

LET'S BE CLEAR...

A clean lagoon is good for business!

BENEFITS FOR THE LAGOON

Lagoon Loyal™ is a Brevard County program that rewards residents for completing actions that benefit the health of the



Indian River Lagoon. These actions help reduce excess algae-feeding nutrients that enter our lagoon through groundwater and stormwater.

BENEFITS FOR YOUR BUSINESS

A little incentive goes a long way when motivating people to adopt eco-friendly behaviors. When you become a Lagoon Loyal business and offer coupons to customers who are also Lagoon Loyal, you'll promote positive change for our waterway. And if benefiting the lagoon isn't enough, coupons are a proven way to attract and retain customers to your business!

77%

of customers

**SPEND
\$10-15
MORE**

when redeeming
coupons

68%

of customers

**SAY COUPONS
GENERATE
LOYALTY**



50%

of customers

**ARE MORE
LIKELY TO
VISIT A
STORE**

if they receive
a coupon

source: investpcro.com/blog/digital-coupon-marketing

Benefit the lagoon & your business at LagoonLoyal.com

OTHER PROMO GOODIES

Being a Lagoon Loyal™ business also earns you:



• A Lagoon Loyal storefront sticker



• A business spotlight on LagoonLoyal.com



• Mentions in Lagoon Loyal Facebook posts



• Shout-outs in Lagoon Loyal member emails

THE PROOF IS IN THE POINTS PROGRAM:

Here's how it works for a Lagoon Loyal customer:

1. Log in to LagoonLoyal.com
2. Complete Lagoon Loyal actions outlined on the site
3. Get points for completing actions
4. Swap points for local business coupons
5. Present coupons to businesses at time of purchase

Sample coupon offers:

**10%
OFF**

YOUR MEAL AT
'restaurant name'

**BUY ONE
GET ONE FREE**

**NATIVE
PLANT FROM**
'garden center name'

**15%
OFF**

**6-MO LAWN
SERVICE FROM**
*'lawn care
business name'*



A CLEAN LAGOON IS EVERYBODY'S BUSINESS.

Sign up today at LagoonLoyal.com/Businesses