

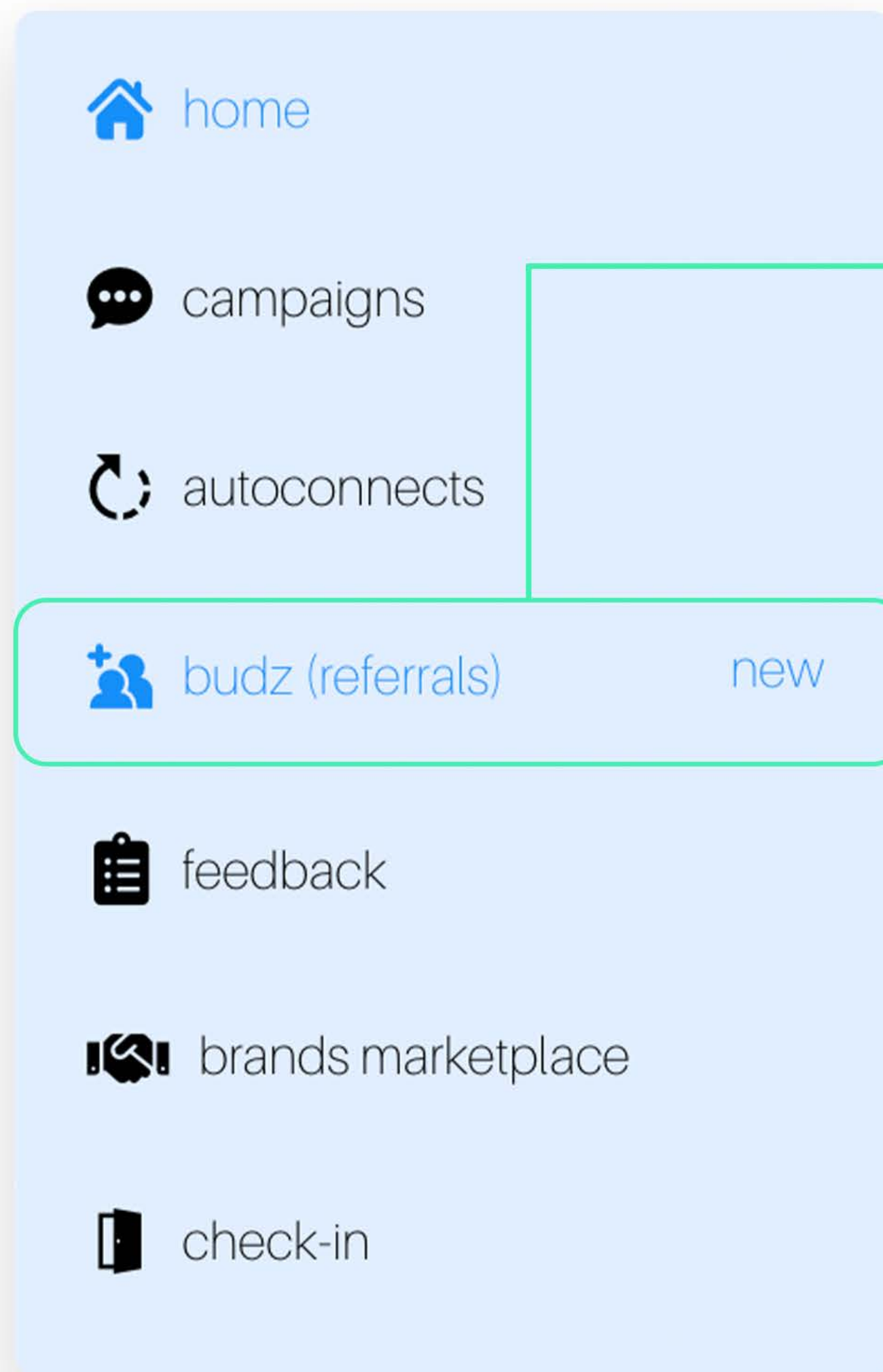
budz set up guide

springbig

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setting up your **budz** referral program is a quick and seamless process, and you have the ability to customize the program to best fit your dispensary business model. to enable **budz** please reach out to your account manager and they will help you getting started



getting started

once **budz** has been enabled on your account, you can begin the set up process by going to your springbig dashboard and clicking on the **budz (referrals)** tab on your menu

this is the tab you will want to use whenever you would like to:

-  create new referral campaigns
-  change your referral preferences
-  track your existing referral campaigns and offers

getting started

the **budz (referrals)** tab will bring you to the budz suite, which is where you will typically find analytics pertaining to your referral campaigns

if this is your first time using the budz page, you will need to activate the referral program by using the button conveniently labeled **activate referral program**

note: to make your life a little easier, we have gone ahead and included a brief message describing some of the ways you're able to **customize your referral program**, so you know what to expect

customers joined via referral

0

referrals meriting trigger

0

referral visits

0

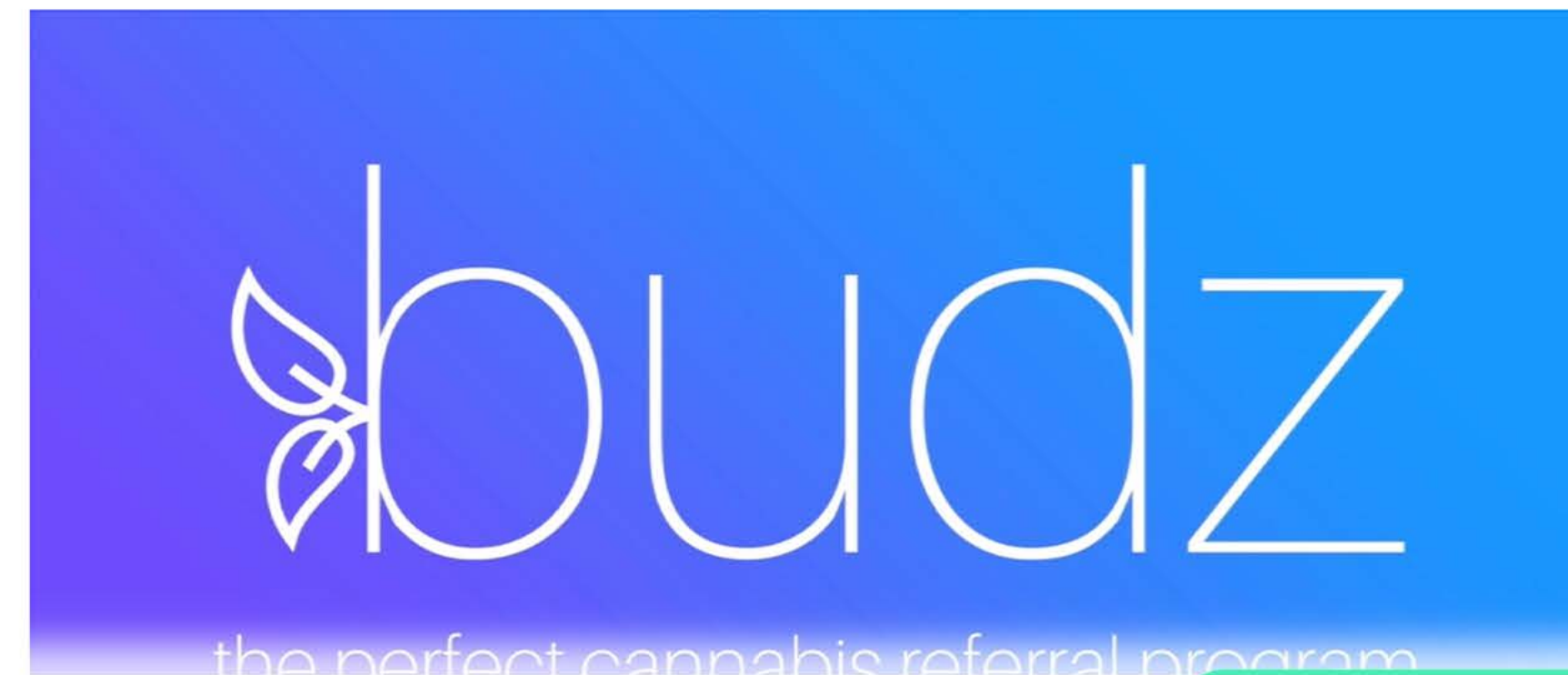
total referral revenue

\$0

budz gives you the ability to run your very own referral program! when you choose to activate the budz referral program, you will configure:

- what messages and offers customers who join via referral receive
- what message customers who refer their friends receive when their friends join your program
- how many times someone can be rewarded for referring their friends
- what constitutes a 'referral' in the first place

once set, members can start making referrals and earning rewards!



budz case studies

request a demo

activate referral program

by clicking "activate referral program", you agree to subscribe to budz for the balance of the term of your current agreement with springbig. once activated you will be charged \$250 per location/month for the first location and then \$150 per location per month for every additional location for **unlimited** referrals. your current agreement with springbig will also govern your new budz subscription.

step 1



make sure status is enabled

step 3



select what type of referral would activate a reward:

- ☒ **referred click:** whenever a referral link is clicked
- ☒ **referred join:** when a new customer joins your program
- ☒ **referred purchase:** when a new customer joins your program and makes a purchase

note: if you choose a **referred purchase** program, you will also need to indicate the minimum purchase amount to activate the reward

configure autoconnect settings

status

enabled



name (for your reference)

J's Jays - Referrals

count referral as

referred join

unlimited

limited

referrals per member

3

step 2



name the referral campaign as you would any other autoconnect

step 4



determine if you would like to limit the amount of referrals a person can be rewarded for, and identify the maximum amount of referrals you will reward per member

step 5



craft your stashboard for the **member who refers** a new customer once the desired action has been completed, letting them know that their referral has earned them a reward

tip: don't forget to use the other features in your stashboards, like adding emojis and mms images

step 6



choose a pre-optimized notification text for the referrer message

tip: you can even set up different messages to send each time a person refers a new customer

person who refers will receive:

+ filters

stashboard creator
use the creator below to craft whatever message you want! add text, creative images, and extensions to your campaign and we will generate a stashboard for your members ([see tutorial](#))

hello friend

select an icon above to add a link for a digital coupon, target a specific part of the wallet or link to any website

track offer target wallet any link

select a notification message
choose a message to send your members as a text, and we will include a secure link to the stashboard you've created above

BUDZ customer joining via referral will receive:
Hi %{{MEMBER_FIRST_NAME}} this is to notify you that %{{MERCHANT_DBA}} received your sign up today: <https://winniethespoolat.com/UlrqYNJBAYd> reply STOP to opt out

select mms notification image (recommended)

select image

credit summary
characters 142, credits 1

note: you still have the ability to add different audiences, different priorities for your messages, and apply filters, so you can customize rewards and texts based on the audience

step 7



you can also select a pre-optimized MMS image

tip: we strongly recommend adding a track offer extension to each referral message

with the track offer extension, customers will be able to see this referral offer in their wallet, as well as what reward they will receive for referring someone

if you decide to add a track offer to your message, keep in mind that you still have the same options available for adding:

- ☒ digital vouchers
- ☒ bonus points
- ☒ instant points
- ☒ images

you have the ability to set the referral reward to expire after a set number of days

after completing the message for the referrer, simply scroll down and compose the message for the referee. remember, it is important to make a good first impression

step 8



write your campaign message that will be sent automatically to the new customer who has been referred to your program once they have taken the desired action you set in [step 3](#)

tip: if you choose to use a [click referral](#) or [join referral](#) program, then this may be your first chance to get the customer into your store to make a purchase

customer joining via referral will receive:

stashboard creator

use the creator below to craft whatever message you want! add text, creative images, and extensions to your campaign and we will generate a stashboard for your members ([see tutorial](#))

Welcome friend

 track offer

 target wallet

 any link

select an icon above to add a link for a digital coupon, target a specific part of the wallet or link to any website

select a notification message

choose a message to send your members as a text, and we will include a secure link to the stashboard you've created above

BUDZ Join By Referral
Hi %([MEMBER_FIRST_NAME]) this is to notify you that %([MERCHANT_DBA]) received your sign up today <https://winniethepoolat.com/UfrqYNJBAYd> reply STOP to opt out

select mms notification image (recommended)

 select image

credit summary

characters 144, credits 1

done

delete

step 9



choose your pre-optimized notification message

step 10



you can also select pre-optimized MMS image

step 11

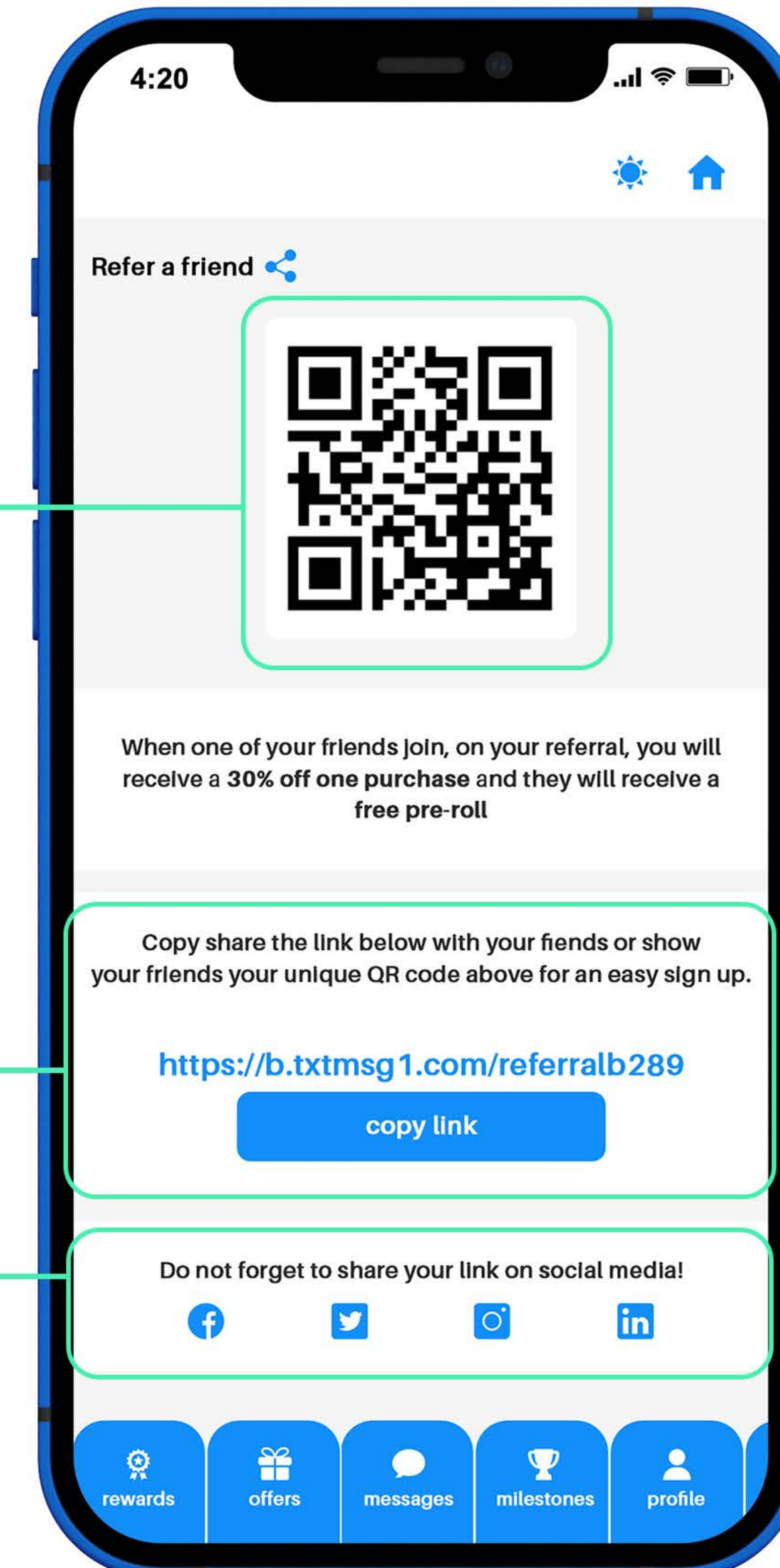


select [done](#) once completed

referring a friend using your wallet

in the updated **springbig wallet**, members will have a **referral page** that makes it easier than ever to **refer a friend**. they can let their friends scan their unique **QR code**, or copy and send their own referral link that will be found in your wallet. they can even share it directly to their **social media accounts**

note: when you click on one of the **social media icons**, you will be able to post your referral code on that social media platform



ready to get started?

springbig