

Your Social Offers (YSO)

Consumer Savings Destination and Merchant Marketing Dashboard

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What is Your Social Offers

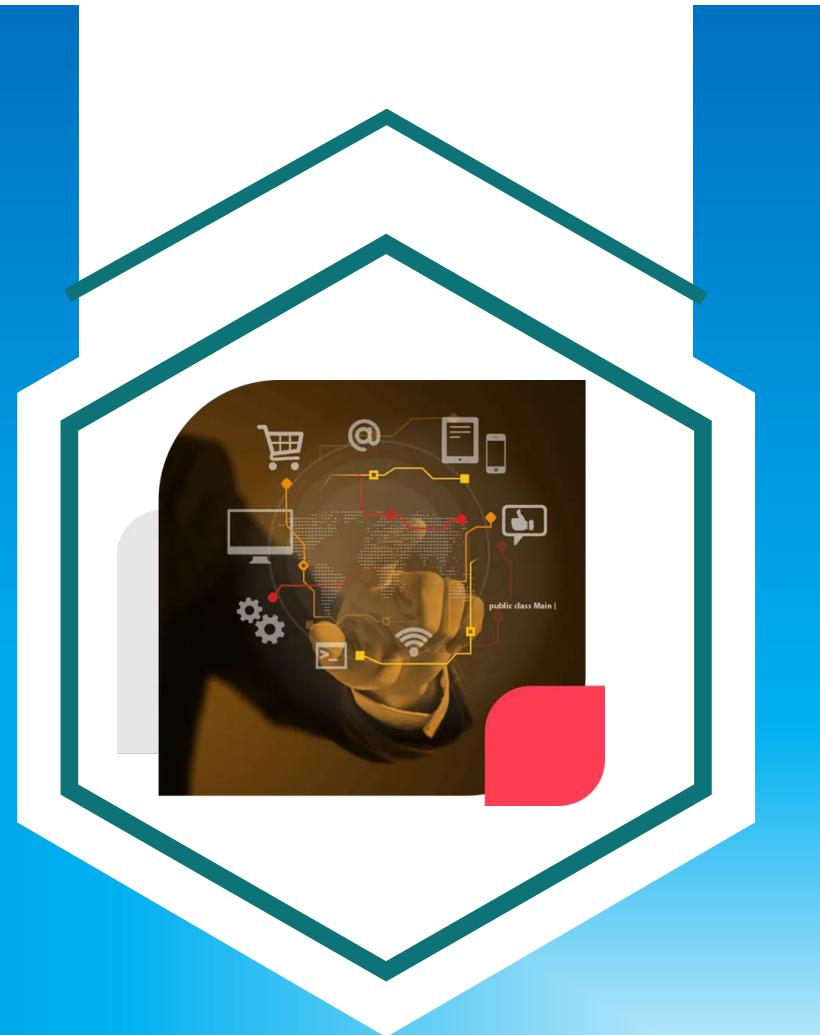


A Billion Dollar Opportunity
to Bring Merchants
More Customers and
Save Consumers Money

Why?

The idea was born from a direct need by one of the companies founders to market businesses

- Quickly
- Easily
- Affordably
- In a Trackable Way





YSO Consists of Two Digital Properties

Consumer Site

The consumer site features a prominent "Join!!! And Get A BK Deal" button. It also displays featured offers like "legendary FRENCH TOAST TACOS!" and "BISTRO LA BAGUETTE". The interface includes a search bar, navigation links for categories like Food, Fashion, Auto, Fun, Health, and All, and a user account section.

Merchant Dashboard

The merchant dashboard provides a high-level overview with metrics like Unique Members (61), Social Interactions (2), and Coupons Distributed (112). It includes sections for Views (8052), Users (61), Redemptions (4), Growth (8117), and various campaign and coupon management tools. A sidebar lists user roles such as Influencers, Search, Jobs, My Offers, My Requests, Shares, and My Members.

- Savings Destination
- Coupons
- Affiliate Partners
- Cash Back Shopping
- Rewards

- Digital Marketing Portal
- Customer Retention
- Social Media Sharing
- Loyalty Programs
- Purchasable Discount Coupons
- Customer Base Management



Brands in this Space

GROUPON®

yelp*

ibotta®

Rakuten

These competitors do not offer but a fraction of the services we provide but are representative of the scale that YSO could become.



What Makes YSO Unique

- It is a digital marketing portal that is used by merchants to create and share coupons in 5 minutes or less and distribute those offers across social media, email and text and the world
- YSO provides data driven results through reports that bring customer intelligence
- Rewards can be linked to social media sharing to create a social media buzz
- Uses social media to create word of mouth marketing



Who is Interested in YSO

- Enterprise brands that want to build brand loyalty and expand upon social media and word of mouth advertising
- Marketing firms that want to bring a cutting-edge digital offering
- Merchants that want to grow their businesses without spending large budgets
- Investors looking for a high-growth opportunity



How Does it Work

1. Signup with a simple form

2. Create a coupon

Hamburger



Name: Hamburger
Description: \$2 Off
Expires: N/A
Termed Condition
Url: N/A
Category: N/A
Redeem Code: N/A
Split Percent: N/A
Charity Link Id: N/A
Single Use: No

[Edit](#) | [Delete](#)

3. Start Sharing

It's fast and simple to grow a business and manage your customer base

CREATE ACCOUNT

First Name
 Last Name
 Email
 Password
 Company Name
 Address
 Address 2
 Phone
 City
 Zip

Share Through Influencers
Influencers are people on social media such as Twitter, Instagram, Facebook who can post about your product to people who follow them.

Search For Influencers
You can use YSO to find influencers by searching for offers that they make to help you to find new customers.

Post Job Request
You can post a request to help influencers find you. Complete the following form and you will be notified when an influencer is interested in promoting your product.

Post Job

Share With My Reward Members
Reward members are people who have signed up to use one of your offers previously or who are already a part of your customer database. You can use this feature to share this offer with them via email, but we suggest not using it often as it could result in your members choosing to unsubscribe.

Share

Share With YSO Reward Members
YSO reward members are people who have signed up for any coupon or campaign on YSO, it is YSO's entire database of users. By clicking this share button, you create a email send request generated in our system for approval. This share may be targeted to our entire user base or just users that are known to be interested in your product or your local area.

Share

Share Through A Charity
You can use this button to share via email with members of a charity by making a direct donation, offering a reward, or other means. Click this button to get started. This generates a request in the system for approval.

Share

Web Site Link
This is a web browser URL. You can copy and paste into any application or website that supports links.
<http://ysrewards.com/c.php?cid=500>

HTML Source
This is a web HTML source. You can copy and paste into any application or website that supports HTML source.

QR Code
You can use your built-in camera app to scan this QR Code. You can also print display download the QR.

Print QR Code

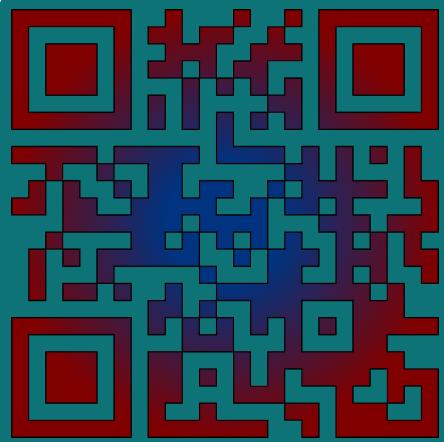


<http://ysrewards.com/c.php?cid=500>

Email To A Friend
You can email to an individual email address.

Email

YSO Supports More Than Just Digital



The dashboard creates QR codes that can be included in

- News Paper
- Delivered Coupons
- YouTube
- Menus
- Table Cards
- TV
- Or Anything Imaginable

This makes it easy for the consumer to connect with your business and product and be motivated to purchase by receiving a discount or reward.

Social Media Sharing

- Coupons can be created which require the user to share them to be used.
- This can create a word-of-mouth type advertising because consumers share the coupon on social media, their friends see those rewards and can also take advantage of those discounts.
- This can create an exponential growth as each share can bring in more consumers and more sharing



Growth Through Charities

- Charities can utilize our system to bring in revenue and donations
- A charity could display QR codes, email offers to their members or even send text messages
- Sales and redemptions can be tracked so that the charity can receive a reward for their participants
- Merchants showing support for a charity can increase brand awareness and effect decision making of consumers
- This can super charge growth of a merchant, charity or the YSO site



Geo Location Technology

- Optionally, merchants can decide to have coupons and advertising tracked by geo location 'GPS' to gain intelligence about their consumers
- Where consumers are when;
 - They view the coupon
 - Registering for the coupon
 - Redeems the coupon
- This provides great information about your consumers, such as the most popular locations of advertising, what locations they are redeeming at, etc.



Influencer Marketplace

- Influencers can create a groundswell of interest in a brand or product, but one of the major problems is being able to track and prove the success of a campaign by influencers. YSO changes that by creating fully trackable campaigns consumers can easily access influencers can run reports to prove their benefit.
- YSO also hosts an Influencer marketplace where brands and influencers place requests and offers to be brought together.
- Influencers and merchants pay fees and receive payouts directly through the dashboard making the process easy, fast and safe.



Direct to Consumer Communications



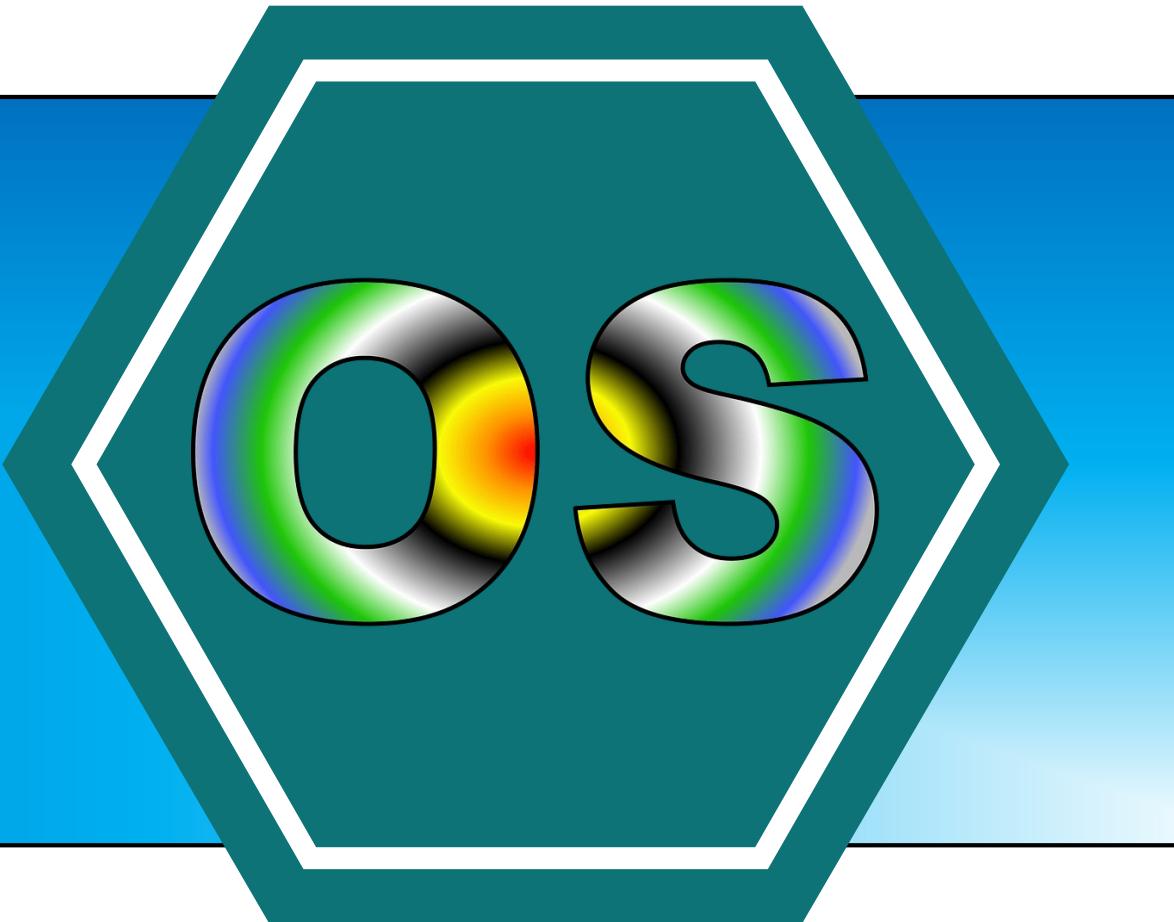
- QR Codes
- MMS/SMS Text Messaging
- Email
- Social Media Sharing
- Influencers

Technology

Built on common, highly available technologies which are industry standard.

- PHP
- MySQL
- Apache
- Linux
- Laravel

This is important because it means the system is easy to integrate and use by merchants, enterprises and consumers.



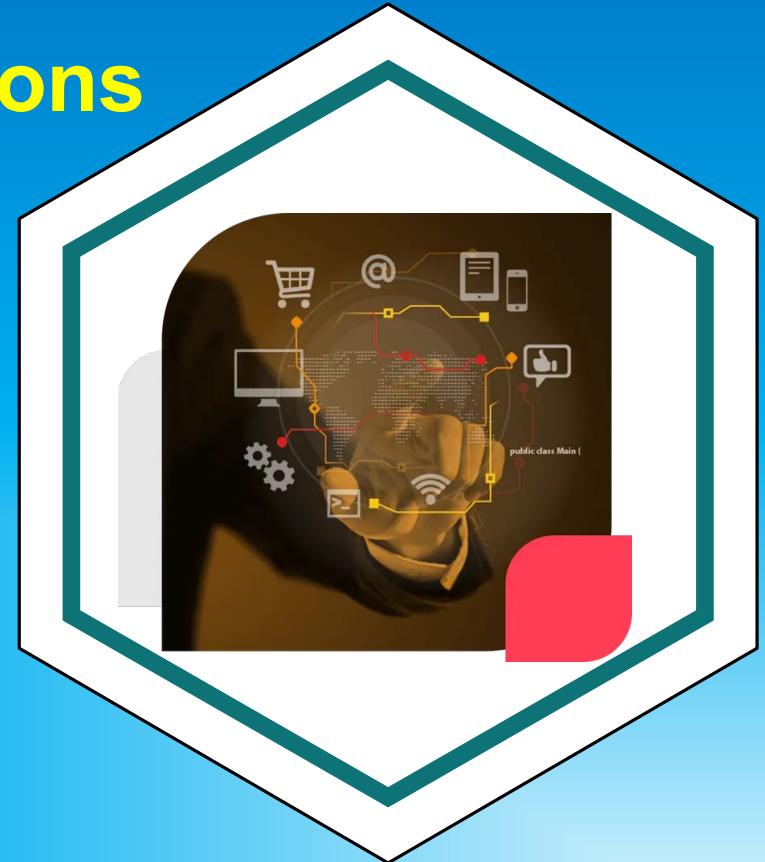
Patent Pending Technology

- Social Media Sharing
- Marketing Portal Technologies



Purchasable Discount Coupons

- Directly competes against GroupOn offers, but does so at a greatly reduced cost
- A purchasable coupon is able to be shared online, users purchase the coupon using their credit card and can be linked to a e-commerce site or redeemed in person
- GroupOn takes a large percentage of coupon sales from a merchant, but YSO only has a small nominal fee per coupon and a minimum subscription fee
- This makes purchasable discount coupons much more attractive to merchants



Marketing and Social Media Market

The social media and marketing industries are a huge growth opportunity!

According to <https://www.statista.com/topics/979/advertising-in-the-us/#topicOverview> in 2021, more than 285 billion U.S. dollars was spent on advertising in the United States.

Statista.com also said that in 2021, over 4.26 billion people were using social media world wide.



How to Get Involved

- Sign up your company to seeing the benefit
- Add us to your existing digital marketing platform
- Make an investment with the possibility of huge growth potential
- White labeling for your marketing company
- Licensing of the technology
- Commission on sales of subscriptions and coupon fees



SUMMARY

Summary

We believe that YSO is a revolutionary marketing portal website.

It puts the most powerful tools available in the hands of merchants and saves money.

YSO looks forward to growing your business with us!

Thank you!

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Contact Us