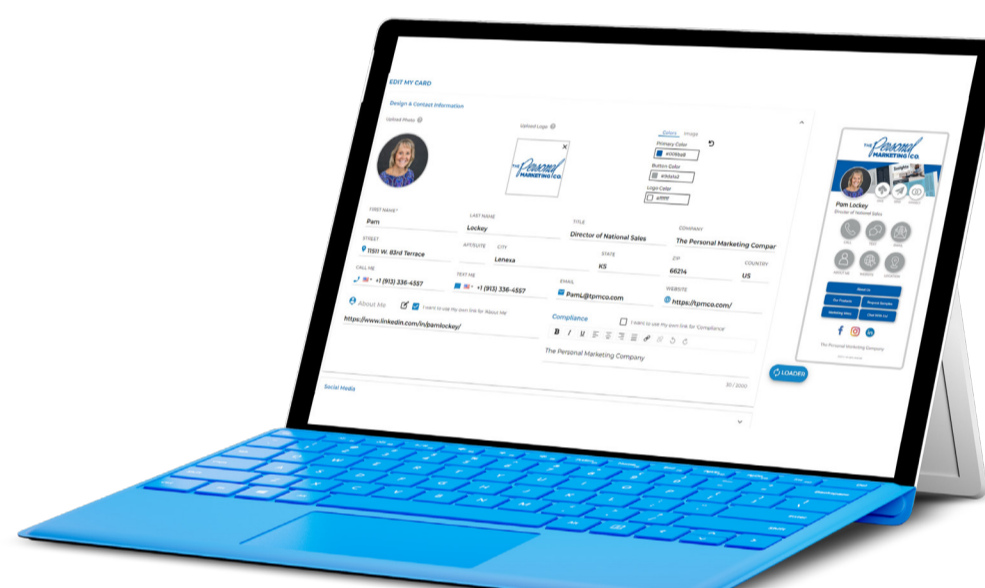
## HOW IT WORKS

### 1. Order your MPOWER membership for just \$149/year.

That's only \$12 a month — the same as you'd pay for 4 trips to your favorite coffee shop.



### 2. Log in to your account at App.WinLocal.com, customize your profile and activate.



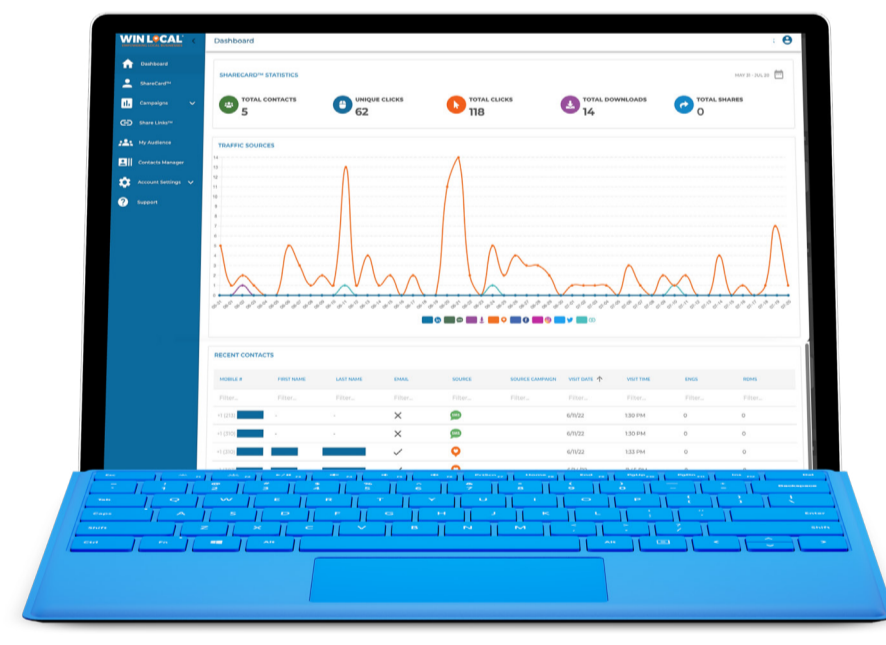
### 3. Start connecting.

Add your branded keyword (example: Text \_\_\_\_ to #88500) or QR Code, along with your call-to-action, to all TPMCO print materials. Additional connections will be made using your ShareCard™, ShareTag™ or QR Code.



### 4. Put your MPOWER Dashboard to work for you.

It's easy-to-use, automated, cost-effective, and provides all the actionable data you need to succeed.



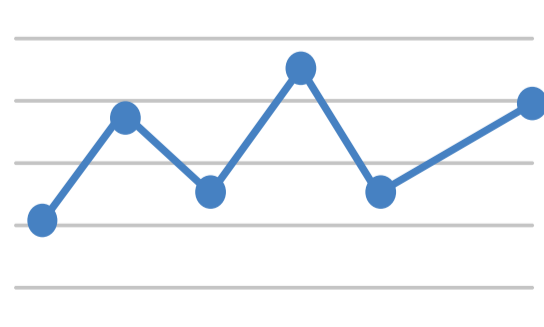
### 5. Interact with your network.

Track, target, manage, and reward your customers through a single dashboard.



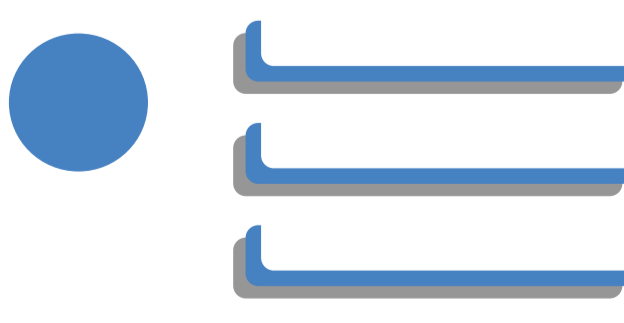
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## MPOWER AT A GLANCE



#### Powerful Analytics

Track and monitor all data associated with your ShareCard™ in one place, including all contacts, downloads, texts, scans and more.



#### Complete Customization

Customize your ShareCard™ to be an extension of your brand! Add your photo, logo, colors, and call-to-action buttons, eliminating the standard follow-up email and creating forward momentum from the first conversation!



#### Auto Connection

When your client or prospect opens your ShareCard™ on their phone, they can instantly save you to their contacts by simply hitting the "Connect" button.



#### Automated Contact Management

ShareCard™ requires NO DATA ENTRY! Your contacts are automatically captured and saved to your Win Local® account, along with real-time alerts for all new contacts and referrals. All your data is available for easy export.



#### Automated Audience Building

Every time someone opens your ShareCard™ on their phone, our PeoplePixel™ will automatically build a dynamic audience for remarketing, just like a cookie or pixel on your website. The PeoplePixel™ works for EVERYONE you connect with.



#### Auto-Ad Placement on Facebook® and Instagram®

Quickly and easily create best-in-class, highly-targeted ad campaigns to reach your audience and stay top-of-mind on the world's largest social media channels: Facebook® and Instagram®.

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