Social AI Overview

Social AI is a new feature in GetintheLoop for Business that automatically turns existing offers, promotions, and loyalty punch cards into social posts for a business.

Agenda

1. **Company Update** *(5 mins)*

2. **Social AI & How it Works** *(10 mins)*

3. **Plans & Pricing** *(10 mins)*

4. **Selling Social AI** *(10 mins)*

5. **Next Steps** *(5 mins)*

6. **Questions** *(10 mins)*

Company Update

Social AI

The Problem

Many SMBs recognize the importance of social media but lack a content and revenue strategy tied to it. Creating content themselves is too time consuming, and hiring custom social media management is expensive.

The Solution

Using GITL Social AI, a business's promotions and loyalty strategy is automatically posted to their social media channels using the power of AI. The goal is not to completely replace all social activity with this feature, rather supplement what is already organically being posted. The benefits to the business include:

- Growing and engaging a social audience
- Measuring the impact of various promotions (limited time, loyalty, happy hour, etc.)
- A very cost effective way to generate unique content
- Reducing overhead and costs associated with social media management

What it looks like

Using existing offer details, GetintheLoop Social AI generates organic posts that include post copy, emoticons, and hashtags, along with the offer image. Each post is unique, and different campaign goals can be selected.
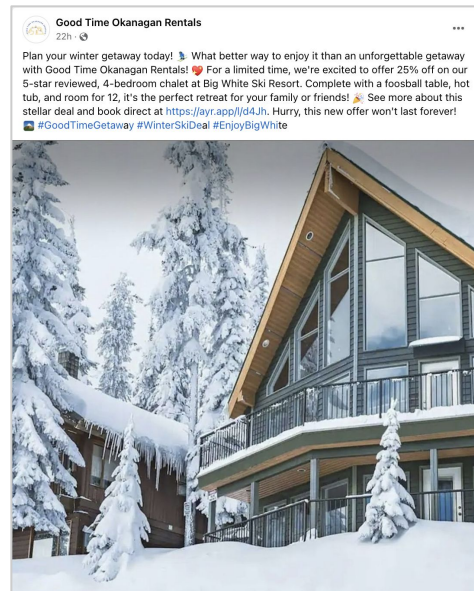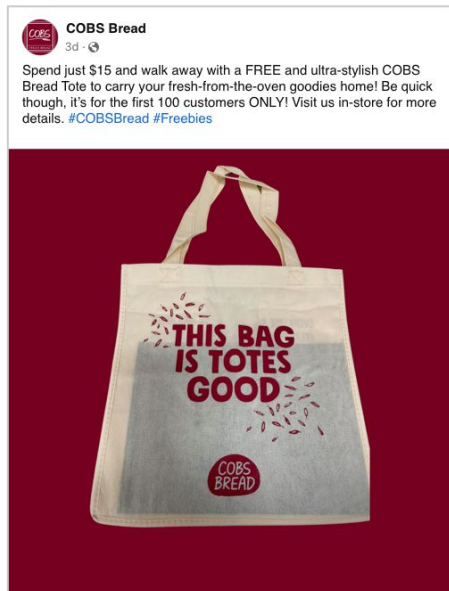
How it works

• Social AI is accessed from within the GITL Business Dashboard.

• A Business enables Social AI by connecting one or more social media accounts. We currently support Facebook and Instagram.

• Once per week, Social AI will generate and schedule social posts from the businesses live offers & promotions for the upcoming week. This is typically 2 posts but depends on the amount live content

• A number of types of posts are currently generated: New Offer, Promotion Spotlight, Loyalty Spotlight, and Last Chance for expiring promotions.

How it works cont.

• The generated posts will be scheduled to go live automatically the next week. Business Owners, Managers, and Marketing roles will be sent a preview email beforehand.

• When Social AI is first enabled, the tool will generate posts within a few minutes to ensure value is being seen right away

• Social AI schedules both stories and standard feed posts. These can be controlled independently through the settings in the business dashboard

How it works cont.

• A user can click directly from this email to edit or remove a post via their Dashboard. The dashboard will also always show them the currently scheduled and live posts.

• Impression and engagement stats from the live posts will be displayed in Social AI, both on a per-post level and with the overall offer & promotion stats in Business Dashboard.

Plans & Pricing

Plans & Pricing

Starter	Social AI	Loyalty	Premium
$0	$99/month ($990/year)	$99/month ($990/year)	$249/month ($2490/year)
• 5 live offers • Basic offer types (Reach+, Exclusive)	• Essentials, plus: • 10 live offers • Full Social AI: ◦ All campaign & post types ◦ Automatic Social Posting	• Essentials, plus: • 10 live offers • Advanced offer types (limited, punch card) • Web widget	• Social AI, plus Loyalty, plus: • Marketing Advisor: ◦ Monthly Touch Base ◦ Quarterly Reports • Custom Local Marketing (Push & Email)

Pricing Transition Plan

What are we doing for existing customers?

- All legacy plans are left as-is.
- All current customers are not migrated
  - All current plans are grandfathered.
  - Users will see they are on a "Legacy" plan in Dashboard
- New plans are added and net-new signups are on new plans.
- As soon as legacy plans are down to zero, they will be archived
- We will review all customers on legacy plans and use this as opportunities for upsells to new plans

Selling Social AI

Selling Social AI

- **Needs based approach to sales: I**f a customer wants to use loyalty, they can, if they want to leverage social AI they can, if both + your support and more new customers, premium makes sense for them.
- **Social AI Pre-work:** Check if they have facebook + instagram and how often they post + if they post with intent to drive business. If not, boom, we have our angle. If they dont have social: Social AI can help build content and a following
- **Major Benefits to a Business:** Simple, automated, backed by a strategy and gives a real reason for a consumer to follow your social handles. Outside of your friends.
- **Major step as a tool:** Their social is more important than most businesses website. Now they can power both with GITL.
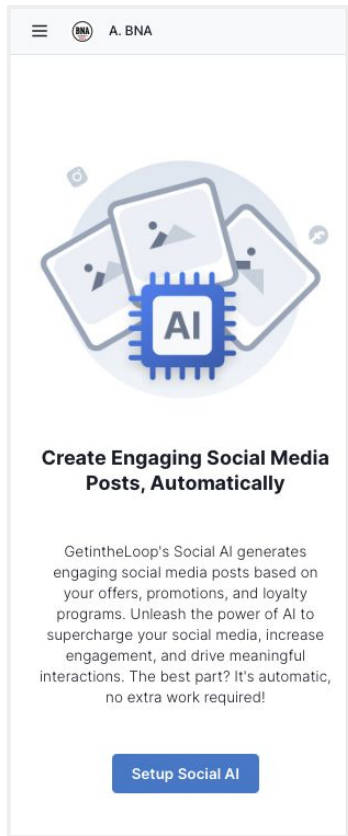
Onboarding a Business to Social AI

Confirm Requirements for Success

1. Confirm they have necessary social media account access & are signed in. Linking accounts requires admin access
2. Ensure the business has at least 3 good offers, ideally 5+ in order to get Social AI variety in the posts

Upgrade to Social AI & Connect Social Accounts

3. Through the Business Dashboard, upgrade them to a plan that includes Social AI (Social AI or Premium) (insert loom video)
4. Connect social accounts via the Social AI tab (insert loom Video)
5. Talk them through what to expect
6. Review live offers and ensure they're setup for success

Create Engaging Social Media Posts, Automatically

GetintheLoop's Social AI generates engaging social media posts based on your offers, promotions, and loyalty programs. Unleash the power of AI to supercharge your social media, increase engagement, and drive meaningful interactions. The best part? It's automatic, no extra work required!

Setup Social AI

Next Steps

Timeline & Next Steps

1. The full launch will be **April 29th**. This will include:
   - Updated pricing plans landing pages on getintheloop.ca
   - Updates to Loop Central
   - Updates to Business Sign Up
2. After the full launch, we want to allow time to continue to gather feedback from customers and sales team (both internal and external) in order to influence the roadmap.
   - We have initial feedback from the BETA and have an initial priority list for improvements, with visual content variety and continuing to streamline onboarding as the first key items post-launch.
3. Our product priorities after Social AI are focused around improving tool-based use cases. This includes Promotions AI and Loyalty tool improvements to help onboard more businesses at scale successfully.

Questions