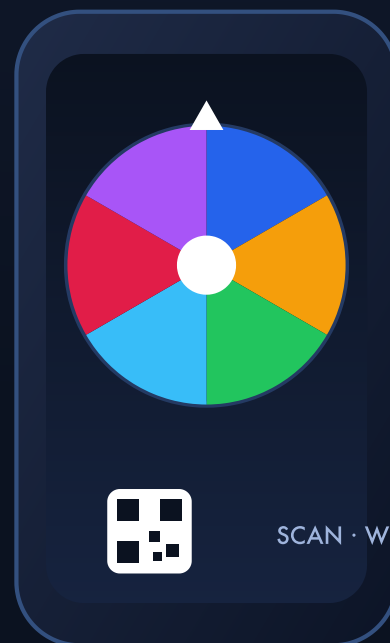


The local-business field guide to

The Repeat Customer Blueprint

10 low-cost marketing campaigns that turn one customer visit into **years of repeat business.**



Presented by
Ryder Publishing

Powered by **MyQRLeads™**
Local Marketing Series · No. 01

THE PROBLEM

The \$5,000 Mistake Most Local Businesses Make

You spend real money to get a customer through the door – ads, signage, rent, hours on your feet. They buy. They love it. And then... **they walk out as a total stranger.**

No name. No email. No way to ever reach them again. You're left *hoping* they remember you and come back on their own. Most won't – not because they didn't like you, but because life is busy and you gave them no reason to return.

That single missed step – **capturing the customer** – quietly costs the average small business thousands of dollars a year in repeat visits that never happen.

*"You already paid to get them in the door. The **mistake** is letting them leave as a stranger."*

THE HIDDEN COST, ILLUSTRATED

\$7,200/yr

Capture just **10 emails a week** → 500+ customers a year you can reach for free.

Bring back only **100 of them once a month** at a \$6 ticket = **\$7,200** in repeat revenue you were leaving on the table.



The "one and done" trap

A first-time customer is worth a few dollars. A **repeat** customer is worth hundreds a year. The gap between them is one thing: whether you got their contact info.

✗ No name

✗ No email

✗ No way back



The fix is almost free — and it takes about 5 minutes to set up.

Turn the page to see exactly how MyQRLeads turns a single visit into a customer you own for years.

How MyQRLeads Works

One tiny sticker or card turns anonymous foot traffic into a list of real customers you can bring back – automatically.



Scan or Tap

Customer scans a QR code or taps an NFC tag on your counter.



Spin to Win

They spin a branded prize wheel for a small, low-cost reward.



Capture

To claim it, they enter their name & email. The coupon is emailed instantly.



Bring Them Back

You own the lead – email an offer anytime and turn one visit into many.



A list you own

Unlike social media followers, these are **real emails you keep** – no algorithm between you and your customer.



Live dashboard

See scans, leads, your **busiest days & times**, and every customer who entered – all in one place.



Change it anytime

Update the prize or point the code somewhere new **without reprinting a thing**.

WHY IT WORKS

People love to win. A tiny prize they'd shrug at as a "sign up for our newsletter" pitch becomes irresistible as a **spin-to-win game** – so more customers opt in, and you build your list faster.

Where to Collect Emails

The same code works everywhere. Put it anywhere a customer pauses for a few seconds – and let the wheel do the rest.



NFC Tags

A tap-to-play sticker on the counter. Modern phones just tap – no app, no typing. The most "wow" placement.



QR Codes

Print it on anything. Every phone camera scans it. Your universal, works-for-everyone option.



Counter Cards

A small "Scan & Win" card by the register – right where they're already waiting to pay.



Receipts

Print the code on the receipt: "Scan for a chance to win before you go." Zero extra effort at checkout.



Farmers Markets

A tent sign or table tag captures customers who'd otherwise vanish till next week. (Your secret weapon – page 8.)



Table Tents

On every table, guests scan while they wait for food or the check. Passive capture, all shift long.

PRO TIP

Put a **QR and an NFC tag on the same card** – "Tap or Scan to Win." Newer phones tap; everyone else scans. You capture **everyone**.

THE ONE-LINE SCRIPT

"Scan that before you go — you might win something."

Train staff to say one sentence. That's the entire ask.



Coffee Shops

CAMPAIGN: THE MORNING REGULAR

Coffee is a **habit business** – you win by being the shop they think of first. Put a "Spin & Win" tag at the register. Prizes cost you pennies (a free shot, a pastry, 50¢ off) but the **email is worth months of visits**.

Then quietly fill your dead hours: email the list a **slow-day perk** – "Two-for-one lattes, Tuesdays 2–4pm." You turn your quietest window into a rush.

THE 3 CAMPAIGNS TO RUN

- 🍰 **Slow-hour blast** – a perk for your quietest time window.
- 🎂 **Birthday club** – auto "free drink on your birthday" email.
- 📅 **Digital punch card** – "your 10th coffee's on us" to drive frequency.

✂️ COPY-AND-PASTE EMAIL

📧 READY TO SEND

Tuesdays just got better 🍰 2-for-1 lattes, 2-4pm

From: Your Coffee Shop • To: your winners list

Hey [First Name],

Thanks for playing at the counter! Here's a little thank-you: this **Tuesday from 2-4pm, buy one latte, get one free** – bring a friend or treat yourself twice. Just show this email.

See you soon,

The team at [Shop Name]

You won a spin at our counter. Reply STOP to opt out.

REVENUE MATH

\$9,360/yr

Bring back **30 regulars** for just **one extra \$6 visit a week** → \$180/wk → **\$9,360 a year** from customers you already had.



Best prize mix

Load the wheel with cheap-but-loved wins: free espresso shot, day-old pastry, 50¢ off – and one rare "free week of coffee" jackpot.



Restaurants • Bars • Delis

CAMPAIGN: FILL THE SLOW NIGHTS

Your tables are full Friday and empty Tuesday. The fix isn't more ads – it's **reaching the people who already love your food**. A table tent on every table captures diners while they wait, all shift long.

Then email a **midweek reason to return**: "Taco Tuesday," "Half-price appetizers Wednesday," "\$5 off your next visit." You own the guest list your competitors are begging for.

THE 3 CAMPAIGNS TO RUN

- 🗓️ **Slow-night special** – a weekly offer that fills Tue/Wed.
- 🎂 **Birthday & anniversary** – "free dessert on us" auto-emails.
- 🍔 **New-menu drop** – email the list first every time you launch a special.

✍️ COPY-AND-PASTE EMAIL

✉️ READY TO SEND

We miss you – here's \$5 off your next visit 🍔

From: [Restaurant Name] • To: your winners list

Hi [First Name],

It's been a minute! Come back in this week and take **\$5 off any order of \$25 or more** – just show this email. And every **Wednesday is half-price appetizers**, all night.

Hope to see you soon,
[Restaurant Name]

You entered our spin-to-win. Reply STOP to opt out.

REVENUE MATH

\$15,600/yr

Turn **15 slow-night tables** a week at a **\$20** average check → \$300/wk → **\$15,600 a year** in tables that would've sat empty.



Where to place it

Table tents + the check presenter + the front door.
Bars: on the bar top and the tab folder. Delis: at the register and on the receipt.



Salons • Barbers • Nail Shops

CAMPAIGN: THE REBOOKING MACHINE

Your money is in **frequency** – the client who comes every 4 weeks instead of "whenever." The danger is the gap: they mean to rebook, then drift to whoever's convenient. Capture them at checkout with a quick spin, and **never lose the gap again.**

Email a gentle nudge right on schedule: "It's about time for your next cut – book your spot." Add a **referral perk** and your happiest clients become your best marketers.

THE 3 CAMPAIGNS TO RUN

- 🕒 **Rebooking reminder** – timed "you're due" email that fills the calendar.
- 🎁 **Refer-a-friend** – "\$10 off for you both" to grow by word of mouth.
- 🌙 **Off-peak filler** – a perk for weekday mornings that sit empty.

✍️ COPY-AND-PASTE EMAIL

✉️ READY TO SEND

Time for a fresh look? ✂️ Book your next visit

From: [Salon Name] • To: your winners list

Hi [First Name],

It's been about four weeks – you're due for a touch-up! **Book this week and bring a friend: you both get \$10 off.** Reply or tap here to grab a time before we fill up.

Can't wait to see you,

[Your Stylist] at [Salon Name]

You entered our spin-to-win. Reply STOP to opt out.

REVENUE MATH

\$21,600/yr

Get **30 clients** to book **one extra visit a year** at a **\$60** service, plus tighter rebooking → easily **\$1,800/mo** in recovered frequency.



The trust angle

Beauty is personal – an email from "your stylist" lands warmer than any ad. You're not marketing; you're keeping in touch.



Farmers Market Vendors

No storefront. Cash only. Here this Saturday, gone next. It's the market with the **most to gain** from a list – and almost nobody's doing it.



The vendor's problem

A customer loves your jam, buys a jar, and disappears into a crowd of 2,000. You can't call them. You can't tell them you'll be at a different market next week. Every sale is a goodbye.



The MyQRLeads fix

A tap-to-win tag on your table turns that jam-lover into an email. Now you can say "we're at Beaverton this Saturday, and the peaches just came in" – and they show up on purpose.

CAMPAIGN: NEVER MISS MARKET DAY

- 📍 **Weekly "where we'll be"** email every Thursday – location, hours, what's fresh.
- 🍓 **"Just picked" drops** – "Peaches are in, limited – pre-order for pickup Saturday."
- 🌧️ **Rain pivot** – market canceled? Email in 30 seconds and save the weekend's sales.

REVENUE MATH

\$12,000/season

Bring back **40 shoppers** for **one extra \$15 stop a month** across a 20-week season → **~\$12,000** you'd never have seen.

✍️ COPY-AND-PASTE EMAIL

✉️ READY TO SEND • EVERY THURSDAY

🍓 Fresh this weekend – and where to find us

From: [Farm/Stand Name] • To: your market list

Hi [First Name],

The peaches just came in and they won't last! Find us **this Saturday 8am-1pm at the [Market Name]**, third row by the tent. Want to be sure you get some? **Reply "PEACHES"** and we'll set a basket aside for pickup.

See you Saturday,

[Your Name], [Farm Name]

You entered our spin at the market. Reply STOP to opt out.

The 30-Day Repeat Customer Plan

Four weeks from "I have no list" to "I emailed my customers and they came back." One simple move per week.

WEEK 1

Set Up

- Get your QR + NFC tags.
- Pick 5-6 low-cost prizes.
- Place codes at the register & door.

WEEK 2

Capture

- Codes on every surface.
- Teach staff the one-line ask.
- Goal: 10+ emails a day.

WEEK 3

First Campaign

- Send your first offer email.
- Target a slow day/hour.
- Watch them walk back in.

WEEK 4

Repeat & Grow

- Check the dashboard.
- Add birthday + referral emails.
- Send offer #2. Rinse, repeat.

Day 1 · Start

Day 30 · Your first repeat-customer wins



By Day 30 you'll have something you've never had before:

a growing list of customers you can bring back **any time you want** – for the cost of an email.

Done reading? Let's build it for you.

Ryder Publishing sets up the whole system – codes, prizes, capture pages, and the emails that bring customers back – so you can just run your business.



Website Design

Fast, modern sites that turn visitors into customers.



Email Marketing

Done-for-you campaigns that fill slow days.



NFC Marketing

Tap-to-win tags placed and programmed for you.



Dynamic QR Codes

One code, re-pointable anytime – never reprint.



Lead Capture

The spin-to-win system that grows your list.



Ongoing Support

Monthly reports and a real person to call.

Turn one visit into years of repeat business.

Book a free 15-minute setup call – we'll build your first campaign live.

www.ryderpublishing.com/webdesigns



Scan to start